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**THE POWER OF WORDS: STYLISTIC AND PERSUASIVE TECHNIQUES IN
NEWSPAPER COLUMNS FOR ENHANCING READING COMPREHENSION**

ELACKIYA C

Research Scholar

Department of Linguistics

Bharathiar University

Coimbatore.

elackisona@gmail.com

6380995907

Dr. V. M. SUBRAMAINAM

Associate Professor & Head i/c

Department of Linguistics

Bharathiar University

Coimbatore

vmsuman@rediffmail.com

9047179903

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ABSTRACT

Newspaper columns provide a platform for writers to share their views on a variety of themes, combining personal insights with relevant facts. This study investigates the many writing styles employed in newspaper columns, the importance of these styles in captivating readers, and how they affect public discourse. Using Terry Eagleton's literary theories, the study

demonstrates how tone, structure, and rhetorical techniques contribute to effective communication. Additionally, Aristotle's rhetorical triangle—ethos, pathos, and logos—is used to examine persuasive strategies in newspaper writing. The findings show that tone, language, and structure all play important roles in moulding the reader's impression, with persuasive approaches adding to the power of newspaper columns.

Keywords: Newspaper columns, writing styles, persuasion, public discourse, and rhetorical triangle.

INTRODUCTION

Newspaper columns allow writers to express their opinions on a wide range of topics, including politics, social issues, sports, and entertainment. Unlike traditional news reporting, which tries for objectivity, columns frequently combine personal perspectives with informative facts, giving readers a more comprehensive picture of the subject. Throughout this paper, we will look at the different types and styles of writing used in newspaper columns, the importance of these styles in captivating readers, and how they influence our understanding of current topics. By evaluating columnists' tactics, we will learn how their tone, structure, and rhetorical devices contribute to effective communication and reader engagement.

AIM OF THE STUDY

The aim of the paper is to examine the various writing styles used in newspaper columns and how they affect reader engagement and public discourse. This paper uses the theoretical frameworks of Terry Eagleton and Aristotle to investigate how tone, structure, rhetorical devices, and persuasive strategies contribute to the success of newspaper columns as a medium of communication.

OBJECTIVES

1. To Identify and classify writing styles in newspaper columns.
2. To Examine the impact of tone, structure, and rhetorical techniques on reader perception.
3. To Analyse persuasive strategies in newspaper columns using Aristotle's rhetorical triangle (ethos, pathos, logos).
4. To Investigate the impact of language elements in newspaper columns, including headlines, acronyms, loan words, and non-native phrases.

REVIEW OF LITERATURE

A wide range of theoretical frameworks have been used to investigate newspaper column writing styles. In literary and media discourse, Eagleton (1983, 1990) highlights the ideological function of tone, structure, and rhetorical devices, contending that language is not neutral but rather reflects social relationships and power dynamics. The ethos, pathos, and logos of Aristotle's rhetorical triangle provide a basic framework for examining persuasive writing, especially when it comes to influencing public opinion (Aristotle, 2007).

Wodak (2001) also discusses the discourse strategies used in news media, looking at how linguistic features affect reader engagement and perception. Smith (2018) goes into further detail about how the media shapes public opinion, supporting the notion that newspaper columns have a big influence on public conversation because of their persuasive and stylistic approaches. These viewpoints offer a thorough framework for examining the ways in which newspaper columnists engage readers and shape societal narratives through tone, structure, and rhetorical devices.

THEORETICAL FRAMEWORK

This paper uses Terry Eagleton and Aristotle's theoretical views to examine the stylistic

and rhetorical qualities of newspaper columns. Eagleton's work, particularly *Literary Theory: An Introduction* (1983) and *The Ideology of the Aesthetic* (1990), focuses on the ideological roles of tone, structure, and rhetorical techniques in literature. Aristotle's rhetorical triangle, which consists of ethos (credibility), pathos (passion), and logos (logic), serves as a framework for studying persuasive strategies in writing. Terry Eagleton is a well-known British literary theorist, critic, and philosopher who takes a Marxist perspective to literature and culture. His work "Literary Theory: An Introduction" has had a tremendous impact on our understanding of language, literature, and society. Eagleton argues that language is not neutral, but rather reflects power systems, ideologies, and social relationships.

