

**CONTRASTIVE RHETORIC ANALYSIS ON THE SYRIAN CONFLICT IN
CNN AND AL-JAZEERA SELECTED NEWS**

THESIS

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MALANG
2015**

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THESIS

Presented to

Maulana Malik Ibrahim State Islamic University of Malang in Partial Fulfillment of
the Requirements for the Degree of *Sarjana Sastra* (S.S)

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2015

STATEMENT OF THESIS AUTORSHIP

I declare that the thesis I wrote to fulfill the requirement for *Sarjana Sastra (S.S)* entitled “**Contrastive Rhetoric Analysis on The Syrian Conflict in CNN And Al-Jazeera Selected News**” is truly my original work. It does not incorporate any materials previously written or published by another person, except those indicated in quotations and bibliography. Due to the fact, I am the only person who is responsible for the thesis if there any objection or claim from others.

Malang, 04th February 2015
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This is to certify that Wawan Novianto's thesis entitled "*Contrastive Rhetoric Analysis on The Syrian Conflict in CNN and Al-Jazeera Selected News*" has been approved by the thesis advisor for further approval by the Board of Examiners.

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MOTTO

أَقْرَأْ بِاسْمِ رَبِّكَ الَّذِي خَلَقَ

Read! In the Name of Your Lord, who has created (all that exists). QS: al-‘Alaq. 1



DEDICATION

This thesis is proudly dedicated to my lovely family especially to my parents Nasrun and Nanik Juwariyah who always support me all the time.



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I express my gratitude to the Lord of the universe, Allah SWT, for His blessing and mercy, so I can accomplish my thesis entitled *Contrastive Rhetoric Analysis on The Syrian Conflict in CNN and Al-Jazeera Selected News* as the requirement for the degree of “*Sarjana Sastra*”.

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Finally, I am truly aware that this thesis needs the constructive criticism and suggestion from the readers to make it better. I do hope that it can contribute to the development of Linguistics in the future.

Malang, 04th February 2015

Wawan Novianto

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ABSTRAK

Novianto, Wawan. 2015. Analisa Retorika Kontras pada Konflik Suriah di Berita Terpilih CNN dan Al-Jazeera. Skripsi, Linguistik, Jurusan Bahasa dan Sastra Inggris, Fakultas Humaniora. Universitas Islam Maulana Malik Ibrahim Malang.

Pembimbing : Drs. H. Djoko Susanto, M.Ed., Ph.D.

Kata Kunci : Retorika Kontras, Penulisan Berita, Meyakinkan Pembaca

Kaplan (1966) menyatakan bahwa analisa retorika kontras merupakan salah satu cara memahami cara menulis seseorang yang mempunyai perbedaan latar belakang budaya yang membentuk pola tersendiri. Penelitian ini bertujuan untuk memakai teori tersebut untuk mendeskripsikan berita terpilih tentang konflik Suriah pada berita online CNN dan Al-Jazeera yang dilaporkan pada bulan Mei 2014.

Penelitian ini menggunakan metode penelitian kualitatif deskriptif yang berfokus pada pendeskripsian secara komprehensif tentang pola retorika dan strategi penulis dalam meyakinkan pembacanya. Ada dua tahap dalam penelitian ini. Pertama, mengidentifikasi konsep kohesif dan koheren untuk menentukan pola retorika. Kedua, mengungkap strategi meyakinkan pembaca berdasarkan tiga pertimbangan: pertimbangan logika, pertimbangan kepercayaan, dan pertimbangan emosional.

Hasil penelitian menunjukkan bahwa ada pola retorika pada masing-masing website berita online. Dua pola retorika tersebut adalah *English* dan *semitic*. Hasil lain menunjukkan bahwa CNN dan Al-Jazeera keduanya menggunakan pertimbangan retorika sebagai strategi meyakinkan pembaca. Akan tetapi, CNN dan Al-Jazeera mempunyai perbedaan cara dalam mengaplikasikan ketiga pertimbangan retorika tersebut.

ABSTRACT

Novianto, Wawan. 2015. *Contrastive Rhetoric Analysis on The Syrian Conflict in CNN and Al-Jazeera Selected News*. Thesis, Linguistics, English Language and Letters Department. Humanities Faculty. Maulana Malik Ibrahim State Islamic University of Malang.

Advisor : Drs. H. Djoko Susanto, M.Ed., Ph.D.

Key Words : Contrastive rhetoric, News writing, Reader convincement

Contrastive rhetorical analysis as a way of understanding different ways through writers from various cultural backgrounds which shape their discourse was officially initiated by the works of Kaplan (1966). This study tries to use the methodology to investigate the selected news reporting Syrian conflict on CNN and Al-Jazeera reported on May 2014.

This study utilizes a descriptive qualitative method which is focused on comprehensively describing about rhetorical pattern and the writer's strategies in convincing the readers. There two phases in analyzing data. First is identifying cohesive and coherence in determining rhetorical patterns. Second is figuring out the reader convincement strategies based on three rhetorical appeals that are *appeal to logic, appeal to credibility and appeal to emotion*.

Findings show that there exist preferred rhetorical pattern in each news websites. Two rhetorical patterns found are *English* and *Semitic*. Another finding shows that both news websites have been applied three appeals of convincing readers. The difference found in the strategy of applying those appeal. Hence, each news website has their own way in applying those three rhetorical appeals.

CHAPTER I

INTRODUCTION

This chapter provides and covers the background of the study, research problems, research objective, the significance of the study, scope and limitation of the research, and definition of the key terms, and also research method.

1.1. Background of Study

This study compares rhetorical pattern between CNN and al- Jazeera news websites and how the news reporters convince their readers. Rhetorical pattern and the strategy of convincing readers are the branch of rhetoric study. It analyzes how news reporters writing shapes the rhetorical patterns and the strategy they use to make readers believe on what they write on the news.

Rhetoric is the strategy used by the writer to convince readers of his/her claims and to increase the credibility of his/her research (Valero-Garces, 1996:281). The concept of rhetoric have been proposed by Aristotle as a founding father of rhetoric. In Aristotelian, Rhetoric is defined as the faculty of observing in any given case the available means of persuasion” (Aristotle 340 BC in Roberts, 2010: 8).

Rhetorical studies has an important role to people in producing good language either spoken or written. Someone whose good rhetorical skill commonly has also a good speaking and writing skill. This study could be very important for a public speaker such us orator for convincing the audience, reporter

in reporting a news, student in term of academic writing, even salesman for persuading their customers.

Contrastive Rhetoric is a current of research of writing across cultures which appeared in the last 1960's. The founder and leading researcher was Robert B. Kaplan, an applied linguist with a long experience in TEFL (Sáez, 2001). He stated in his article *Cultural Thought Patterns in Inter Cultural Education* that writing is cultural phenomena. Here he found rhetorical patterns among English as L1, L2 and EFL users, they are *English, Semitics, Oriental, Romance, and Russians*.

News is probably one of the vital needs of societies; from domestic to national, national to international, health and industry to sports and entertainment, news has played a crucial role in peoples' and governments' decision making. As such, the source and reliability of the news is of equal or even more significance than the news itself and that makes reporting the news a challenging and critical profession. Accordingly, investigating how news is reported is essential and further it would be illuminating to see how different news reporting organizations and cultures report their news for their readers.

CNN and al- Jazeera news website is chosen as the subject of this research since these two frequently reported Syrian conflict. CNN as the one of the news website in the US which frequently reports the Syrian conflicts than other news websites which exist in the US. It proven by comparing the numbers of news related to Syrian conflict in a week with other news websites. Furthermore, issues

stated that the US have an aim in the Syrian conflict. It might be a cause why CNN reported news related to the conflict in a big number. While al- Jazeera is a news websites that the office is located in Middle East exactly in Qatar that also frequently reported Syrian conflict.

Studies on contrastive rhetoric have been done previously by a number of researchers. For example, Tirkkonen-Condit and Lieflander-Koistinen (1989) study English, Finnish, and German editorials, in which the authors compared the strength and placement of the main claim or argument in editorials. They found that English editorials commonly describe the point of view in beginning of editorials. The reporters also provided some arguments in almost all the editorials that had been examined. Nevertheless, Finnish editorials did not always argue a point of view, but rather provided information to their readers. Even there was no an argument statement found in some Finnish editorials. The German editorials placed the argument statement at the beginning of the editorials more often than the English newspapers did, but arguments stated in the editorials are weaker than English newspaper.

Another example is Zoltan (2002) who compared editorials in English and Hungarian from a contrastive rhetoric perspective and found that English and Hungarian articles had similar rhetorical structures. Both of those editorials compose an introduction in the beginning, then continued by composing the body, and the last is ending. The difference is that Hungarian editorials are longer and have more information than English editorials. Hungarian editorials provided

more arguments in editorial's body than English editorial did. It also gave the reader more expanded information about the topic.

The last contrastive rhetoric study is (Ramsay, 2001) investigated by Sáez (2001) that examined Chinese and Australian news texts, focused on rhetorical styles and genre analysis. Findings suggest that there are exist preferred rhetorical styles with the text genre in different languages and cultures. It proposed an analysis of discourse markers and rhetorical structure theory which are correlated with an evaluation of the texts to study the possible relationship between culture and writing style.

It can be underlined from the aforementioned researches that their focuses are in the context of rhetorical structures across culture. These previous studies did not focus on five Kaplan's rhetorical patterns (*English, Semitics, Oriental, Romance and Russians*) in order to find cultural influences. Since cultural context has been considered as one of the typical areas of contrastive rhetoric, this study concerns on rhetorical patterns and strategies of convincing readers of the news website which are focused more.

1.2. Statements of the Problems

This study is conducted to answer the following two questions:

1. What kind of rhetorical patterns used in CNN and al- Jazeera news websites?
2. How do the CNN and al- Jazeera reporters convince their readers of news websites?

