



## STYLISTIC METHODS OF INFLUENCE IN KOREAN NEWSPAPER DISCOURSE

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### Abstract

This article is devoted to the impact of stylistic techniques on the readership of an electronic newspaper in Korean. The articles of the Korean electronic newspaper "News" are the material for practical analysis. The article examines stylistic figures-anaphores, antitheses and rhetorical questions, which are most often used in the texts of newspaper articles on general political topics. Stylistic figures play a special role in this process, which perform both expressive and excretory, as well as organizational and textual functions. These figures ensure the information accuracy of the text, highlight the integrity of semantic fragments and, thus, contribute to the perception of the text in accordance with the author's intentions. Contact-type anaphores are especially prone to the realization of an expressive function. An equally important role is played by a new figure, in particular, the combination of anaphora with antithesis and syntactic parallelism. The use of stylistic figures in the expressive function in the media mainly serves intentional criminals and depends on the individual style of the author of the newspaper article.

**Keywords:** stylistic figures, expressive function of anaphora, antithesis, rhetorical question.

### Introduction

The authors of newspaper articles use various techniques for structuring and presenting information, highlighting its most significant components. In the process of presenting the material, they correlate the objective content of the article with the author's goal, using modal focusing to place logical accents. This ensures an adequate perception of the content and structure of the text. The process of modal focusing is carried out with the help of linguistic units with the necessary subject-logical and connotative meanings, speech turns of the appropriate type, as well as through the organization of statements in such a way as to establish the required pragmatic connections between them. As a result, the effect of purposeful subjective influence on the reader is created.

Stylistic figures play a special role in this process, which perform both expressive-excretory and organizational-textual functions. These figures contribute to improving the information accuracy of the text, highlighting integral semantic fragments and, thus, influence the perception of the text in accordance with the author's intentions. Among the various stylistic figures, the following should be highlighted, consecrated in our article: 1. Anaphora: repetition of the same word or expression at the beginning of consecutive lines or sentences. This technique creates unity and focuses on the repeated element, which contributes to the emotional impact and sound harmony of the text. 2. Antithesis: combining words or expressions with opposite meanings to create contrast and emotional tension. 3.



Rhetorical question: In the study by Ko Yong-geun and Koo Bong-hwan (2018), which covers the broad concept of rhetorical questions, the following subcategories are highlighted:

These subcategories show how rhetorical questions can be used for various purposes: creating irony, enhancing emotions, verifying information, and clarifying statements<sup>1</sup>.

The main purpose of using anaphora is to keep in the reader's memory the element persistently emphasized by repetition. The anaphora used in the poem contributes to the sound harmony of speech, affecting the reader emotionally<sup>2</sup>.

Anaphora and cataphora function in two ways, providing a basis for distinguishing between anaphoric (inverse) and cataphoric (direct) relationships. In the case of an anaphora, the speech connection is directed back to the previous context, whereas in the case of a cataphora, the element having a referential value is linearly preceding<sup>3</sup>.

One of the most important aspects of natural languages is their ability to connect linguistic expressions with real objects or events. This process is called a reference. However, there are cases when language expressions are not related to the outside world, but refer to other expressions already used in speech. This particular case is called an anaphora (from the Greek "attribution, removal"). An anaphoric relationship is a relationship between two linguistic expressions, where the meaning of the second expression depends on the first. The expression that refers to the previously mentioned is called an anaphora, and the expression itself to which it refers is called an antecedent. An anaphoric word provides an indication of how to find its referent in the context of a speech act.

E. V. Klyuyev includes an anaphora in a group of microfigures, which are determined by "repetition of the initial parts of adjacent or nearby sentences, unity of command, assimilation of beginnings"<sup>4</sup>.

Thus, an anaphora can be divided into three types, depending on how the repetition occurs: 1. Phonetic anaphora: based on the repetition of a sound or a sound combination. This may be a repetition of the initial sound or a sound combination in a sequence of words. 2. Lexical anaphora: based on the repetition of a word or words. This means using the same word or its form in different parts of the text to refer to the same object or concept. 3. Syntactic anaphora: it is formed by repeating the same grammatical construction. This may involve repeating the same type of sentence, phrase, or construction to maintain the structural integrity of the text. Each of these types of anaphora plays an important role in creating coherence and logical consistency of the text<sup>5</sup>.

