

Pragmatic Strategies of Vaccination Reports in BBC and Fox News channels: A Comparative Study

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Abstract:

This study is a pragmatic study of vaccination reports in BBC News and Fox News; two prominent news outlets with different ideological orientations. It is not revealed how much these news sources affect the choice of vaccine acceptance, nor is it indicated which pragmatic techniques have been employed to convince individuals to accept or reject vaccines. The aim of this study is to compare and contrast how the two sources use speech acts and rhetorical strategies to convey their attitudes and opinions on the controversial topic of vaccination. The study adopts Searle's (1969) theory of representative speech acts, especially the speech acts of criticizing and praising, as well as AL-Hindawy and Al-Temimi's (2012) framework of rhetorical pragmatic strategies, which includes rhetorical appeals and devices.. The study hypothesizes that there are significant differences between the two sources in terms of their use of speech acts and rhetorical strategies, reflecting their different perspectives and agendas on vaccination. The data consists of 8 news reports (4 from each outlet) published between February 2021 and January 2023. The analysis reveals that BBC News tends to use more speech acts of praising than criticizing, while Fox News shows the opposite pattern. Moreover, Fox News employs more rhetorical pragmatic strategies such as rhetorical appeals and devices than BBC News, which relies more on factual information and statistics.

KEYWORDS: PRAGMATICS, RHETORICAL APPEALS, SPEECH ACTS, COOPERATIVE PRINCIPLES

1.1 Introduction:

According to Leech (1983, p. 5), meaning is “derived not from the formal properties of words and constructions, but from the way in which utterances are used and how they relate to the context in which they are uttered”. Investigating such a kind of relationship is the concern of pragmatics which is a theory of appropriateness. For Levinson (1983, p. 5), pragmatics is not directly interested in language, but in what people do with language, its uses, and users. Thus, the simplest definition of pragmatics is that it is “the study of language use” (Levinson, 1983, p.5). Speakers/ writers try by language to change either the world (e.g., by getting another person to do something) or the state of mind or knowledge of others (for instance, by telling them something new). Pragmatics, as such, investigates what language users mean, what they do and how they do it in real situations. By using pragmatic

approaches, such as speech act, implicature, rhetorical appeals and rhetorical devices, to analyze their language, it can uncover the hidden meanings and effects of their discourse. Pragmatic approaches involve the study of language in its contexts of use and how it is influenced by the speaker's goals, beliefs and assumptions. For example, speech acts theory examines how language can perform different actions, such as informing, requesting, promising or persuading. Implicature refers to the implied meaning that goes beyond the literal meaning of an utterance. Rhetorical appeals are strategies that aim to persuade the audience by appealing to their emotions (pathos), logic (logos) or credibility (ethos). Rhetorical devices are linguistic techniques that enhance the effectiveness or persuasiveness of a discourse, such as metaphor, irony, repetition or contrast. Pragmatic strategies can be handled to tackle and analyze issues related to real life affaires such as vaccine presentation via news channels and how they participate in being influencers on people decisions to take the drug.

Since its first reported case in December 2019, the coronavirus-2019 (COVID-19) pandemic has culminated in nearly 179 million infections and 3.88 million deaths globally as of 24 June 2021 Lockdowns, social distancing measures, and movement restrictions were implemented as a result to abate the spread of infection worldwide. The aftermath of the pandemic has negatively affected global economies. For example, the Internal Labor Organization has estimated 25 million jobs to be lost and the United Nations World Tourism Organization has estimated a loss of US\$80 billion dollars in international travel receipts internationally in 2020. Vaccination forms a critical pillar in the road to recovery from the COVID-19 pandemic.

Notably, vaccine candidates with promising results received expeditious emergency use authorization by drug authorities. Despite quick and concerted vaccination programs implemented by governments globally, such efforts have been hampered by vaccine hesitancy.

1.2 The Problem

Vaccine hesitancy was identified by the World Health Organization as one of the 10 threats to global health in 2019. It is defined as the “delay in acceptance or refusal of vaccination despite availability of vaccination services” by the Strategic Advisory Group of Experts on immunization and involves a complex interaction of time, place, context, and vaccine specific factors. One of chief determinants of vaccine hesitancy is that the information channels.