LINGUISTIC FEATURES IN NEWSPAPER COLUMNS HEADLINES

Newspaper column headlines are an important element that establishes the tone and directs reader expectations. Particularly in financial or legal news, they are usually succinct and educational, frequently expressing the gravity or urgency of the piece.

For example:

"RBI unveils measures to boost confidence in NBFCs" is straightforward and serious, which is consistent with the article's formal tone and factual content. By emphasizing information over sentimental appeal, the headline ensures clarity and attracts readers who are interested in financial updates.

- "Nikhat shunted out of Worlds after trial bout cancelled" is dramatic and highlights a sense of unfairness, immediately creating a critical tone. This as an example of how headlines can frame a narrative to provoke emotional engagement.
- "Nikhat shunted out of Worlds after trial bout cancelled" sets a critical tone right away because it is dramatic and emphasizes an unfairness. Here's an illustration of how headlines can tell a story and elicit strong feelings.

- "IFFI 2020 POSTPONED" is direct and conveys a neutral, serious tone. The article's emphasis on educating the public without resorting to sensationalism is reflected in the headline's directness.

According to Aristotle's rhetoric, headlines frequently act as a brief appeal to logos by presenting concise, accurate information that captures the reader's rational curiosity. However, dramatic or emotionally charged headlines are used to evoke pathos in more sensational pieces (such as sports or celebrity columns). As a result, headlines serve as tonal indicators that establish the tone for how the article will be read and understood, in addition to serving as summaries.

TONE

Prominent Tone:

Newspaper columns generally have a serious, formal tone, particularly when discussing legal news, financial matters, or important societal issues like Nikhat Zareen's exclusion and RBI measures. For instance, financial articles like "RBI Measures for NBFCs" use a formal tone to explain complex financial terms while keeping them understandable for a wide audience. This tone is consistent with Eagleton's theory, which holds that formality should be used to inform readers without playing with their emotions. Instead, it should concentrate on providing facts and building trust.

Moderately Used Tone:

Articles such as Olesen's suspension and the IFFI postponement use a neutral yet serious tone. These articles take a factual, objective stance while remaining impartial. Eagleton claims that this kind of tone could convey objectivity, enabling the reader to concentrate on the information provided without being influenced by feelings.

Rarely Used Tone:

Although they are less common, critical and reflective tones can be found in works with a more introspective and philosophical tone, such as Osho's critique of education. According to Eagleton, this is a change from merely absorbing information to encouraging readers to think critically and challenge social structures.

STYLE

The majority of newspaper columns cover important topics in an unbiased, factual manner. To create tension, the column about Nikhat Zareen's exclusion, for instance, employs a narrative that contains quotations and emotional overtones. However, articles like Osho's column on education, which critiques established systems using metaphors and reflective language, exhibit a philosophical style. This contrast illustrates Eagleton's theory that writing styles are designed to elicit particular reactions from readers—philosophical discourse stimulates intellectual thought, whereas factual reporting assures credibility.

LANGUAGE

In the majority of columns, the language is formal. Specialized terms like "single-borrower exposure limit" and "FPI" are used in financial articles. On the other hand, general public-facing columns, like those in sports or entertainment news, use simpler language. This diversity of diction, according to Eagleton, is consistent with the ways in which various reader groups are addressed: formal language creates authority, whereas simpler diction guarantees accessibility.

STRUCTURE

The structure of most columns is straightforward: headline, introduction, body, and conclusion. In sports and financial reporting, the straightforward format is especially noticeable, guaranteeing that the reader receives the most important information in a timely

manner. The unambiguous structure minimizes the possibility of misunderstanding and improves reader comprehension.

PERSUASSIVE TECHNIQUES

Applying the ethos, pathos, and logos rhetorical framework developed by Aristotle:

Ethos: Expert quotes frequently establish the credibility of authors. This is evident in the financial columns, where authoritative figures such as Shriram Transport Finance MD Umesh Revankar are quoted to bolster the article's argument.

