

## Chapter 4

# The Rhetoric of Mass Communication and Media in the Contrastive Sociolinguistics

**Duc Huu Pham**

 <https://orcid.org/0000-0003-4564-7986>

*International University, Vietnam National University, Ho Chi Minh City, Vietnam*

### ABSTRACT

*In the field of mass communication and media, the use of language has become so versatile that it can help to improve relationship between peoples, but it can somehow have a negative effect on the mutual understanding. Rhetoric makes it clear and persuasive to communicate to make language work for their purposes. Sociolinguistics in the contrastive analysis deals with speech communities and the language use in particular contexts such as dialects or bilingualism in society and language variation and change over time, especially in the post-COVID-19 era. This chapter presents Kenneth Burke's rhetorical theory and William Labov's sociolinguistic method, analyzing genres and registers in the systemic functional linguistics perspective to derive a conceptual framework for the study of news report. The resulting framework provides for the identification of news writing style in mass media and other social networks and its performance in language use regarding the power of words to avoid the ambiguity in situational contexts and to better interpersonal and intercultural communication.*

### INTRODUCTION

This chapter focuses on the rhetoric of mass communication and media in the contrastive sociolinguistics through the linguistic use in research activities, along with attendant considerations such as the origin of news texts and the status of native and non-native writers of English. As it has turned out, these aspects have become increasingly complex issues. The reason for this comes not only from the trends of mass media, but also from the difficulty in reading the research available on the topic. While the linguistic use has rapidly expanded in mass communication and media over the last decade, more studies are needed to reflect the epistemologies and methodologies of many different disciplines presented in the rhetoric of

DOI: 10.4018/978-1-7998-6776-0.ch004

mass communication and media. Finally, the issue of the role of the rhetoric of mass communication and media in research is still politically and ideologically contested, and this further complicates the picture.

With the objectives of analyzing the role of the rhetoric of mass communication and media in the contrastive sociolinguistics and its effects on Entrepreneurship, Innovation, Sustainability, and ICTs in the Post-COVID-19 Era, this chapter represents the background of mass communication and media and language use, and the rhetoric of mass communication and media, scrutinizing the contrastive analysis of sociolinguistics, the recital of the rhetorical theory of Kenneth Burke and the sociolinguistic method of William Labov, and the analysis of genres and registers in the perspective of the systemic functional linguistics theory. The main focus of the chapter is on the conceptual framework for the rhetorical performance in the media, analyzing the genres and the registers in the perspective of the systemic functional linguistics theory, leading to the conceptual framework to identify news writing style and its rhetorical performance in language use. The chapter provides solutions and recommendations, highlighting the relationship between rhetoric and sociolinguistics with human life and activities in the society through the media language and its effect on the cultural bonds in the interpersonal and intercultural communication. Then, the important solution and recommendation that the chapter brings about are the realization of the language use in the mass media's bias in the coverage of facts and events. The chapter also suggests future research directions regarding the media framing and coverage and the effect of globalization on media products. Finally, the conclusion summarizes all the main points of the chapter.

## **BACKGROUND**

### **Mass Communication and Media and Language Use**

The written mass communication has been studied from the sociolinguistic aspect in the collaborative and negotiable process. However, the perspective has not much been beyond the contrastive linguistics related to the social phenomena. In this case, rhetoric makes it clear and persuasive to communicate and to structure arguments in logic and cautions in the social use of language, especially in the Post - Covid - 19 Era, when nations began to realize the importance of mutual development. The socially effective use of language will tie the international bond culturally, economically, and politically.

Mass media in this context can be applicable to the Internet media, television channels, or newspapers though the focus of each types of media may be of differences though the presentation of a news story, a news feature or an editorial as there are many news models in which news is presented (McKane, 2014: 153). For instance, radio and television and Internet journalists can play recordings or show photographs and videotapes of news events so that their audiences can directly see or hear the events while print journalists write the news to give their readers a mental picture of the scene with more illustrations in words. According to Davis et al (1988), language plays a very important role in mass communication, but the linguistic input is not taken into consideration due to the fact that mass communication research tends to favor sociological characters, and the influence of Chomskyan paradigm in the late 1950s and 60s, which congenially links with psychology rather than with sociology, focusing on the analysis of the social and communicative significance of actual language behavior. This influence also has the relationship with the increasing awareness of the importance of context, focusing at textual level on both written and spoken forms. All of them are prone to be affected by discourse analysis, conversational analysis, and pragmatics to evolve into media discourse.

18 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:  
[www.igi-global.com/chapter/the-rhetoric-of-mass-communication-and-media-in-the-contrastive-sociolinguistics/273950](http://www.igi-global.com/chapter/the-rhetoric-of-mass-communication-and-media-in-the-contrastive-sociolinguistics/273950)

## Related Content

---

### Compliance in Sustainability Reporting

Svetlana Snezhko and Ali Coskun (2022). *Research Anthology on Business Continuity and Navigating Times of Crisis* (pp. 1738-1766).

[www.irma-international.org/chapter/compliance-in-sustainability-reporting/297381](http://www.irma-international.org/chapter/compliance-in-sustainability-reporting/297381)

### European and International Standards for Social and Environmental Reporting

(2015). *Green Accounting Initiatives and Strategies for Sustainable Development* (pp. 50-87).

[www.irma-international.org/chapter/european-and-international-standards-for-social-and-environmental-reporting/134101](http://www.irma-international.org/chapter/european-and-international-standards-for-social-and-environmental-reporting/134101)

### Enhancing Africa's Agri-Value Chains Through Digital Platforms

Immanuel Ovemeso Umukoro (2022). *Research Anthology on Strategies for Achieving Agricultural Sustainability* (pp. 1249-1271).

[www.irma-international.org/chapter/enhancing-africas-agri-value-chains-through-digital-platforms/299312](http://www.irma-international.org/chapter/enhancing-africas-agri-value-chains-through-digital-platforms/299312)

### An Overview of Hybrid Flow Shop Scheduling: Sustainability Perspective

M. Saravanan and S. Sridhar (2012). *International Journal of Green Computing* (pp. 78-91).

[www.irma-international.org/article/overview-hybrid-flow-shop-scheduling/70000](http://www.irma-international.org/article/overview-hybrid-flow-shop-scheduling/70000)

### A Comprehensive Review on Artificial Intelligence and Blockchain Technologies for Electric Vehicle Charging Ecosystems

Poras Khetarpal, Mahesh Kumar, Kumar Lakshay, Neelu Nagpal and Pierluigi Siano (2024). *E-Mobility in Electrical Energy Systems for Sustainability* (pp. 274-294).

[www.irma-international.org/chapter/a-comprehensive-review-on-artificial-intelligence-and-blockchain-technologies-for-electric-vehicle-charging-ecosystems/341171](http://www.irma-international.org/chapter/a-comprehensive-review-on-artificial-intelligence-and-blockchain-technologies-for-electric-vehicle-charging-ecosystems/341171)