There are certain determinants in life that effect vaccine hesitancy and prevent people from having the decision to take the vaccine injections. These determinates can be the social media, political slogans, or news channels. BBC and Fox News are two famous channels that, through them, government can spread their policy and strategies. It is not revealed how

much these news sources affect the choice of vaccine acceptance, nor is it indicated which pragmatic techniques have been employed to convince individuals to accept or reject vaccines. In order to demonstrate this, several questions have been posed below; answering these questions will eliminate this ambiguity and bring everything into focus:

1. How does the manner in which Fox News and BBC News report on the Covid-19 vaccination differ from each other in use of speech acts of criticizing and speech acts of praising? And how exactly do these different two representative speech acts impact the audience's attitudes and actions with regard to vaccination?
2. What are the most common rhetorical devices used by Fox News and BBC News to persuade their audiences about Covid-19 vaccination?
3. How often do Fox News and BBC News 'flout Grice's maxims' in their Covid-19 immunization coverage, which alter the audience's impression of the vaccine?
4. What are the similarities and differences between the 'rhetorical appeals' employed by Fox News and BBC News in their respective Covid-19 vaccination reports?

1.3 The Aims

This study aims at:

1. Identifying and classifying the speech acts employed by Fox News and BBC News in their Covid-19 vaccination reports, and demonstrating how they relate to their communication aims and intentions.
2. Investigating and contrasting the most prevalent rhetorical devices employed by Fox News and BBC News to persuade their audiences about the Covid-19 vaccination.
3. Examining and contrasting the frequency with which Fox News and BBC News disobey Grice's maxims in their coverage of the Covid-19 vaccination, which affects the audience's opinion of the vaccine.
4. Investigating and finding out the rhetorical appeals made by Fox News and BBC News in their respective reporting on the Covid-19 vaccination and how they appeal to various values, emotions, and beliefs of their audiences.

1.4 The Hypotheses

It is hypothesized that:

1. Fox News uses more speech acts of criticizing than BBC News. While BBC News uses more speech acts of praising than Fox News.
2. Fox News uses rhetorical devices such as irony, Rhetorical questions to create persuasive messages about Covid-19 vaccination. While BBC News uses rhetorical devices such as Metaphor, hyperbole to create rhetorical emphasis in their Covid-19 vaccination reports.

3. Fox News flouts Grice's maxims more often than BBC News, especially the maxims of quality and relation. While BBC News flouts Grice's maxims less often than Fox News, but sometimes violates the maxims of quantity and manner.
4. Fox News relies more on pathos, the appeal to emotion, to persuade their audiences about Covid-19 vaccination. They use emotional language, anecdotes, images, and music to elicit fear, anger, or distrust towards Covid-19 vaccination. While BBC News relies more on logos, the appeal to logic, in order to persuade their audiences about Covid-19 vaccination. They use factual data, statistics, graphs, and experts to support their arguments for Covid-19 vaccination.

1.5 The Procedures

Carrying out this study will include the following steps:

- 1- Introducing a theoretical survey of pragmatics and some related concepts within the field of pragmatics. As well as, providing a full account of the vaccine and vaccination reports that picture the vaccine for people.
- 2- Selecting five reports from fox News that are concerned with Covid-19 vaccinations and other five ones from BBC News that are concerned with the same subject matter.
- 3- Selecting and conducting data analysis qualitatively and quantitatively regarding Searle (1969) Representative Speech Acts and Grice (1975) Cooperative Principle, Al – Hindawii and Abo –Kroozs (2012) Pragma – Rhetorical Strategies.
- 4- Examining the ways in which the results of the BBC and Fox News are comparable to one another as well as the ways in which they vary.
- 5- Making conclusions based on the findings of the study, as well as offering pedagogical implications, suggestions and recommendations for follow-up inquiries.

1.6 The Limits

The scope of this study will be limited to pragmatic strategies, which will be handled to analyze 8 reports on vaccines, four from Americans and four from the British, with a concentration on the techniques that will be covered.

The American ones are from FOX news, they are entitled:

- 1- Matthew Marsden on losing acting gig over COVID-19 shot: There has to be a point where people say 'enough'.
- 2- TUCKER CARLSON: If you really want to understand how powerful Big Pharma is, consider this
- 3- Yearly COVID vaccine as proposed by FDA? 'Cart before the horse,' says doctor
- 4- Tucker Carlson: How many Americans have died after taking the COVID vaccine?