Anaphora, being a stylistic figure, "... acts as a means of depicting the mental state of people (and, consequently, as a means of expression ...)"<sup>6</sup>.

<sup>1</sup> 김영근 · 구분관 '우리말 문법론'. - 서울: 집문당, 2018. - 562 쪽.

<sup>2</sup> Лим В.Н. Стилистика и культура речи корейского языка. Учебное пособие. - Хабаровск, 2008. - С. 99-100.

<sup>3</sup> Бекзентеева В.В. Ассоциативная анафора в тексте на материале французского языка: Автореф. дисс. ... канд. филол. н. - М.: МПГУ. - С. 5.

<sup>4</sup> Клюев Е. В. Риторика (Инвенция. Диспозиция. Элокуция): учеб. пособие для высших учебных заведений / Е. В. Клюев. - Москва: Приор, 2001. - С. 35.

<sup>5</sup> Ахманова О. С. Словарь лингвистических терминов / О. С. Ахманова. - 3-е изд., стереотип. - М.: Ком Книга, 2005. - С. 47.

<sup>6</sup> Брандес, М. П. Стилистика текста. Теоретический курс: учебник / М. П. Брандес. - 3-е изд., перераб. и доп. - М.: Прогресс-Традиция, 2004. - С. 309.



In Yi SonGu's work, interrogative sentences, along with rhetorical questions and supplement questions, are considered as a subcategory of useless interrogative sentences. When classifying question sentences according to formal criteria, it becomes necessary to include even such interrogative sentences that do not carry a semantic load. The author suggests that questions should be classified based on their semantic content, offering specific criteria such as the degree of uncertainty (or level of knowledge) about what the speaker means. He suggested dividing them into different types: questions of explanation, choice, evaluation, assumption and verification<sup>7</sup>.

Let's consider stylistic techniques of antithesis and anaphora using the example of an article in the electronic newspaper Yonhap news:

### [바이든사퇴] 해리스, 대외정책 노선 계승할 듯...네타냐후엔 더 강경

조 바이든 미국 대통령의 재선 포기로 민주당 대선 후보로 유력시되는 카멀라 해리스 부통령의 대외 정책은 동맹 지원을 강조하는 등 대체로 바이든 정부를 따르면서도 가자전쟁에 있어선 이스라엘에 더 강경할 것이라는 전망이 나온다.

### 바이든처럼 중립 맞서 동맹 지원 강조..."네타냐후엔 더 강경"

외교 경력은 부족했던 해리스 부통령은 백악관 입성 후에는 150개국 정상들과 회동하며 중국, 러시아, 이란, 북한의 위협에 맞서기 위해 동맹·협력국에 대한 군사·경제적 지원을 표명해왔다.

미 언론들은 해리스 부통령이 바이든 대통령의 뒤를 이을 경우, 중국·러시아에 맞서 미국 동맹 강화에서부터 우크라이나 무장 지원에 이르기까지 바이든 대통령의 외교 노선을 따를 것으로 보고 있다.

**그러나** 베냐민 네타냐후 이스라엘 총리에 있어선 예외로, 네타냐후 총리를 더 강하게 비판하고 가자지구 팔레스타인 주민들의 고통에 대해선 공감을 표명할 것이라고 전망했다.

해리스 부통령은 '2국가 해법'(이스라엘과 팔레스타인이 개별 국가로 병존하는 해법)을 지지하는 등 기본적으로 바이든 대통령과 기조를 같이 해왔다.

**그러나** 가자지구로 가는 인도적 지원 흐름에 대한 이스라엘의 대응에는 더 비판적이었고, 휴전 촉구 면에서는 개전 이후부터 신속하게 목소리를 높였다.

네타냐후 총리에게 바이든 대통령이 좀 더 강경하게 나서야 한다는 입장을 보이기도 했다.

미 NBC 방송은 지난 3월 백악관 국가안보회의(NSC) 당국자들이 당시 이스라엘과 하마스 간 진행 중이던 휴전·인질 석방 협상의 필요성에 대한 해리스 부통령 연설의 톤을 낮췄다고 보도한 바 있다.