1.3. Objectives of the Study

Based on the answers expected from the research questions as the focus of the study, the objectives of the research are:

1. To describe what rhetorical pattern used in CNN and al- Jazeera news websites.
2. To figure out how the writer convince the readers of CNN and al- Jazeera news websites.

1.4. The Significance of Research

This study is useful to understand the contrastive rhetoric especially rhetoric patterns used in writing news in two different news websites. It is important to understand how news website reporters can persuade the reader to believe on what they write in the news even sometimes the other media said biased to what they write and as the reference for next study in written contrastive rhetoric.

1.5. Scope And Limitation

The study is all about the contrastive rhetoric analysis on two different news websites. As Kaplan (1966) stated, contrastive rhetoric is a study of written text. Furthermore, this study only discussed contrastive rhetoric in term of rhetorical pattern including cultural view, and the cohesion and coherence of text. The text in this study is the selected news of Syrian conflict published by CNN and al- Jazeera in May 2014.

The limitation of the study is based on the research questions on the rhetorical patterns used in news websites and how the reporters convince the readers of news website.

1.6. Definitions of Key Terms

News Website

A news website is the online version of a newspaper, either as a stand-alone publication or as the online version of a printed periodical.

Convincing

The strategy which people use in term of making other people believe on what he/ she say.

1.7. Research Method

1.7.1. Research Design

This study utilizes a descriptive qualitative method. It focused on comprehensively describing about rhetorical pattern and how writer convincing the readers. In line with Bogdan and Taylor (1975) as cited in Moleong (2002:3) who stated descriptive qualitative as a research procedure producing descriptive data in the form of written words even researchable spoken. In other word this study using qualitative method since not using numbers or calculation.

Qualitative research should consider qualitative method itself. Qualitative method producing written or spoken data in language society (Djajasudarma, 2006: 1). Furthermore, qualitative method using written data needs some specific theory to support the research in analyzing data.

1.7.2. Research Instrument

The writer uses descriptive qualitative method to describe and interpret the rhetorical patterns, its influences of convincing the reader, and cultural viewpoint shaping the patterns in the news websites. The descriptive qualitative method is used in this study and participant observation is done by the writer as Wolcott (1995) defines fieldwork as a form of inquiry that requires a researcher to be immersed individually inside the on-going social activities of some individual or group carrying out the research. Means that the researcher is the main instrument to collect, identify and analyze the data.

1.7.3. Data and Data Source

The data of this study are the collection or compilation of two news websites focused on Syrian conflict report. The writer instantly download the news reported from both CNN and al- Jazeera news websites. The data downloaded is the news reported in May 2014. The data will be downloaded from both official websites:

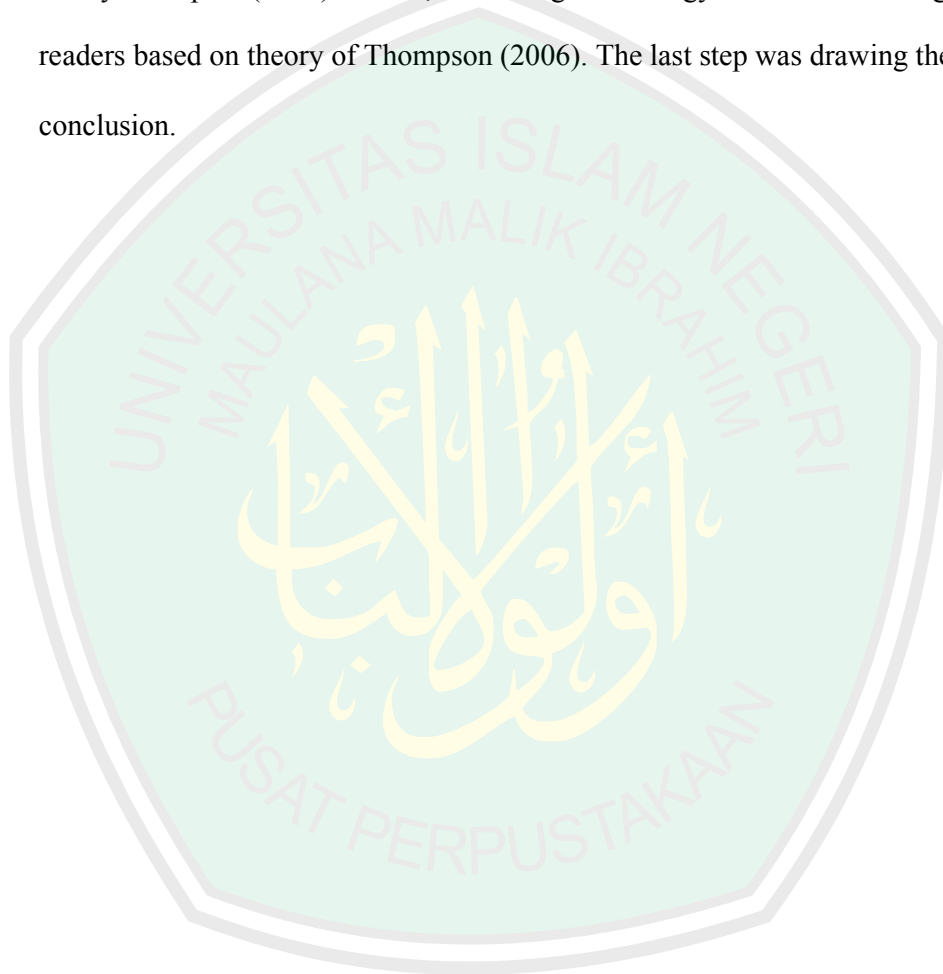
- CNN: www.cnn.com
- al- Jazeera: www.aljazeera.com

1.7.4. Data Collection

First of all the writer looks up two well-known news websites in the US and Middle East. Then the writer chose CNN and al- Jazeera since they have highest reader over the world proven by its websites in some regional language including Indonesia. Data would be used in this study belong to text. Text here means the news included in both CNN and al- Jazeera focused on Syrian conflict reports. In order to fulfil information adequacy in conducting the study, collecting the right interconnected data is necessary. This is, then, to make the data into a thick description (Halliday, 2002: 75). The data is in the form of news report from different countries and its different culture. It might be helpful in data analysis, background of both the writer and social conditions in providing the information.

1.7.5. Data Analysis

There were steps in analyzing the data: first, looking up the news from two different news websites that are CNN and al- Jazeera. Second, reading and understanding the data. Third, describing patterns used in both news based on theory of Kaplan (1966). Fourth, describing the strategy used in convincing readers based on theory of Thompson (2006). The last step was drawing the conclusion.



CHAPTER II

Review of the Related Literature

This chapter presents the theories of rhetoric used to help the data, i.e. Kaplan's (1966) theory of contrastive rhetoric which is used to help to answer research question one, and Thompson's (2006) formulation of rhetoric used to help to answer research question two.

2.1. Rhetoric

Rhetoric is the strategy used by the writer to convince readers of his/her claims and to increase the credibility of his/her statement (Valero-garces, 1996:281). Rhetoric was established by Aristotle in ancient greek judicial courts, it has been regarded as the study persuasion in speech rather than in written discourse. According to Aristotle in pursuing people, the speaker should have three types of appeals to convince the audience. The three types of appeal represent ethos, pathos, and logos. Ethos refers to the writer or speaker's credibility, which means the authority of someone in delivering their words to the audience, is it credible or not. Pathos refers to the emotional power of someone's writing or speech, means the ability of someone's argument in establishing the audience or reader emotional appeals. Logos refers to the congeniality of the arguments with the logical appeals, for example, effective arguments will include facts and other supporting details to back up the author's claims/positions.

Basically, there are five stages needed to be mastered in structuring and delivering speech. In order to make an outstanding speech, orators have to fulfill those

requirements to make the hearers accept what the orators say. These five concepts usually are termed as canons. Those five aspects are interrelated activities in building a persuasive speech (Asher, 1993: 9186). Those are invention, arrangement, style, memory, and delivery. Invention refers to the act of finding something to say that lends support to the speaker's position. Invention is the most difficult one to be established because this canon provides a public speaker with the recourses and knowledge that gives a speech its substance and value. Without invention, a speaker is simply repeating the same statement repeatedly. Arrangement represents the steps or organization of speech. It deals with the coherence and continuity in each of steps in speech. Style deals with assisting the contents in an appropriate and effective way. Style is the complement of invention, while invention provides the content, style provides the form. If invention addresses what is to be said, style addresses how it will be said. Memory refers to the ability in memorizing a text then reproduces it in natural way, including the ideas and arguments. Delivery deals with the manner used by the speaker in performing the speech, including voice and gesture, whereas style addresses the manner through words, the canon of delivery addresses the manner with the body and physical performs. (Crick, 2011: 10)

2.2. Contrastive Rhetoric

In 1966, Kaplan published his famous article 'Cultural Thought Patterns in Intercultural Education', which marked the birth of the notion now known as contrastive rhetoric. In this article, he reinforced the Whorfian Hypothesis in its weak form which asserts that one's native language influences one's thoughts. He,

further, assumed that different languages had their own specific and culturally bound conventions and patterns of writing. His basic interest was in the interference of culturally bound first language thought and writing patterns on writing in a second language.

In Connor's view (1996, cited in Wang, 2006), language and writing are cultural phenomena. As a direct consequence, each language has rhetorical conventions unique to it. Furthermore, the linguistic and rhetorical conventions of the first language interfere with writing in the second language.

The hypotheses underlying this view of contrastive rhetoric may be summarized as:

1. Each language and culture has rhetorical patterns that are unique to itself.
2. The rhetorical conventions of students' L1 interfere with their ESL writing (Grabe & Kaplan, 1989; Kaplan & Grabe, 2002; Kaplan, 1966, 1972, 1987, 1988, 1991, 2000.).