The British ones are entitled:

- 1- Pfizer vaccine authorized by US FDA for adolescents
- 2- Covid: How vaccines changed the course of the pandemic
- 3- Andrew Bridgen: What has suspended MP said about vaccines?
- 4- Coronavirus: Vaccine chief 'optimistic' about over-50s May target

Both of them are comparable in that they are reports regarding vaccinations of the Covid-19 virus. However, their dimensions and intended uses are somewhat distinct from one another. Searle (1969) Representative Speech Acts and Grice (1975) Cooperative Principle merged with Cutting (2002) Strategies of Flouting Maxims , AL-Hindawy and Al-Temimi's (2012) framework of rhetorical pragmatic strategies are the eclectic model for analysis. Furthermore, the present study follows APA style 7th edition in citing and composing paragraphs and sections.

2 Historical Background of Pragmatics

Language is crucial to the judicial system; it is a tool by means of which law is interpreted in different cultures. Research interest in the use of language in courts and other institutional settings has flourished so rapidly over the past decades as documented. This is because the study of language is essential to achieving a better understanding of the judicial process (Abduljaleel,2021). Language is used for many purposes. Besides the purpose of communication, language could be used to achieve particular goals such as motivating or persuading the recipient or implanting a specific ideology (Rashid , 2021)

Pragmatics is the study of 'invisible' meaning or how one recognizes what is meant even when it is not actually said (or written) (Yule, 1996). Pragmatics is the branch of linguistics that examines how language users communicate meaning in different situations and contexts. It explores the ways that language can achieve various purposes or functions, and how words can convey more than their literal sense. Although relatively new as a field of study, pragmatics has its roots in ancient Greek and Roman philosophy. The terms 'pragmaticus' in Latin and 'pragmaticos' in Greek both mean 'practical' (Unubi, 2016).

It is important to note that several philosophers have played significant roles in the evolution of pragmatics, including Wittgenstein, Morris, Austin, Searle, Levinson, Leech, Pierce, Carnap, Grice, among others. In fact, Wittgenstein and Austin had previously discussed the origin of pragmatics in England, France, and Germany during the 1930s. In the early days of the development of pragmatics, Morris emphasized the importance of considering factors such as society, psychology, nerves, and culture when studying symbols and their meanings. In 1938, he made a major contribution to the field by dividing Semiology into three parts: Syntax, Semantics, and Pragmatics. In addition, Morris's ideas were very close to those of Carnap, a renowned philosopher, who added some elements to them. He proposed that

pragmatics should study not only the reference of words, but also the relation between language users and words. This way, he made the goals of pragmatics clearer. Moreover, Bar- Hiller, who was Carnap's student, argued that pragmatics should have specific objectives and he said that those objectives should be deictic elements, such as 'I', 'Here', 'Now', (Unubi, 2016).

Mey (2001) indicates that pragmatics came into being as a linguistic discipline due to the complex association of language with logic, initially seen in syntax, and later in semantics. It was maintained that linguistic depiction should rely on syntax or, at least, be guided by syntax to be considered legitimate. Eventually, it became evident that factors beyond syntax or language were influential in what was referred to as the 'rules of the language'. In addition, people faced challenges regarding how to handle certain presuppositions, which are assumptions that shape their comprehension of language but are hard to convey using existing frameworks like syntax and semantics.

2.1 Speech Acts Theory

Language is a way of communicating meaning and executing an event, whether spoken or written. Language encourages individuals to express their ideas, feelings, emotions and expectations (Almarsomi and Hussein, 2021). The history of speech acts can be traced back to the German philosopher Ludwig Wittgenstein, who introduced the idea that language is not only a means of describing reality, but also a form of action. In his later work, Wittgenstein argued that language is a social practice governed by rules and conventions, and that meaning is determined by the use of words in different contexts and situations. He also suggested that there are different kinds of language games, each with its own rules and purposes, (Levinson, 1983).

Building on Wittgenstein's insights, J.L. Austin has developed the theory of speech acts in his lectures 'How to Do Things with Words', published posthumously in 1962. Austin distinguished between three aspects of utterances: Locutionary, illocutionary, and Perlocutionary, (Austin, 1962)

Hasen and Sahib (2022) stated that sentences have functions like making promises, suggestions, commands, etc. Speech acts are generally performed within the meaning of the utterance of a sentence. Austin's theory was further refined and systematized by John Searle in his book Speech Acts (1969) and subsequent works. Searle (1969) proposed that speech acts can be analyzed in terms of their illocutionary force (the type of action performed) and their propositional content (the information conveyed), Searle (1969).

