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# Rhetorical Expressions in Headlines of Kannada Newspapers: With Special Reference to Mysore Mitra and Andolana Kannada Newspapers

#### Gajendra P.

University of Mysore, Manasagangotri, Mysore, Karnataka, India

### Sami A. M. Alquhali

English Dept., Amran Community College (ACC), Yemen

### Shahab Ahmad Al Maaytah

King Faisal University, Alhafof, The Eastern Province, Saudi Arabia

#### Mohammed Alkoli

Department of Studies in Computer Science, University of Mysore, Mysuru, India

Abstract---Use of Rhetorical Expression in both written and spoken, is a technique that an author or speaker uses to grab the attention of listener or reader. Rhetorical Expressions make headlines or articulations sensational, eye-catching and attractive through the meaning which inheritance in them and they convey the intention or message of the author or speaker to the listener or reader without any intervening time or space or instantly. Rhetorical devices such as Personification, Simile, like Metaphor, Metonymy, Euphemism, Antithesis, Irony, Pun, and so on, can be used to evoke an emotional response in the audience, but that is not their primary purpose. So, the present paper focuses on Rhetorical Expressions which have been used in the headlines of Kannada Newspapers, namely Mysore Mitra and Andolana which are state newspapers. Data for the present article have been collected from the above-mentioned newspapers (Dated Nov. 20th, 2018 to Dec. 20th, 2018). 186 Rhetorical expressions have been traced out while collecting and analyzing the data.

**Keywords**---data, emotional responses, newspapers, rhetorical expressions, technique.

#### Introduction

Bringing into play rhetorical expressions anywhere in terms of written form is unique and distinctive. We could firmly affirm that our human life has been wrapped with such sort of expressions. We human beings having a tendency to seek taste in every element (Perfetti et al., 1987; Tkachenko et al., 2021). We start our confabulation, discussion, debate and so on..., with distinctive expressions. There is a notable reason for using expressions in both spoken and written verities. These expressions make our words catchy and convey our intention instantly. The present article focuses on written verity mainly. Two state newspapers have been referred for the sake of sources for this present article, namely, Mysore Mitra and Andolana. There are plenty of state newspapers, but the mentioned newspapers have been focused more because of their figurative language (Kronrod & Engel, 2001; Leelavathi, 1996; El Refaie, 2005). Rhetorical devices such as figurative like, Personification, Simile, Metaphor, Metonymy, Euphemism, Antithesis, Irony, Pun and so on, have been covered up. So, this analysis aims to describe the various forms and manifestations of rhetorical expressions.

#### Previous work

I haven't found many resources on this topic, although few articles have been referred to. Similar articles have been found, namely, The Rhetoric of Newspaper Editorials by Farrokhi & Nazemi (2015), Iran; Visual Rhetoric Applied to the Newspapers: The graphic speech and the hidden language of the pages Ivan Raquel Ebel; A Rhetorical Analysis of Newspaper Articles (Ebel, 2011).

### Sources of data

The data which have been used in this present article, have been collected from the two regional newspapers, namely, Mysore Mitra and Andolana (Dated Nov. 20<sup>th</sup>, 2018 to Dec. 20<sup>th</sup>, 2018). Totally 186 Rhetorical expressions have been traced out while collecting and analyzing the data.

#### **Discussion**

Many occasions need special expressions due to their internal importance and intentions. This importance and intentions are executed when they are used in accurate expressions (Strauß et al., 2016; Fahey et al., 2018; Putrayasa & Wendra, 2017). So, the collected data which mainly focuses on the rhetorical expressions. I have come across multiple expressions of rhetoric. So, the collected data can be analyzed as further:

## Personification

We attribute human characteristics (Animate) to non-human (Inanimate) in order to represent an abstract quality in human form.

Table 1
The example newspaper's headline with personification

No	Sentence	
01	Newspaper's Headline with Gloss	pusthaka (book) apa:ra (immense)
	and POS	jna:nav <b>annu</b> (wisdom-Acc.)
		ni:DuttaLe (provide- FM)
	Translation	The Book provides an immense
		wisdom
02	Newspaper's Headline with Gloss	bigiya:gi (tightly) appikon <b>Da</b> (hugged-
	and POS	Pst. M) mo:Da <b>gaLu</b> (clouds- PM)
	Translation	Clouds hugged tightly
03	Newspaper's Headline with Gloss	munidu (resentful) a:rBhatisida
	and POS	(noisy) maLe <b>ra:ya</b> (rain- MM)
	Translation	The heavy rainfall

### Simile

We compare one thing with another thing of a different kind. The Simile is usually introduced by the comparative particle **ante 'like'** in Kannada

Table 2
The example newspaper's headline with simile

No	Sentence	
01	Newspaper's Headline with Gloss	avaru (they- 3 <sup>rd</sup> PP)
	and POS	vidha:nasaBhey <b>alli</b> (state legislative
		assembly- Loc.) simhad <b>ante</b> (lion like)
		gharjisid <b>aru</b> (roared- PM)
	Translation	He roared like a lion in the State
		Legislative Assembly
02	Newspaper's Headline with Gloss	avanu (he- Nom.) huliy <b>ante</b> (tiger-
	and POS	like) bandanu (came- MM)
	Translation	He came like a tiger
03	Newspaper's Headline with Gloss	de:var <b>ante</b> (God- like) vara (boon)
	and POS	ni:Dida (gave)
	Translation	Gave boon like God

## Metaphor

It is an implied comparison. We attribute one thing into another which is not literally applicable. It is an implied simile.