After about four decades of research and debate, the major concern of contrastive rhetoric is now moving from purely structural descriptions to an interest in "cognitive and sociocultural variables of writing in addition to the linguistic variables" (Connor, 1996, p.18). Recent research has expanded the concept of contrastive rhetoric and moved it away from looking only at the effects of transfer from L1 to L2 writing towards an interdisciplinary area of cross-language and cross-culture study that benefits from the theories and methods of

such related fields as applied linguistics, composition and rhetoric studies, anthropology, translation studies and discourse analysis (Connor, 1996)

As summarized by Connor (1997), some internal and external forces gave rise to this change in perspective. The internal force comes from criticism of contrastive rhetoric, which has required it to go beyond traditional linguistic parameters of analysis to consider discursive features, processes and contexts of writing. The external forces come from new developments in discourse analysis and changing focuses in first language composition research. What follows is a brief summary of the internal and external forces referred to above. Then, new developments and directions of research in contrastive rhetoric are outlined. Special attention is given to studies of Chinese writing and China's intellectual context.

The strongest 'internal' criticism of contrastive rhetoric has argued that contrastive rhetoric tends to regard cultural rhetoric as a static, exotic and normative system separated from the dynamics of history, and tends to treat English rhetoric as a kind of rhetorical canon (Kubota, 1992, 1997, 1998, 1999; Kubota & Lehner, 2004, 2005; Ostler, 2001). In Kubota's words (1992, p.20), contrastive rhetoric tends to "construct a homogenous representation of the 'Other' while legitimating a certain kind of rhetoric as a canon". Other scholars have also criticized contrastive rhetoric for its reductionist, deterministic, prescriptive, and essentialist orientation (e.g. Leki, 1997; Spack, 1997; Zamel, 1997). Kubota and Lehner (2004) argue that despite its unique cross-cultural focus on writing and its well-meaning effort to facilitate second language learning, contrastive rhetoric has

tended to construct static homogenous, and apolitical images of the rhetorical patterns of various written languages (p. 9).

From the perspectives of critical literacy and modern linguistic theory, language is neither historically fixed nor emergent out of nowhere; it needs to be understood as fluid, dynamic and constituted through cultural, political and social conditions (Fairclough, 2001; Pennycook, 1997, 2001, 2003).

Another problem identified in traditional contrastive rhetoric lies in its using students' L2 texts for the investigation of their L1 rhetoric (Kubota, 1992, 1997). Since the initiation of contrastive rhetoric studies (Kaplan, 1966, 1972), students' L2 essays in college-level academic contexts have been widely used for understanding their L1 rhetoric (e.g. Matalene, 1985; Hinds, 1983, 1987, 1990; Hirose, 2003). This unavoidably leads to over generalization and bias since many factors such as instructional methods and L2 proficiency may affect L2 textual features. In order to understand differences in language use, L1 authentic texts would seem to be a better data source for analysis.

Critics of contrastive rhetoric also argue that traditional contrastive rhetoric fails to consider students as human agents and their L1 is viewed as a deficiency (Kubota, 1992; Spack, 1997). This view of contrastive rhetoric considers students from certain cultures as homogeneous groups who are loyal to certain cultural norms and transfer them to writing in English. This view ignores the different experiences, intentions and subject positions these students bring with them. At the same time this hypothesis regards students' L1 rhetoric as problematic and

something that will be negatively transferred to their L2 writing. This view overlooks the possibility of positive transfer, which means that students' L1 language competence could exert a positive effect on their L2 learning. On the basis of critiques on traditional contrastive rhetoric, Kubota and Lehner (2004) argue for a critical contrastive rhetoric that affirms multiplicity of languages, rhetorical forms, and students' identities.

On the other side of the debate, Connor attempts to maintain the image of the orthodox contrastive rhetoric. In a series of articles published recently (Connor, 1997; Connor & Moreno, 2005), Connor reviewed the goals, methods, and accomplishments of research in contrastive rhetoric over the past forty years, and presented new developments and directions for contrastive rhetoric, which is now called intercultural rhetoric (Connor, 2004). Connor also acknowledged the dynamic nature of discourse and culture, and described how there has also been a call in intercultural rhetoric for studying how writing in given cultures is tied to the intellectual history and social structures of these cultures. As Connor (2004) points out:

Changing definitions of written discourse analysis – from text-based to context sensitive – and of culture – from static to dynamic – contribute to the changing focus of intercultural rhetoric research, a new term that better reflects the dynamic nature of the area of study (p.302).

As the external forces that have driven changes in contrastive rhetoric research, new developments in discourse analysis and research in first language composition research play a very important role in broadening the theoretical

scope of contrastive rhetorical and discourse studies. The various discourse analytical techniques developed in systemic functional linguistics, new rhetoric, critical discourse analysis, and so on can be drawn upon to describe the discourses under investigation in contrastive rhetorical research in different ways. For instance, 'appraisal' analysis, an important development in systemic functional linguistics which is concerned with evaluative language analysis (Martin, 2000; Martin & White, 2005; White, 2002), and textual analytical frameworks in new rhetoric introduced by Bazerman and Prior (2004) have much to offer this kind of research. These discourse analytical tools can provide a much thicker picture of the discourses under investigation. In first language composition research, researchers increasingly view writing as interactive and social. This indicates that writing is not only a process of writers generating, organizing, and translating ideas into text. Context, situation and intended readers also explain decisions that writers make (Flower & Hayes, 1981). This allows researchers to go beyond linguistic descriptions to consider the social and cultural settings of language use so as to understand particular language choices in relation to their specific setting. In line with this, Leki argues (1997, p.244), Contrastive rhetoric can most usefully be seen not as the study of internally driven, culturally specific rhetorical patterns but rather as the study of differences or preferences in the pragmatic and strategic choices that writers make in response to external demands and cultural histories.

2.3. Kaplan's Rhetorical Patterns

2.3.1. *English*

The thought patterns which speakers and readers of English appear to expect as an integral part of their communication is a sequence that is dominantly linear in its development. An English expository paragraph usually begins with a topic statement, and then, by a series of subdivisions of that topic statement, each supported by example and illustrations, proceeds to develop that central idea and relate that idea to all the other ideas in the whole essay, and to employ that idea in its proper relationship with the other ideas, to prove something, or perhaps to argue something.

2.3.2. *Semitic*

Different with Arabic, paragraph development is based on a complex series of parallel construction. The concept of cohesion is emphasized more in *semitic* writing. The sentences among paragraph are well linked by using cohesion signal in writing.

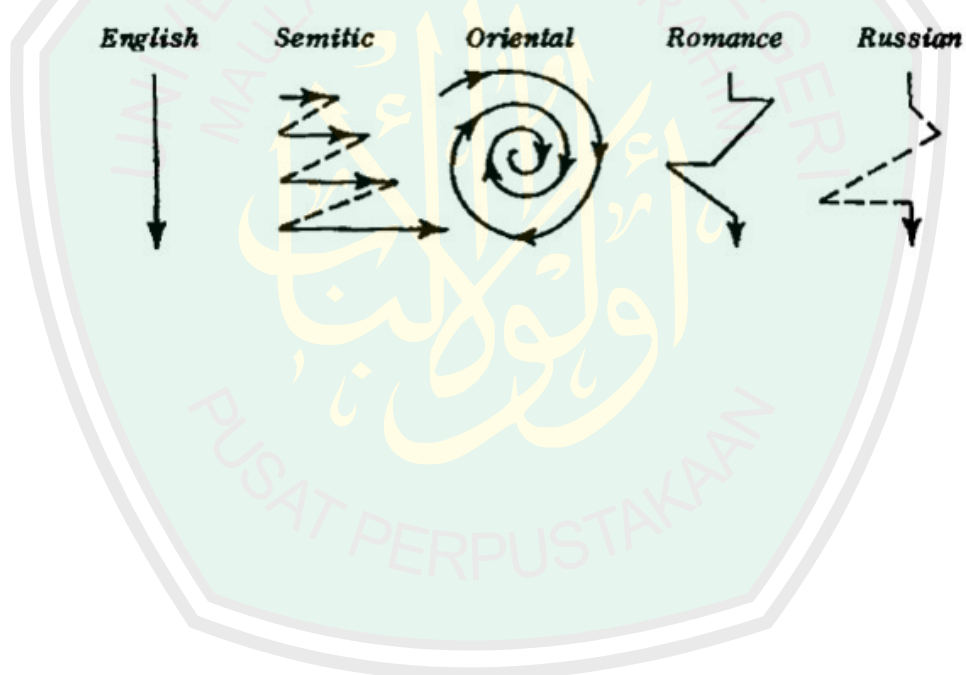
2.3.3. *Oriental*

Oriental writing, based on Kaplan (1966), is marked by using indirection. In this kind of writing, the development of the paragraph may be said to be "turning and turning in widening gyre". The concept of cohesive and coherent are rarely found. Sometimes, a topic in one sentence is not related to previous or next sentence. Misconception of using correct grammar and the function of "part of speech" is often found in Oriental writing.

2.3.4. *Romance and Russian*

Other pattern in Kaplan views is Romance and Russian. The structure of the Russian and Romance sentence is entirely different from the structure of the English sentence. But some of the linguistic difficulty is closely related to the rhetorical difficulty. In this Russian paragraph writing, Kaplan stated when composing a paragraph, Russian student may write a short sentence in the first sentence, while the next paragraph could be an extremely long sentence.

To ease understanding these patterns, Kaplan made diagrams as follows:



2.4. Rhetoric in Writing News

A News is an article written by or under the direction of the editor of a newspaper or magazine, or a statement broadcast on radio or television. News give information on important social, political, economic, or legal issues of the day and intend to persuade readers to agree to a particular point of view. Thompson (2006) stated in most news, the opinion of the writer is given near the beginning, followed by supporting evidence and reasoning. He added that news should be short, precise, and well organized. Using logical sequence in presenting arguments is also important to convince the reader.