연설문 원안은 이스라엘에는 더 강경하고 팔레스타인 주민들의 끔찍한 인도적 상황을 묘사하면서 더 많은 지원을 촉구하는 내용이 담겨 있었다는 게 전·현직 백악관 당국자들의 전언이다.

이런 점에서 바이든 대통령의 이스라엘 정책에 반대해왔던 아랍계 미국인, 젊은층, 진보적 유권자들은 해리스 부통령의 입후보에 우호적일 수 있다는 관측이 나온다.

**다만** 해리스 부통령은 유대인 커뮤니티와도 관계가 깊다. 그의 남편 더그 엠호프는 유대인이다. 기업 변호사인 엠호프는 미 유대계 커뮤니티와 접촉하면서 바이든 정부의 반유대주의 반대 활동에 목소리를 내왔다.

<sup>7</sup> 이성구(1983) 국어 의문의 유형에 관한 연구, 국어국문학논문집 제 18집, 대학교사범대학국어국문학연구회서울, pp. 1-88.



애런 데이비드 밀러 카네기국제평화재단 선임연구원은 NBC와의 인터뷰에서 해리스 부통령이 당선되면 이스라엘 정책 입장 표명에 있어 '더 균형잡힌' 수사(레토릭)를 추구하고, 팔레스타인 국가 지위 및 권리 문제에 있어 더 동정적일 것이라고 전망했다.

밀러 연구원은 **다만** 해리스 부통령 역시 이스라엘에 대한 미국의 전통적인 지원을 지지하고 있으며, 극적인 방식으로 그 접근 방식을 바꿀 가능성은 작다고 말했다<sup>8</sup>.

## **[Biden's resignation] Harris is likely to inherit the foreign policy line... Netanyahu is more belligerent.**

Due to the fact that US President Joe Biden has abandoned his bid for re-election, Vice President Kamala Harris, who is considered a likely Democratic presidential candidate, is expected to take a tougher stance against Israel on the Gaza war, generally following the Biden administration, emphasizing the support of allies.

**Biden emphasizes the support of allies against China and Russia..."Tougher on Netanyahu"** Since joining the White House, Vice President Harris, who has little diplomatic experience, has met with leaders of 150 countries and expressed military and economic support to allies and partners in countering threats from China, Russia, Iran and North Korea. American media believe that if Vice President Harris succeeds President Biden, she will follow President Biden's diplomatic path, from strengthening U.S. alliances against China and Russia to arming Ukraine.

**However**, with the exception of Israeli Prime Minister Benjamin Netanyahu, he said he would criticize Netanyahu more harshly and express sympathy for the suffering of Palestinians in the Gaza Strip. Vice President Harris basically joined President Biden in advocating a "two-State solution" (a solution in which Israel and Palestine coexist as separate states).

**However**, he is more critical of Israel's response to the flow of humanitarian aid into the Gaza Strip and has been quick to call for a ceasefire since the beginning of the war. He also told Netanyahu that President Biden should take a tougher stance. In March, NBC reported that White House National Security Council officials had softened Vice President Harris' speech on the need for a cease-fire and hostage negotiations between Israel and Hamas.

Current and former White House officials say the draft speech was tougher on Israel, describing the appalling humanitarian situation of the Palestinian population and calling for more help. In this regard, Arab Americans, young people and progressive voters who opposed President Biden's policy towards Israel may support Harris' candidacy.

**But** Vice President Harris also has close ties to the Jewish community. Her husband, Doug Emhoff, is Jewish. Emhoff, a corporate lawyer, was in contact with the U.S. Jewish community and actively participated in the Biden administration's anti-Semitic efforts.

<sup>8</sup> 김연숙기자. [바이든 사퇴] 해리스, 대외정책 노선 계승할 듯...네타냐후엔 더 강경



Aaron David Miller, a senior fellow at the Carnegie Endowment for International Peace, told NBC that if Harris is elected, she will adopt a "more balanced" rhetoric in expressing her position on Israeli policy and will be more sympathetic to the issue of the status and rights of the Palestinian state.

However, Miller said Vice President Harris also supports the traditional U.S. support for Israel and is unlikely to radically change his approach.