Table 3
The example newspaper's headline with metaphor

No	Sentence	
01	Newspaper's Headline with Gloss and POS Translation	avanobba (he one) <b>Bhaka:sura</b> (one who eats more) He is a greedy

	Newspaper's Headline with Gloss	kaNNi:rannu (tear -Acc.) nadiyante
02	and POS	(river like) harisidaLu (flow- FM)
	Translation	She flowed tears like a river
	Newspaper's Headline with Gloss	avanadu (his- Po.P) gullenariyantaha
03	and POS	(jackal- like) buddhi (sapience)
	Translation	He is a cunning man

## Metonymy

Metonymy is a linked term to stand in for an object or concept. It involves change of name. It is a 'whole' and 'part' relationship, where 'whole' may refer to 'part' or the vice versa.

Table 4
The example newspaper's headline with metonymy

No	Sentence	
01	Newspaper's Headline with Gloss	manDaLiya (committee- Gen.)
	and POS	nirdha:ra (Decision)
	Translation	Committee's decision
02	Newspaper's Headline with Gloss	kaikaTTida (hand strung) sne:hita
	and POS	(Male friend)
	Translation	Friend's help
03	Newspaper's Headline with Gloss	aisis (ISIS) Bharatakke (India- Dat.)
	and POS	taleno:vu (headache)
	Translation	India's headache is ISIS

## Hyperbole

It exaggerates and emphasizes the importance or the over state something. But this exaggeration never meant to be taken at their literal meaning (Leonard et al., 2011; Dor, 2003; Rinartha et al., 2018). It is used to create a strong and lasting impression.

Table 5
The example newspaper's headline with hyperbole

No	Sentence	
01	Newspaper's Headline with	u:ranne: (village- Voc.) <b>nungida</b>
	Gloss and POS	(swallowed) maLera:ya (rain- MM)
	Translation	Village has got heavy rain
02	Newspaper's Headline with	adika:rigaLige (officers- PM)
	Gloss and POS	bisimuTTisida (hot touched) sachiva
		(Minister)
	Translation	Minister blasted the officers
03	Newspaper's Headline with	po:lisarige (Police- Dat.) caLLehaNNu
	Gloss and POS	(Deceive) tinnisida (fed- Pst.M) kaLLaru
		(thieves- PM
	Translation	Police have been deceived by thieves

## Onomatopoeia

It refers to those words that imitate the sounds of an object or person.

Table 6
The example newspaper's headline with onomatopoeia

No	Sentence	
01	Newspaper's Headline with	aramaneyalli (Palace- Loc.) <b>gui</b> (OP) guTTida
	Gloss and POS	(murmured) ga:yana (Singing)
	Translation	Singing is organized in Palace
02	Newspaper's Headline with	RanganatiTTinalli (Ranganatittu- Loc.)
	Gloss and POS	ni:rillade (water- no) <b>aracida</b> (OP) hakkigaLu
		(Birds)
	Translation	Birds are in difficulty in Ranganatittu due to
		lack of water
03	Newspaper's Headline with	sadanadalli (House- Loc.) vaTaguTTida (OP)
	Gloss and POS	mantrigaLu (Ministers- PM)
	Translation	Ministers made noise in Parliament

## **Euphemism**

We use it in order to avoid saying unpleasant or offensive. It is an indirect word or expression instead of using an inharmonious word or phrase.

Table 7
The example newspaper's headline with euphemism

No	Sentence	
01	Newspaper's Headline with Gloss and POS	itiha:sake (History- Dat.) ambari:sha
	Translation	Ambarish has been History
02	Newspaper's Headline with Gloss	hiriya (old) na:gari:kara (persons- PM)
	and POS	nirdha:ra (Decision)
	Translation	Senior citizen's decision
03	Newspaper's Headline with Gloss	avaru (they- Nom.) ciranidrege
	and POS	(permanent sleep- Dat.) ja:ridaru
		(slipped- PM)
	Translation	They died

## Irony

It is a sort of humorous or emphatic expression in which we say the opposite of what we intend. It consists of two parts, one is that what is said and the intended meaning.

Table 8
The example newspaper's headline with irony

No	Sentence	
01	Newspaper's Headline with Gloss	Vidha:nasaudadalli (State Legislative
	and POS	Assembly- Loc.) carcege (Discussion-
		Dat.) avaka:ahakodi (chance give)
	Translation	Provide a platform for discussion in
		Assembly
02	Newspaper's Headline with Gloss	yarappana (whose father) a:stiyu:
	and POS	(property) alla (alla)
	Translation	It is not anybody's property
03	Newspaper's Headline with Gloss	ya:rindalu: (whom) avanannu (he-
	and POS	Acc.) allaDisalu (shake) a:guvudilla
		(Impossible)
	Translation	Nobody can shake him at all

#### Conclusion

To sum up this paper, Rhetorical expressions in headlines of Kannada Newspapers is having highly significance and these sort of expressions need and require considerable further study, because at the moment, it is a little-understood phenomenon (Danilova et al., 2021; Woang 2021; Lema et al., 2018). Finding rhetorical expressions in agglutinative languages like Kannada and their use is a really highly challenging task. I found this notion very significantly and I hope the further study can be held with vast visibleness. I could wind up this paper by quoting Shakespeare's rhetorical expression, "All the world's a stage, and all the men and women are merely players!"- this is one of the most memorable lines in the English language and this expression is a perfect example of rhetorical expression (Dafouz-Milne, 2008; Hong, 2012; Makridis et al., 2010).

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