In Ancient Greece, the philosopher Aristotle studied persuasion for many years. He finally concluded that there were three important kinds of evidence: *logos*, *pathos*, and *ethos*. Then in new rhetoric studies, these three evidence are well known as appeals to logic, appeals to credibility, and appeal to emotion (Thompson, 2006).

2.4.1. Appeals to logic

Appeals to logic are often the most important part of our argument. Whenever we appeal to someone's thought, we appeal to logic. Logic includes facts, specific examples, numbers, and cause and effect.

2.4.2. Appeals to credibility

Appeals to credibility are another important part of our argument. Whenever we say that important people agree with us, we appeal to credibility. Maybe we quote an expert, or a famous person that can be a strong source. A

strong source is a source written by an expert on the topic. If we're writing a paper about global warming or pollution, we would probably want to try to quote ecologists (earth scientists).

2.4.3. Appeals to emotion

The last important part of our argument is appeals to emotion. Without emotion, our readers does not care to what we say because the appeals of emotion related to reader interesting in reading texts. For example, any time we tell a story, whether a sad story or a happy story, we appeal to people's emotions. That way, we touch their hearts as well as their brains.

2.5. Previous Contrastive Rhetoric Studies on Newspaper Discourse

In one of the major works on newspaper language from the early 1990s, Bell (1991) establishes a generic distinction between three kinds of newspaper texts. These are service information, opinion, and news texts. A further major work from the same year, Fowler's (1991) *Language in the News*, focuses exclusively on news report, the predominant text type in newspapers. However, newspapers also contain texts that carry comments, interpretations, evaluations, and recommendations, based on and relating to the events and issues reported in the news texts. This part of the literature review is specifically concerned with these newspaper opinion texts in previous contrastive rhetorical studies. Opinion texts are a specific type of persuasive or argumentative text that often occurs in professional writing. The aim of such texts is to influence the opinions of readers on controversial issues. Newspaper opinion texts may be further categorized into

editorials (usually written by editors or other press staff), newspaper commentaries (usually written by outside expert writers), and letters to the editors (usually written by readers). Newspaper opinion texts are usually concerned with topical issues and present opinions which aim to convince readers of a particular point of view. Van Dijk claims that opinion is expressed based on “more general, socially shared knowledge, attitudes, ideologies, norms and values” (van Dijk, 1995b, p.38). In this sense, newspaper opinion texts, “perhaps more than any other type of writing, reflect national styles regarding modes of persuasion” (Connor, 1996, p. 143).

Scollon et al. (2000) argue that there are several reasons why researchers turn to journalistic texts for answering questions raised in contrastive rhetoric studies. Their main reason is that journalistic texts are readily available and appear to form a relatively similar genre across languages and cultural groups. A second reason is that journalistic texts are examples of a highly salient genre of public discourse that may exert some influence on the academic writing of students. A third reason is that journalistic texts are generally thought to exemplify widely accepted standards of form which is less variable than more flexible and varied academic writings.

A number of studies on opinion discourses in contrastive rhetorical research are relevant to this study, such as the work of Dantas-Whitney and Grabe (1989), Tirkkonen-Condit (1996), Tirkkonen-Conid and Lieflander-Koistinen (1989), Ansary (2004) and Zoltan (2002). Other studies on editorials and media articles such as van Dijk (1995), Scollon (2000), Fang (2001) are also

important for the present study. Dantas-Whitney and Grabe (1989) compared editorial texts in Brazilian, Portuguese, and English. Twenty newspaper commentaries were compared for fifteen linguistic variables. A significant difference was found on one dimension – the presentation of information. This dimension included five features: use of nominalization, prepositions, third-person singular, pronouns, and locative adverbs. The English texts used a more formal, detached style than the Portuguese; they used more nominalizations and prepositions, whereas the Portuguese texts used more personal aspects of texts such as third-person singular and pronouns. This study is largely at the level of textual analysis.

A further study of cross-cultural differences in editorials is Tirkkonen-Condit and Lieflander-Koistinen's (1989) study of Finnish, English, and German editorials, in which the authors compared the strength and placement of the main claim or argument in editorials. They found that Finnish editorials did not always argue a point of view, but rather provided information to their readers. The desire to build consensus rather than divide was the stated policy of the newspaper. The German editorials placed the argument statement at the beginning of the editorials more often than the English newspapers did, whereas the Finnish editorials did not contain an argument statement.

Zoltan (2002) compared editorials in English and Hungarian from a contrastive rhetoric perspective and found that English and Hungarian articles had similar rhetorical structures. The difference is that Hungarian editorials are longer and have more information than English editorials. In another contrastive

rhetoric study of Chinese and Australian news texts, findings suggest that there exist preferred rhetorical styles within the text genre indifferent languages and cultures (Ramsay, 2001).



CHAPTER III

FINDING AND DISCUSSION

This chapter describes the analysis of data followed by a discussion of the research findings. The findings relate to the research questions that guided the study. Data were analysed to identify, describe and explore different phenomena on writing news in CNN and al- Jazeera and the writer convincement. Importantly, by distinguishing between different phenomena, the theory of Kaplan's rhetorical patterns and their relationship with cultural phenomena is put to work.

Descriptions of the Texts

Syrian conflict was began on March 2011. Then this issue was instantly followed by media that reported the conflict including CNN and al- Jazeera news website. The conflict is not solved yet until now, so that the news which is reporting the conflict is also continuously reported. Here the texts would be analysed are taken randomly from the news reported on May 2014.

3.1. Findings

The best way to organise and present the findings to answer research question one is based on Kaplan's theory to determine the pattern. Here Kaplan (1966) stated that English paragraph may use just the reverse procedure; that is, it may state a whole series of examples and then relate those examples into a single statement at the end of the paragraph. These two types of development represent the common inductive and deductive reasoning which the English reader expects

to be integral part of any formal communication. The paragraph begins with a general statement of its content, and then carefully develops that statement by long series of rather specific illustrations. While it is discursive, the paragraph is never digressive. It is contrast with Arabic paragraph that almost all of the ideas in the paragraph are coordinately linked among sentences.

Furthermore, the writer implies that in determining rhetorical pattern, the concept of coherence and cohesive are extremely needed. The concept of coherence is needed when a paragraph is discursive, and it is not cohesively linked among sentences but coherently correct. While the concept of cohesion is needed to determine the connection among sentences since it's related to unit of linguistics such us: the use of pronoun and conjunction.

Moreover the writer will use the concept of coherence and cohesion in determining the patterns. Here to ease in analysing findings in the data, the writer giving code of the data (C) for CNN are numbered one (1) through three (3) and (A) for al- Jazeera are numbered four (4) through six (6). Furthermore, numbering per sentence is needed to get a detail analysis about the text.

Datum 1: CNN 1**Title: *Opposition: Car bomb in Syria kills 8 after prayers*****By Susanna Capelouto, CNN**

*At least **eight people** were killed and 10 wounded when a car bomb exploded Friday outside a mosque in the northern Syria city of Binnish, according to the opposition Syrian Observatory for Human Rights. (1.1)*

***Worshippers** were leaving the al-Kabeer mosque in the Idlib province city after attending Friday prayers when the bomb went off, the group said. (1.2)*

A YouTube video of the aftermath shows a blown-up car and dark smoke coming from the building. The video was posted by the Local Coordination Committees of Syria, a network of opposition activists. (1.3)

CNN cannot independently verify the content of the video. (1.4)

Well over 100,000 people, including many civilians, have died in Syria's three-year civil war, the United Nations has said. That includes at least 26 killed Friday, according to the Local Coordination Committees. (1.5)

***So far**, all attempts to stop the fighting between government forces and rebels seeking President Bashar al-Assad's ouster have failed. (1.6)*

The United Nations on Friday condemned armed groups for cutting off water supplies to the city of Aleppo recently, an action that left 2.5 million people without water. The water supply has since been restored, but in the statement, the U.N. urged all parties in the civil war to ensure water supply to civilians, calling access to safe water a "fundamental human right." (1.7)

Analysis

In the datum (1.1) stated number of people who killed when bomb exploded. Then datum (1.2) tells when worshippers leaving mosque. There is no cohesion signal, but coherently correct by interpret *eight people = worshippers*. (1.3) and (1.4) supporting the main topic by giving proof of *how the event happened caught by camera on YouTube*. (1.5) and (1.6) are supporting the topic and these both are linked by using preposition *so far*. The end of paragraph (1.7) giving facts to support main topic. Again, cohesion signal is not found. It can be

sum up that coherence occur in (1.1), (1.2), (1.3), (1.4) and (1.7) while the only cohesive sentence is (1.5) and (1.6). This paragraph using inductive reasoning.

Datum 2: CNN 2

Title: *Wife to terrorist wannabe: 'Go die in battlefield -- I'll be relieved'*

By Carol Jordan and Lindsay Isaac, CNN

*London (CNN) -- For the first time, Britain has convicted **someone** of a terrorism offense related to the Syrian civil war. (2.1)*

***Mashudur Choudhury**, 31, was convicted of engaging in conduct in preparation of terrorist attacks, the Crown Prosecution Service said. (2.2)*

A father of two, Choudhury traveled to Syria in October with the intention of joining a terrorist training camp, the UK's Press Association reported. (2.3)

"At times in his discussions with others the defendant described his intention to become a martyr," prosecutor Alison Morgan told the jury during the two-week trial, the association reported. (2.4)

*In one text message, **his** wife wrote **him**, "Go die in battlefield. Go die, I really mean it just go. I'll be relieved. At last. At last," the Press Association said. Choudhury pleaded not guilty. (2.5)*

***He** will be sentenced June 13. (2.6)*

Analysis

This paragraph begin with stating a general statement of the topic: Britain convicting terrorism (2.1). Then (2.2) is coherently linked by interpret *someone* = *Mashudur Choudhury* so that readers can feel the writer's aims even there is no cohesion signal. (2.3) stated more about Choudhury to support the previous sentence. (2.4) giving proof of what Association said to support (2.3). At the end, datum (2.5) and (2.6) showed cohesion signal that linked to (2.2). The cohesiveness shown by the writer by using pronoun "his, him, and he" that refer

to “Choudhury”. In composing this news, the writer uses deductive reasoning since the paragraph composed stated a general topic first, then followed by some supporting statements.