The next stylistic influence technique to consider is a rhetorical question. A rhetorical question that emphasizes something important helps to enhance the expression of emotions or assessments. This allows you to make the statement more intense and expressive. Rhetorical questions can enhance their own effects and, together with other elements such as additional amplifiers, they make the utterance even more emotional. If a rhetorical question does not contain additional amplifiers, it simply emphasizes the main idea. But when other amplifiers are added, it increases the impact of the utterance. Thus, the total strength of the utterance is determined by the sum of all these amplifiers, including the rhetorical question itself<sup>9</sup>.

According to research by Kim Seung Gon, when it comes to interrogative sentences, it is generally assumed that the speaker does not know the answer and expects to receive information from the interlocutor. However, there are cases where an interrogative sentence is used even though the speaker already knows the answer and does not expect new information. Examples of such cases include questions with affirmative forms or questions containing interrogative words that are not actually intended to elicit new information from the listener. Although these questions are in the form of interrogative sentences, they are essentially closer to declarative sentences in terms of their impact. Such questions are known as rhetorical questions<sup>10</sup>.

In rhetorical questions that take the form of affirmative questions, an interesting phenomenon is observed: an affirmative sentence in a positive form can be close in meaning to a negative assertion, while a negative sentence in a question form can correspond to a positive assertion. In other words, the content of rhetorical questions often contrasts with the superficial "positive-negative" meaning, expressing the opposite of what might be expected<sup>11</sup>.

Let's consider an example of a rhetorical figure in the following excerpt from a newspaper article:

**[美대선 TV토론] 경제·낙태·불법이민·우크라이나 지원 등 현안마다 난타전(종합)**

바이든 "경제 붕괴시켰다" 비판에 트럼프 "인플레이션으로 미국인 죽어나" 트럼프 '범죄자에 국경 개방' 주장에 바이든 "근거없는 거짓말" 반박 우크라이나 지원 정책 놓고 대립... '고령 리스크' 공방하다 골프 얘기도 바이든 대통령은 트럼프 전 대통령이 북대서양조약기구(NATO·나토) 회원국이 국방비 분담을 하지 않을 경우 러시아의 침공을 부추기겠다고 한 발언을 거론하면서 트럼프 전 대통령을 비판했다. 트럼프 전 대통령을

<sup>9</sup> Белокологская С.А. Риторический вопрос в английском языке: Автореф. дисс. ... канд. филол. н. – Воронеж: ВГУ, 2005. – С. 8.

<sup>10</sup> 김승곤. 한국어통어론, 아세아문화사, 1986

<sup>11</sup> 채 안 나. 한국어 교육을 위한 수사학의 문헌 양상 연구. - 서울: 한국외국어대학교, 2019. - P. 15.



향해 "그는 도대체 자신이 무슨 말을 하는지 모른다"고 말했다. 바이든 대통령은 미국 안보를 위해 우크라이나를 지속해 도와야 한다고 밝혔다.

**U.S. Presidential Debate:** A fierce battle over every issue, including the economy, abortion, illegal immigration, and support for Ukraine.

President Biden criticized former President Trump for his statement that if NATO member countries do not fairly share the defense burden, it could provoke a Russian invasion. He asserted that Trump **apparently** does not understand **what** he is talking about. Biden emphasized the necessity of continuing support for Ukraine to ensure U.S. national security.

### Conclusion:

The expressive and persuasive functions of rhetorical figures in a text are secondary and overlay the logical function, as they manifest within the thematic scope of the lecture. Anaphora plays a crucial compositional role: it helps to form thematically coherent text fragments and ensures their logical connection. Typically, related content fragments in an article share a unified direction of thought, which is a characteristic of the distant type of this stylistic figure. The main role of anaphora is to convey a logical relationship of addition, where the second component of the anaphora clarifies and explains the content of the first. The expressive function of anaphora manifests selectively and overlays its logical function. The contact type of anaphora is especially inclined toward realizing the expressive function. Combinations of figures, particularly the pairing of anaphora with antithesis and syntactic parallelism, also play an important role. The use of stylistic figures in their expressive function in the media primarily serves intentional goals and depends on the individual style of the newspaper article's author.

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