Logos: Columns addressing stock markets and RBI policies frequently employ logical reasoning. The reader's sense of reason is stimulated by the use of facts and well-reasoned arguments.

Pathos: In pieces such as Nikhat Zareen's exclusion, where quotations from her father evoke pity, emotional appeal is subtly present but nonetheless present.

USE OF ACRONYMS

In financial columns, acronyms like NBFCs, RBI, and FPI are commonly used. Because not all acronyms are well-known to the general public, readers who lack domain-specific knowledge may find them difficult to understand. Abbreviations such as NBFCs and MSMEs, for example, may not be widely understood, which makes these articles less accessible to a wider audience. Acronyms such as BPNI (Breastfeeding Promotion Network of India), ICMR (Indian Council of Medical Research), and IMS Act (Infant Milk Substitutes Act) are used. Readers in the fields of nutrition, health, and policymaking will recognize these acronyms and find them to be contextually significant. The selective use of acronyms or jargon can affect inclusivity by alienating non-experts and reinforcing a specialized audience.

IRONY HUMOUR, SATIRE

Osho's reflection on education and other critiques that draw attention to the

inconsistencies between goals and results are examples of mild irony. Political articles often use subtle irony to contrast opportunistic political campaigns with important issues like water conservation. In lighter news, humor is used sparingly, as in Gwyneth Paltrow's profanity-filled defense of her cooking. It also shows up in interviews, where company executives like Vinod Khosla use light hearted banter to establish a more casual tone. Political columns, where campaigns such as the Rain Water Challenge are subtly criticized for exploiting environmental issues for political ends, are the primary venue for satire. Even though they are employed infrequently, these techniques deepen the discussion by bringing up important issues (irony), lightening the mood (humor), or highlighting social hypocrisies (satire).

LOAN WORDS

Newspaper columns frequently use loan words, which are words taken from other languages, to enhance the text and make it more specialized or relatable. For instance, words like "cuisine" (from French) or "sous-vide" are used to describe food preparation methods in culinary or cultural contexts. These terms give the writing depth and cultural authenticity while assisting readers in relating to particular sectors or customs. Overuse of foreign loan words, however, can also turn off readers who might not be familiar with them.

UNPARLIAMENTARY WORDS

Sensationalism and shock value are produced by the use of unparliamentary language, such as Gwyneth Paltrow's expletive in entertainment news. Such language may lessen the seriousness of the discussion, but it also reflects how media evokes strong feelings in order to hold readers' attention.

Effects of Unparliamentary Phrases

Exclamations like those used in Gwyneth Paltrow's Culinary Response produce a dramatic effect. Such language has the potential to normalize informal or combative

conversation in public places, particularly when it appears in respectable newspapers. This can be viewed as a component of a larger cultural movement that is pushing the limits of appropriate public discourse.

NON-NATIVE AND CULTURAL EXPRESSIONS

Non-native and cultural expressions shape societal perceptions by either supporting or questioning cultural norms, particularly in columns that discuss local politics or traditional topics. For example, political columns on water conservation that make reference to traditional Tamil tales strike a chord with local readers, enhancing cultural identity.

This is consistent with Eagleton's theory of the sociopolitical function of language, which holds that media representations of culture have the power to either support or challenge social structures. Newspaper columns frequently employ a sombre and impartial tone, reflecting mainstream ideological commitments to authority and objectivity, according to Eagleton's theoretical framework. According to Aristotle, persuasive strategies differ based on the subject matter, with *logos* predominating in more factual reports. Although they can make communication easier for knowledgeable readers, acronyms can turn off the general public. Non-native expressions and unparliamentary words both engage and challenge social norms, affecting how news is interpreted by various reader demographics.

CONCLUSION

The importance of stylistic and rhetorical components in newspaper columns is emphasized in this paper. It is clear from analyzing tone, structure, rhetorical devices, and persuasive strategies that these components impact reader perception and shape public discourse. A thorough grasp of how newspaper columns work as effective communication tools can be obtained by applying Aristotle's rhetorical framework and Eagleton's literary theory.

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