Datum 3: CNN 3

Title: Syrian deputy FM denies forced starvation, chemical attacks by regime

By Frederik Pleitgen and Holly Yan, CNN

Damascus, Syria (CNN) -- Chemical attacks with chlorine gas. Barrel bombs dropped from regime helicopters. Syrians starved into submission in opposition-controlled areas. (3.1)

The alleged assaults by the Syrian government against its own people are atrocious. But in an exclusive interview with CNN's Frederik Pleitgen, the country's deputy foreign minister says such claims are rubbish. (3.2)

*"I assure you 100% that chlorine gas has never been used by the government," Deputy Foreign Minister **Faisal al Mekdad** said. (3.3)*

***His** assertion came shortly after Human Rights Watch said it had strong evidence that showed regime forces carried out a chlorine gas attack in the rebel-held village of Kfar Zeita. According to the rights group, 11 people were killed and 500 were injured in three towns following the gas attack. (3.4)*

***But** Mekdad acknowledged that the government is not fighting lightly against opposition forces. (3.5)*

"My friend, we shall not attack them with flowers, because they are not attacking us with flowers," he said. "They are attacking with most sophisticated weapons, given to them by the United States, given to them by Europe, given to them by Turkey, given to them by the Saudis and others." (3.6)

Last September, a U.S. official said CIA-funded weapons have started flowing to Syrian rebels. (3.7)

A rebel leader told CNN at the time that he "can't talk about weapons," though he did stress that opposition forces were getting help. (3.8)

"We are getting now a lot of support from our American friends, but I can't talk in detail about all kinds of the support," he said. (3.9)

Analysis

This paragraph firstly states a general statement as a conduction of the topic. Here datum (3.1) tells Chemical attacks in Syrian. Then (3.2 and 3.3) are coherently support the main topic, but it is not linked to the previous sentence. It can be a proof that English writing is discursive. In (3.4) cohesion signal that linked to (3.5) and (3.4) is found. Here the writer using pronoun “his” and conjunction “but” to links the sentences. (3.6) is coherently supporting (3.2, 3.3, 3.4, and 3.5). Then (3.7, 3.8, and 3.9) are supporting data (3.2). This paragraph is clearly showed that English paragraph is never written digressively.

Datum 4: al- Jazeera 4

Title: *Huge turnout for Syrian vote in Lebanon*

Of the tens of thousands of expatriates flocking to their embassy to vote, a majority voiced support for Assad's rule.

Beirut, Lebanon - This was not an ordinary voting day. It was a parade of Syrians celebrating their embattled president, Bashar al-Assad, and expressing support for him in the battle to quell the uprising that erupted three years ago. (4.1)

Since early morning, tens of thousands of Syrians flocked to the heavily fortified area surrounding the Syrian embassy in Lebanon as expatriate voting began ahead of the June 3 presidential election. (4.2)

With some of Lebanon's one million Syrian residents and refugees trying to cast their votes, this was the most visible mass gathering the country has witnessed in the past few years and possibly, the largest-ever gathering of Syrians outside their country. (4.3)

Cars and buses carrying Syrian voters thronged the main highway linking Beirut city centre to Baabda, where the embassy is located, while a stream of people trying to reach the embassy could be seen walking uphill for several kilometres in the blistering heat, amid the smell of gas and the loud nationalistic anthems blaring from some cars. (4.4)

The trip was not worthwhile for a large number of voters who could not reach the embassy, tucked away in a narrow street in a security complex, as the Lebanese military tried to manage the crowds. (4.5)

At one point around noon, soldiers began beating up Syrians who were trying to storm the **embassy building**, using batons and sticks. **At the** embassy, poll workers were struggling to check voters' IDs. (4.6)

The Syrian ambassador to Lebanon, Ali Abdul Karim Ali, told Al Jazeera that only pre-registered Syrians who have entered Lebanon legally could vote. (4.7)

In reality, however, anyone could practically walk into the small and stuffy polling room and cast their ballot - in public and under the eyes of the poll workers - without having their papers checked. (4.8)

Analysis

This paragraph begins with an event happening in Syria: Syrian who celebrating embattled president, a cohesive signal is found in datum (4.1) by using pronoun “it” which refers to “day”. Cohesive signal is also found in datum (4.2). The sentence uses conjunction “since early morning” to link with an event in the previous sentence. Seems datum (4.3) is supporting datum (4.2) and also cohesively related by using conjunction “with some of...”. Nevertheless, the writer found that the next paragraph, datum (4.4) tells the readers something others that not related to the previous sentence. Thus the case of indirectness is shown. Datum (4.3) tells the readers about Syrian residents and refugees who tried to cast their votes, but datum (4.4) tells the readers about cars and buses which carrying Syrian. But finally it goes back coherently to the topic at the end of paragraph. In datum (4.5) cohesive mark is shown again: “the trip” → “people walking several kilometers”. Cohesiveness is shown again in datum (4.6): “At the” linked to “embassy building”. In datum (4.7) the writer did not find a cohesiveness. The

datum just giving a logic example and coherently linked to the main topic. Here the concept of directness is clearly shown. At the end of the datum, datum (4.8) is concluding the topic discussed in whole paragraph, and cohesiveness is shown by using conjunction “*in reality, however*”. This paragraph uses inductive strategy since the writer composing some supporting topics than concluding them into a general statement.

Datum 5: al- Jazeera 5

Title: *Mediating Syria: Mission nearly impossible*

The future of war-torn Syria remains grim as UN envoy resigns and his successor faces 'almost impossible odds'.

*The announcement on May 13 that **Lakhdar Brahimi** was resigning as the United Nations and Special Arab League envoy to Syria came as no surprise. The veteran diplomat had been considering doing so for most of his time in the post (he said a year ago that he thought about it every day), and the conflict has continually worsened despite his mediation. **It** was clear almost as soon as he accepted the role in August 2012 that his efforts would end in failure. (5.1)*

***After all**, his predecessor Kofi Annan, who resigned after just six months, described the job as "mission impossible". **Brahimi** was only slightly less pessimistic, saying at the outset that it was "nearly impossible". **Likewise**, UN Secretary General Ban Ki-moon said recently that Brahimi - "one of the world's most brilliant diplomats" - faced "almost impossible odds". To say they were managing expectations is a major understatement. (5.2)*

***Brahimi** can be criticised for pursuing Annan's failed policies rather than offering anything new, **but** this wrongly implies that the formula itself was wrong. The main aims of Annan's Geneva I conference in June 2012, **and** Brahimi's follow-up conference earlier this year, were to agree a ceasefire, **then** form a transitional government comprising both regime and opposition elements. What other viable diplomatic option is there? (5.3)*

*The obvious stumbling block was not clarifying what role, if any, Syrian President Bashar al-Assad would have in such a transition. The opposition says there is no solution with **him**, while the regime says there is no solution without **him**. (5.4)*

Analysis

In the datum (5.1) the news writer stated a general topic that *Lakhdar Brahimi* was resigning as the United Nations and Special Arab League envoy to Syria came as no surprise. In this paragraph sentence by sentence are correlated cohesively. It can be shown that the writer uses pronoun “it” which refer to *Brahimi*. Then the next paragraph also shown a cohesion signal by using conjunction “*after all*” this is linked to the event told in previous paragraph see datum (5.2). Another cohesion signal is the use of conjunction “*likewise*”. Datum (5.3) is supporting the main topic. A repetition in writing name “*Brahimi*” is used to link with previous paragraph. The writer also use some conjunction such as: “*but*” “*and*” “*then*” to connect among sentences in this paragraph. At the end of the paragraph, a cohesion signal is shown again by using pronoun “*him*” which is linked to “*Brahimi*” that stated in almost all sentences. This paragraph shows that a connection occur cohesively among sentences.

Datum 6: al- Jazeera 6

Title: *Jordan eyes tourism boom in Papal visit*

Jordanian authorities are hopeful pope's visit will boost tourist numbers, which were down 14 percent in 2013.

Jordan Valley - Jordan hopes that Pope Francis' visit to Amman will attract more tourists in the future, after it suffered a decline in tourism following regional unrest since 2011. (6.1)

"It is a historic moment...we hope it will encourage Christian tourists from all over the world to visit Jordan," said Nedal Qatameen, Jordan's tourism minister. (6.2)

*Jordan relies on tourism to bolster its economy but in 2013, the country's tourism ministry reported a 14 percent drop in the number of tourists from the **previous** year. (6.3)*

Every year, some 90,000 tourists visit the Baptism site, according to Mohammad Moumani, Jordan's Media minister. The site is believed to be where Jesus was immersed in the waters of the Jordan River. Extending over 6km in the Jordan Valley, it is also home to ancient Christian pilgrimage sites and churches. (6.4)

"But we hope numbers will double after the pope's visit. It is an opportunity for the world to learn about the historic religious sites in Jordan," Moumani told Al Jazeera. (6.5)

Christian leaders and Jordanian officials believe a stable Jordan remains a symbol for interfaith co-existence in the turbulent region. (6.6)

"Jesus was born in Bethlehem, but Christianity as an ideology was declared here in the Baptism site. Christianity was born here," said Father Nabil Haddad, head of the Board of Trustees of the baptism site. (6.7)

Since 2003, several churches have been built on the site to accommodate Christian tourists from all sects, according to Rustom Mkhjian, who is the assistant commission director at the site. (6.8)

The pope will meet King Abdullah II, hold a mass prayer in Amman with approximately 25,000 people, and then head to the Baptism site where he will meet with Syrian refugees, elderly, and people with disabilities. (6.8)

Analysis

Datum (6.1) stated a general topic which tell readers a Jordan hopes to Pope Francis. Then supported by datum (6.2) with composing a direct quote from Jordan's Tourism Minister. Both data are not cohesively connected, but coherently correct. In datum (6.3), the writer trying to support data (6.1) by composing another fact happened and cohesion signal is shown. Here the writer rewrite word "Jordan" to connect the data. In datum (6.4) cohesion signal is clearly shown by using adverb of time "every year" as a conjunction. This linked to datum (6.3) which stated an event happened in previous year. Then in the next data, the writer tries to make the paragraph more direct. It could be proven that

datum (6.5) (6.6) (6.7) (6.7) (6.8) (6.9) are directly support the main topic. There is no cohesion signal found.

Based on the analysis of coherence and cohesion of the text, the writer can conclude that CNN applied directness in writing news. CNN seems describe a topic directly like when we draw a straight line. It can be seen in arranging the sentences, CNN prefers to describe topic coherently. Even the writer tried to arrange the sentence cohesively, the concept of cohesion is used more. Sentences by sentences are not well linked which can be seen in (C2) and (C3). In this data sentences are discursively constructed. While al- Jazeera trying to write the news cohesively. The arrangement of the sentences are parallel. Sentences by sentences are linked and well ordered (A4), (A5), and (A6).

In order to answer research question two, this research is based on a theory related to reader convincement. As what had been said by Thompson (2006), reader convincement has an important role to determine a writing whether successful or not. He finally concluded that there were three important kinds of evidence: appeals to logic, appeals to credibility, and appeals to emotion. Hence, to make the findings well organized, the writer uses those kinds of evidence to analyze the text.

a. Appeals to Logic

Appeal of logic is a writer ability to compose facts and how the writer strengthen the facts itself so that readers can be convinced when reading his/her writing. To find how appeals to logic used in the data, the writer will be based on

Thompson (2006) that stated some aspects in appeal of logic: facts, specific examples, numbers, and cause and effect to strengthen arguments written.

Both CNN and al- Jazeera compose some facts to strengthen other facts (C1, 2, 3 and A1, 2, 3). They also include some numbers to make the news more strength. CNN use numbers to describe people killed when bomb exploded (C1.1). It uses also to describe how much people killed in Syria's three year civil war. In the data stated that over 100,000 people killed (C1.6). Another in (C1), the writer convince the reader by stating extremely big number. In this data stated there are 2.5 million people live without water because of the conflict (C1.7). The use of numbers is found also in (C3). Here the writer stated there are 11 people were killed and 500 people were injured because of gas attack (C3.4). In al- Jazeera, the use of numbers is found in data (A6). Here the writer stated 14 percent of tourist in Jordan (A6.3). Moreover, the use of numbers to convince readers also found in data (6.4) that is stated some 900,000 tourist visit the Baptism site. From the findings can be conclude that the use of numbers to convince readers are much found in CNN.

b. Appeals to credibility

CNN prefers citing what an institution or organization said about the topic to build readers credibility. In the data analyzed, there are several organization is found. There is in data (C1.1) which citing the opposition *Syrian Observatory for Human Rights* to strengthen the fact that at least people were killed and 10 wounded when a car bomb exploded, then the *Local Coordination Committees of*

Syria (C1.3) to support the validity of a video on YouTube. Another one in (C1) is *Local Coordination Committees* (C1.5). Using name of organizations is also found in data (C2) which cited UK's Press Association and U.S official in (C3). Besides citing on what an organization said, putting a famous journalist is also applied. CNN puts a journalist who write the editorial under the title of the news (C1, 2, 3).

While al- Jazeera only focuses on citing a famous or important people in building readers credibility. Almost news written quote an important people such as *Ali Abdul Karim Ali* in data (A4), then *Nedal Qatameen, Mohammad Moumani, Nabil Hadad, and Rustom Mkhjian* (A6). al- Jazeera prefers use direct sentences of what those people said to strengthen the facts written (A4, 6).

c. Appeals to Emotion

Appeals to emotion has another important role in writing news, since it can influence readers interesting in reading news (Thomson, 2006). The writer found that both CNN and al- Jazeera have different strategies in gaining readers' emotion in reading the news. Both CNN and al- Jazeera compose a title of news as interesting as possible. The titles written are commonly represent on what the news want to go. The titles which is composed are not more than 5-10 words, but the writer made the title interesting to gain the readers in reading whole part of the news (C1, 2, 3, A4, 5, 6). Furthermore al- Jazeera has another strategies in convincing the readers in term of appeals to emotion. al- Jazeera prefers to put a headline news under the title. This headline news conducts a topic that will be

spoken in whole news (A4, 5, 6). Seems with using this strategies news writer can draw out the readers' interesting.

3.2. Discussion

After obtaining the data and analyzing them based on Kaplan (1966) and Thomson (2006) theories, the next part is the discussion of the whole data to answer the problems proposed in Chapter I. The first question is about rhetorical pattern used in CNN and al- Jazeera news websites based on Kaplan studies (1966). The second question is how does the writer convinces the readers of CNN and al- Jazeera news websites. In order to answer the second question, this present study will be based on Thomson (2006) theory.

Kaplan, (1966, 1989), assumed that different languages had their own specific and culturally bound conventions and patterns of writing. His basic interest was in the interference of culturally bound first language thought and writing patterns on writing in a second language. To simplify in analyzing how Kaplan (1966) theory works, the writer will dividing into two sub chapters:

1. Cultural influences in L1 and L2 writing
2. How cultural phenomena shapes rhetorical patterns

Cultural influences in L1 and L2 writing

Non-native speakers of English who learn how to write in English usually have already learned how to write in their native language. Their knowledge about and skills in writing in the first language affect the way they write in English.

Because of this influence, non-native speakers of English may use rhetorical patterns in their native language but alien to the Anglo-American writing tradition. In findings, the writer found that al- Jazeera, as a website which use English as L2 in writing news tend to try the concept of “directness” although not as direct as what the native of English writing. al- Jazeera tend to use “indirectness” but it does not go off the topic. al- Jazeera prefers using the concept of cohesive in paragraph development. The coordinate among sentences are well constructed. Regarding to Kaplan (1966) on his article “Cultural thought pattern in intercultural education” stated that in Arabic writing, it is important to notice that almost all of the ideas in the paragraph are coordinately linked. It just close related to a previous studies by Michel Cuypers (2010), in his journal entitled “*The Semitic rhetoric in the Koran and a Pharaonic papyrus*” found that in a surah of Koran, the concept of cohesive is well constructed. It can be a proof that cultural phenomena influence someone writing of English as a second language.

While the native of English applied “directness” in writing news. The paragraph are usually cohesively digressive. Coordination among sentences is not well constructed, but it still linear and does not go off topic (Kaplan, 1966). Coherence is the quality attributed to the presentation of material in a sequence which is intelligible to its reader. It can be found in findings, especially in data from CNN that almost all of data which have been analyzed consider coherence as most important aspect in evolving paragraph. The news writers of CNN are not well pay attention to cohesion aspect. Sometimes supporting sentences are not put in the next sentences, but it jumped into next two or three sentences.

To sum up, al- Jazeera still applied their knowledge and skill in writing in the first language even the news written is used English as second language. al- Jazeera tend to try “*directness*” even CNN is more direct than al- Jazeera. This case is one proof that writing is a cultural phenomena (Connor, 1996).

How cultural phenomena shapes rhetorical patterns

Carson (1992) examined how non-native speakers learned to read and write in their first languages and how that learning affected their expectations and strategies in learning to write and read in English. This cultural phenomena will also influence their writing characteristic even rhetorical patterns. Kaplan (1966) proposed five rhetorical pattern diagrams in his contrastive rhetoric research. Nevertheless, there are two out of those diagrams are found in this present research that are “*English*” and “*Semitic*”. English pattern is found in CNN news, while Semitic pattern is found in al- Jazeera news. As what discussed in sub chapter before, that CNN tend to applied coherence in evolving paragraph in each sentences. While al- Jazeera tend to applied cohesion in evolving paragraph. This different ways can determine what rhetorical pattern will be shaped. *English* rhetorical pattern seems found in CNN news. It because of CNN use *directness* concept in term of paragraph development. The concept of *directness* itself shape a rhetorical pattern. A rhetorical pattern found when we look the paragraph is like we draw a straight line vertically.

While *Semitic* rhetorical patterns is found in al- Jazeera news. In Kaplan diagrams, *Semitic* pattern is like when we draw a zig-zag line. The line seems run

into the cohesion signal such as pronoun and conjunction. This case determine *indirectness* in evolving paragraph. To sum up, the cultural phenomena *directness* and *indirectness* in communicating can influence in writing activity, then instantly influence the rhetorical pattern shaped (Connor, 1996). Another theory that refers to this study is Conner (2001): these patterns seem to differ from one culture background to another and as a result may lay influence on the way a writer approaches his/her written piece. A rhetoric pattern is a mode in which an article is organized.

Then in order to answer the second research question that is how the writer convinces the readers of CNN and al- Jazeera news websites is based on Thomson (2006) about convincing readers. The studies of reader convincement was exist since long time ago. In Ancient Greece, the philosopher Aristotle studied persuasion for many years. Aristotle finally concluded that there were three important kinds of evidence which well known in classical rhetoric as Aristotelian rhetoric: *logos*, *pathos*, and *ethos*. This rhetoric concept is developing for year to year until there is a "*new rhetoric*". In reader convincement, Thomson (2006) has also three important things: appeals to logic, appeals to credibility, and appeal to emotion.

Appeal to logic

Appeals to logic is the strategic use of logic, claims, and evidence to convince an audience of a certain point. Both CNN and al- Jazeera use this appeal in convincing their readers. In findings have been discussed that both news

website use more numbers in order to make the news logic and to strengthen the topic. Thomson (2006) explained when we this appeal is used correctly, appeal to logic contains the following elements:

- Strong, clear claims
- Reasonable qualifiers for claims
- Warrants that are valid
- Clear reasons for claims
- Strong evidence (facts, statistics, personal experience, expert authority, interviews, numbers)
- Acknowledgement of the opposition

In other word, the use of numbers that much found in both CNN and al-Jazeera is to achieve a good quality of news that refers to those elements. To conclude, the writer has a statement that both CNN and al- Jazeera has a same way in applying this appeal in term of convincing reader.

Appeal to credibility

Both news website has different strategies in applying appeal to credibility. CNN focuses on citing what an organization says about the topic, while al- Jazeera focuses on quote directly of what famous or important people says about the topic. Further, CNN also put a famous journalist's name who write the news in order to gain appeal in credibility. These different strategies occur might be because of cultural difference. It just like the previous studies found,

findings suggest that there exist preferred rhetorical styles because of different text genre in different languages and cultures (Ramsay, 2001). Moreover, although al- Jazeera is non-native of English, it has a same rhetorical strategies with CNN in term of convincing readers. Both news website is applying appeal to credibility to strengthen the news. It is different to what Condit and Koistinen (1989) found on their research. In their research, they found that non-native speakers' newspaper does not apply this appeal, but it preferred to tend another appeal to convince the readers.

Appeal to emotion

Appeal to emotion target the emotions of the reader to create some kind of connection with the writer. Since humans are in many ways emotional creatures, emotion can be a very powerful strategy in argument. For this same reason, however, emotional appeal is often misused. Sometimes it is used to mislead readers or to hide an argument that is weak in logical appeal. In news writing Thompson (2006) explained appeal to emotion is commonly used in gaining readers interesting in reading news. Both CNN and al- Jazeera use this appeal in composing an interesting title of the news reported. They firstly touch the reader mind to be interested in reading whole part of news. While al- Jazeera has another strategy in applying this appeal. al- Jazeera prefers to add a headline news after the title. It seems more revealed that the use of different strategies is also culturally related.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter discusses the main conclusions of the findings of the study about the social and cultural context of a genre. In addition, this part also offers point learn by the researcher and suggestions for future researcher who are interested in this study.

4.1. Conclusion

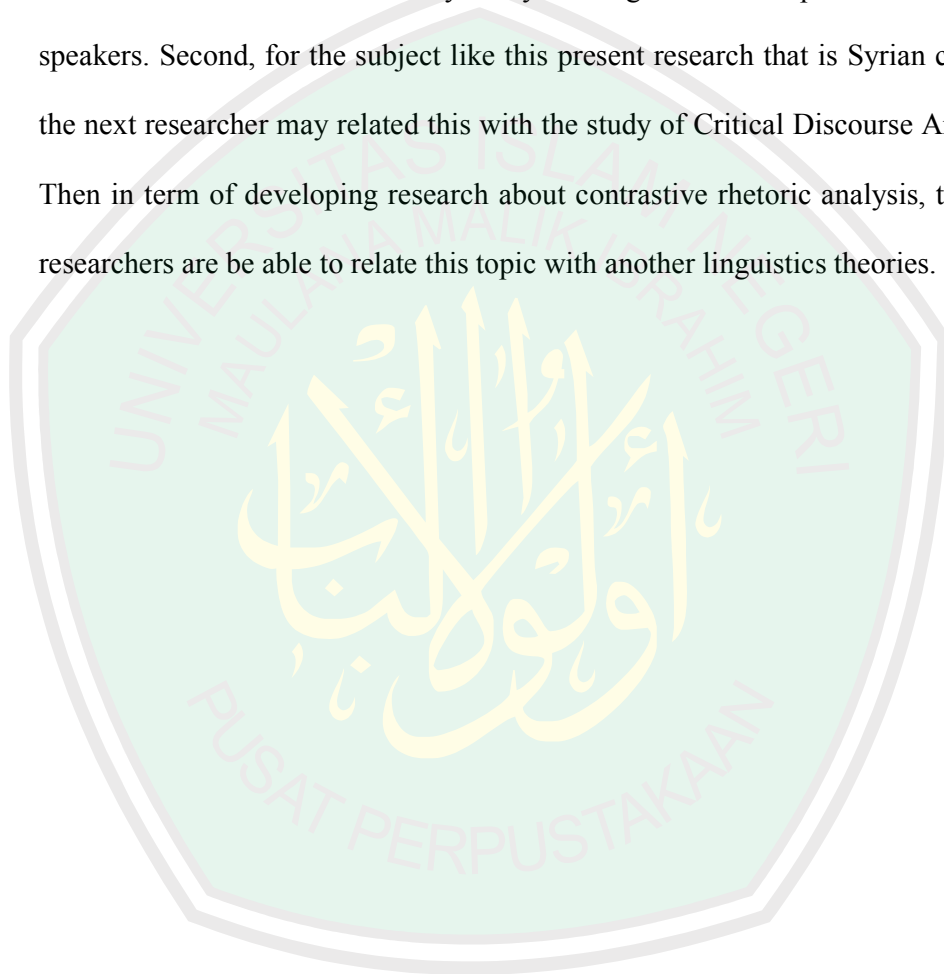
Based on the finding and discussion in the previous chapter, the researcher summarizes that from the news which have been analyzed, CNN and al- Jazeera have different rhetorical pattern. This is because of the influence of cultural aspect Kaplan (1966), Connor (1996). CNN tend to develop the paragraph directly. Sentences in the paragraph are supporting the topic digressively. The concept of coherent is much used rather than cohesion. While al- Jazeera is still influenced by the knowledge and writing skill of its first language. The paragraph development is rather indirect even al- Jazeera is trying to be direct in developing paragraph. al- Jazeera tends to pay attention in using cohesion concept in order to ease the reader in understanding the news. In short, in term of complexity of paragraph, CNN is better than al- Jazeera, but it needs more comprehension reading to understand the news. While al- Jazeera has the best of its paragraph construction. The sentences in paragraph are textually linked. It makes the reader rather easy to understand the news because of its well relation among sentences in the paragraph.

In term of reader convincement, both news websites are applying three rhetorical appeal. These three appeals has an important role in rhetoric especially in gaining readers. These appeals are: *appeal to logic*, *appeal to credibility*, and *appeal to emotion*. In applying appeal of logic, both CNN and al- Jazeera use the strength of using numbers. Putting a big numbers to describe some events such as: people who killed in a bomb exploded, people who injured in an attack, and the sacrifices of Syrian conflict can strengthen the facts included in the topic.

Other important appeal in rhetoric is appeal of credibility, both news website has a different ways in applying this appeal. CNN tend to cite on what an organization say about the topic to gain the reader's credibility. While al- Jazeera tends to quote a famous or important people. Quoting directly on what famous people say is the strategy that al- Jazeera preferred. Further, CNN has another way in appeal of credibility. CNN puts its famous journalist to make the news reported strong and to gain the readers credibility. In this case, CNN is better in applying this appeal. Moreover, both news website also have a different strategy in applying appeal to emotion. In order to catch readers interesting, CNN and al- Jazeera tend to make the title of news interesting. While al- Jazeera seems stronger in gaining reader emotion by making a headline news that represent wholeness of the topic. It can be a tool to make readers interested in reading whole part of the news.

4.2. Suggestions

Based on the conclusion of the research, this work is probably quite new especially in using Kaplan's rhetorical patterns in analyzing discourse. There are many possibilities for the next researcher who is interested in this study. First, the next researchers can contrastively analyze using the same topic in different L2 speakers. Second, for the subject like this present research that is Syrian conflict, the next researcher may relate this with the study of Critical Discourse Analysis. Then in terms of developing research about contrastive rhetoric analysis, the next researchers are able to relate this topic with other linguistic theories.



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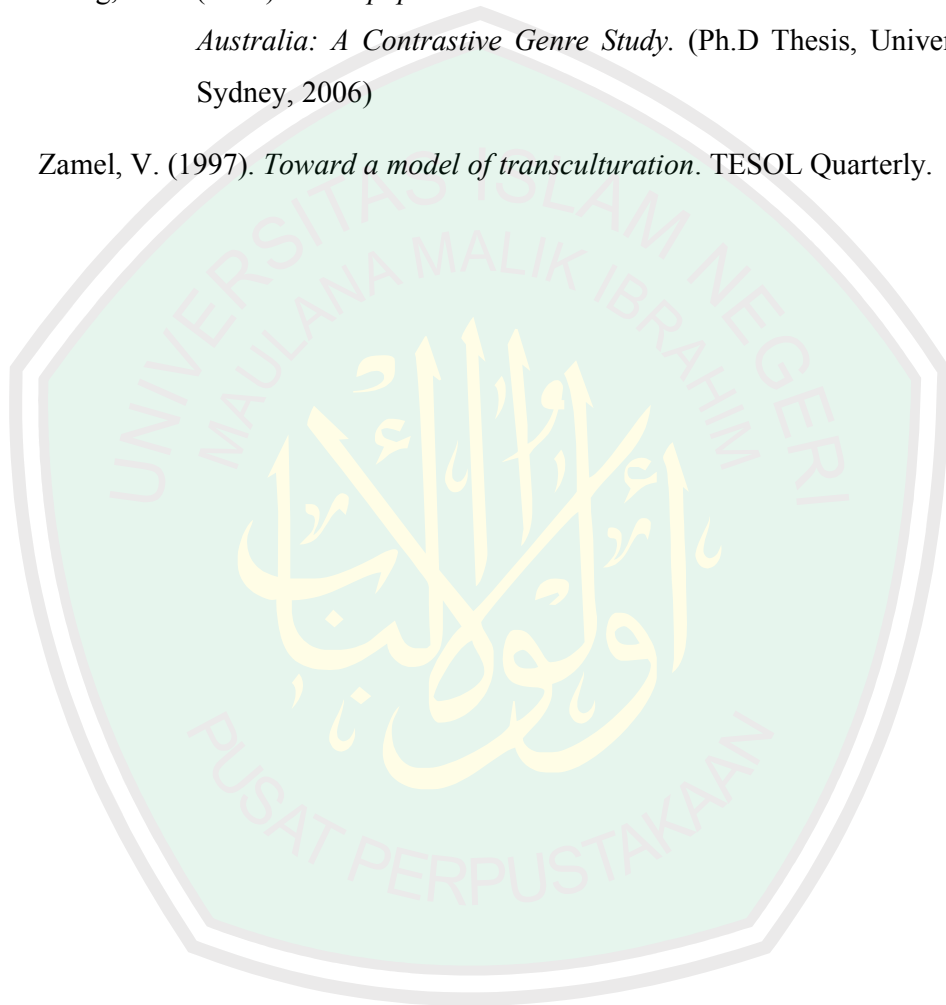
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APPENDIX

Opposition: Car bomb in Syria kills 8 after prayers

By Susanna Capelouto, CNN

May 16, 2014 -- Updated 2352 GMT (0752 HKT)

STORY HIGHLIGHTS

- A car bomb kills 8, according to opposition officials
- It went off outside a mosque in Idlib as people were leaving Friday prayers
- Well over 100,000 people have died in three-year civil war
- U.N. condemns water cutoffs in Aleppo

(CNN) -- At least eight people were killed and 10 wounded when a car bomb exploded Friday outside a mosque in the northern Syria city of Binnish, according to the opposition Syrian Observatory for Human Rights.

Worshippers were leaving the al-Kabeer mosque in the Idlib province city after attending Friday prayers when the bomb went off, the group said.

A YouTube video of the aftermath shows a blown-up car and dark smoke coming from the building. The video was posted by the Local Coordination Committees of Syria, a network of opposition activists.

CNN cannot independently verify the content of the video.

Well over 100,000 people, including many civilians, have died in Syria's three-year civil war, the United Nations has said. That includes at least 26 killed Friday, according to the Local Coordination Committees.

So far, all attempts to stop the fighting between government forces and rebels seeking President Bashar al-Assad's ouster have failed.

The United Nations on Friday condemned armed groups for cutting off water supplies to the city of Aleppo recently, an action that left 2.5 million people without water. The water supply has since been restored, but in the statement, the U.N. urged all parties in the civil war to ensure water supply to civilians, calling access to safe water a "fundamental human right."

CNN's Mohammed Tawfeeq contributed to this story

Wife to terrorist wannabe: 'Go die in battlefield -- I'll be relieved'

By **Carol Jordan** and **Lindsay Isaac**, CNN

May 20, 2014 -- Updated 1437 GMT (2237 HKT)

STORY HIGHLIGHTS

- Britain convicts Mashudur Choudhury of a terrorism offense in Syria
- He was found guilty of conduct in preparation of terrorist attacks
- Choudhury pleaded not guilty
- He has not yet been sentenced

London (CNN) -- For the first time, Britain has convicted someone of a terrorism offense related to the Syrian civil war.

Mashudur Choudhury, 31, was convicted of engaging in conduct in preparation of terrorist attacks, the Crown Prosecution Service said.

A father of two, Choudhury traveled to Syria in October with the intention of joining a terrorist training camp, the UK's Press Association reported.



UK police Syria appeal

"At times in his discussions with others the defendant described his intention to become a martyr," prosecutor Alison Morgan told the jury during the two-week trial, the association reported.

In one text message, his wife wrote him, "Go die in battlefield. Go die, I really mean it just go. I'll be relieved. At last. At last," the Press Association said.

Choudhury pleaded not guilty.

He will be sentenced June 13.

Syrian deputy FM denies forced starvation, chemical attacks by regime

By **Frederik Pleitgen** and **Holly Yan**, CNN

May 14, 2014 -- Updated 1510 GMT (2310 HKT)

Syrian deputy FM denies forced starvation, chemical attacks by regime

By **Frederik Pleitgen** and **Holly Yan**, CNN

Damascus, Syria (CNN) -- Chemical attacks with chlorine gas. Barrel bombs dropped from regime helicopters. Syrians starved into submission in opposition-controlled areas.

The alleged assaults by the Syrian government against its own people are atrocious. But in an exclusive interview with CNN's Frederik Pleitgen, the country's deputy foreign minister says such claims are rubbish.

"I assure you 100% that chlorine gas has never been used by the government," Deputy Foreign Minister Faisal al Mekdad said.

His assertion came shortly after Human Rights Watch said it had strong evidence that showed regime forces carried out a chlorine gas attack in the rebel-held village of Kfar Zeita. According to the rights group, 11 people were killed and 500 were injured in three towns following the gas attack.

But Mekdad acknowledged that the government is not fighting lightly against opposition forces.

"My friend, we shall not attack them with flowers, because they are not attacking us with flowers," he said. "They are attacking with most sophisticated weapons, given to them by the United States, given to them by Europe, given to them by Turkey, given to them by the Saudis and others."

Last September, a U.S. official said CIA-funded weapons have started flowing to Syrian rebels.

A rebel leader told CNN at the time that he "can't talk about weapons," though he did stress that opposition forces were getting help.

"We are getting now a lot of support from our American friends, but I can't talk in detail about all kinds of the support," he said.

Huge turnout for Syrian vote in Lebanon

Of the tens of thousands of expatriates flocking to their embassy to vote, a majority voiced support for Assad's rule.

Beirut, Lebanon - This was not an ordinary voting day. It was a parade of Syrians celebrating their embattled president, Bashar al-Assad, and expressing support for him in the battle to quell the uprising that erupted three years ago.

Since early morning, tens of thousands of Syrians flocked to the heavily fortified area surrounding the Syrian embassy in Lebanon as expatriate [voting](#) began ahead of the June 3 presidential election.

With some of Lebanon's one million Syrian residents and refugees trying to cast their votes, this was the most visible mass gathering the country has witnessed in the past few years and possibly, the largest-ever gathering of Syrians outside their country.

Cars and buses carrying Syrian voters thronged the main highway linking Beirut city centre to Baabda, where the embassy is located, while a stream of people trying to reach the embassy could be seen walking uphill for several kilometres in the blistering heat, amid the smell of gas and the loud nationalistic anthems blaring from some cars.

The trip was not worthwhile for a large number of voters who could not reach the embassy, tucked away in a narrow street in a security complex, as the Lebanese military tried to manage the crowds.

At one point around noon, soldiers began beating up Syrians who were trying to storm the embassy building, using batons and sticks. At the embassy, poll workers were struggling to check voters' IDs.

The Syrian ambassador to Lebanon, Ali Abdul Karim Ali, told Al Jazeera that only pre-registered Syrians who have entered Lebanon legally could vote.

In reality, however, anyone could practically walk into the small and stuffy polling room and cast their ballot - in public and under the eyes of the poll workers - without having their papers checked.

Mediating Syria: Mission nearly impossible

The future of war-torn Syria remains grim as UN envoy resigns and his successor faces 'almost impossible odds'.

Last updated: 23 May 2014 11:08



The [announcement](#) on May 13 that Lakhdar Brahimi was resigning as the United Nations and Special Arab League envoy to Syria came as no surprise. The veteran diplomat had been considering doing so for most of his time in the post (he said a year ago that he thought about it every day), and the conflict has continually worsened despite his mediation. It was clear almost as soon as he accepted the role in August 2012 that his efforts would end in failure.

After all, his predecessor Kofi Annan, who resigned after just six months, [described](#) the job as "mission impossible". Brahimi was only slightly less pessimistic, [saying](#) at the outset that it was "nearly impossible". Likewise, UN Secretary General Ban Ki-moon [said](#) recently that Brahimi - "one of the world's most brilliant diplomats" - faced "almost impossible odds". To say they were managing expectations is a major understatement.

Brahimi can be criticised for pursuing Annan's failed policies rather than offering anything new, but this wrongly implies that the formula itself was wrong. The main [aims](#) of Annan's Geneva I conference in June 2012, and Brahimi's follow-up conference earlier this year, were to agree a ceasefire, then form a transitional government comprising both regime and opposition elements. What other viable diplomatic option is there?

The obvious stumbling block was not clarifying what role, if any, Syrian President Bashar al-Assad would have in such a transition. The opposition says there is no solution with him, while the regime says there is no solution without him.

Jordan eyes tourism boom in Papal visit

Jordanian authorities are hopeful pope's visit will boost tourist numbers, which were down 14 percent in 2013.

Last updated: 23 May 2014 11:49



Jordan Valley - Jordan hopes that Pope Francis' visit to Amman will attract more tourists in the future, after it suffered a decline in tourism following regional unrest since 2011.

"It is a historic moment...we hope it will encourage Christian tourists from all over the world to visit Jordan," said Nedal Qatameen, Jordan's tourism minister.

Jordan relies on tourism to bolster its economy but in 2013, the country's tourism ministry reported a 14 percent drop in the number of tourists from the previous year.

Every year, some 90,000 tourists visit the Baptism site, according to Mohammad Moumani, Jordan's Media minister. The site is believed to be where Jesus was immersed in the waters of the Jordan River. Extending over 6km in the Jordan Valley, it is also home to ancient Christian pilgrimage sites and churches.

"But we hope numbers will double after the pope's visit. It is an opportunity for the world to learn about the historic religious sites in Jordan," Moumani told Al Jazeera.

Christian leaders and Jordanian officials believe a stable Jordan remains a symbol for interfaith co-existence in the turbulent region.

"Jesus was born in Bethlehem, but Christianity as an ideology was declared here in the Baptism site. Christianity was born here," said Father Nabil Haddad, head of the Board of Trustees of the baptism site.

Since 2003, several churches have been built on the site to accommodate Christian tourists from all sects, according to Rustom Mkhjian, who is the assistant commission director at the site.

The pope will meet King Abdullah II, hold a mass prayer in Amman with approximately 25,000 people, and then head to the Baptism site where he will meet with Syrian refugees, elderly, and people with disabilities.



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