2.2 Representative Speech Acts

these are the types of SA that express the speaker's belief about what is or are not true (Yule, 1996). Representatives are statements that describe a situation in the world and can

be evaluated as true or false. In order for a representative's statement to be true, it must accurately reflect reality. These types of statements include facts, affirmations, depictions, and inferences. An example is:

The earth is flat. (Yule, 1996, p.53)

2.3 Types of Representative Speech Acts

There are several types of representative speech acts that can be classified as speech act of telling, speech act of criticizing, speech act of praising,...etc. .

2.3.1 Speech Act of Criticizing

Criticizing is a SA that belongs to Searle's representatives. It is frequently distinguished from similar activities like blaming speech. According to Searle and Vanderveken (1985), criticizing is a technique for a speaker to declare that a certain situation is undesirable or that they do not like it. When a speaker intentionally does the representational SA of criticizing, s/he is expressing dissatisfaction over something negative. Therefore, criticizing is expressing an opinion that is unfavorable to a certain behavior or action; consequently, it is appropriate under the following circumstances:

"Propositional Content Condition": Bad P with relation to a certain situation.

"Preparatory Conditions": S has adequate evidence to support his conclusion that a particular circumstance is undesirable.

"Sincerity Condition": S holds a pejorative opinion of the action or quality that is being criticized.

"Essential Condition": The S's statement is interpreted as a rejection and critical assessment of a specific situation, which is symbolized by P.

The following example clearly illustrates how criticism is performed:

"You are being irresponsible and selfish by not getting vaccinated. You are putting yourself and others at risk of getting infected by a deadly virus. You should listen to the experts and follow the scientific evidence instead of believing in conspiracy theories and false claims."

2.3.2 Speech Act of Praising

Praise-giving speech falls within the categories of both expressive and representative communication. Searle and Vanderveken (1985) believe that praising someone or something entails asserting that a specific state of things or expressing approbation of him or it. This is in reference to the representative SA of praising. It is unquestionably seen as a means through which a speaker acknowledges the merit of the individual or object being praised.

As a result, the speaker who is praised as being good is linked to the propositional content of the representative SA of praising.

"Propositional Content Condition": Excellent P with relation to a certain situation.

"Preparatory Conditions": S has enough evidence to support his conclusion that a particular circumstance is preferable.

"Sincerity Condition": S has a favorable opinion of the action or quality that is being praised.

"Essential Condition": The S's statement is seen as an endorsement and positive assessment of a specific situation that is represented by P.

This is shown in the utterance that follows, in which the speaker engages in the typical speech act of praising by listing the listener's qualities:

"You are doing a great service to your community by getting vaccinated. You are protecting yourself and others from a serious disease. I admire your courage and responsibility."

٣.1 Argumentative Appeals (Rhetorical Triangle)

Aristotle was one of the philosophers of Greece who lived in the 4th B.C. He, as an effective thinker, wrote on many topics, from logic and ethics to metaphysics and biology. One field in which Aristotle was especially interested in was rhetoric. That is, the art of persuasion. He wrote an entire book entitled "On Rhetoric" in which he clarified his theories of persuasive speaking and writing. Most significantly, he explained the concepts of logos, pathos and ethos, as primes for a persuasive language (Hammad and Hussein, 2021). One can further learn about the art of persuasive language from these three concepts. They can be easily applied to one's persuasive speaking and writing, as illustrated below:

٣.1.1 Ethos

The term 'ethos' describes a person's capacity or credibility to make a case. Credibility of the document has an impact on persuasiveness. Reliability is the degree to which a claim, a person or a business is regarded as morally upright, dependable, and sincere. According to Boone and Kurtz (1994), a S's perceived believableness is closely tied to his or her credibility.

٣.1.2 Pathos

Emotional appeal is referred to as pathos. Emotional appeals aim to evoke many emotions in the audience, including fear, sympathy, pride, and anger, ashamed and reverent, or anything like. As a result, the audience's feelings are the focus of the pathos appeal. Emotion continues to be the most potent persuasive tool in many circumstances. Emotions frequently

have the ability to move individuals to respond and take action, when logic can occasionally fall short (Boone and Kurtz, 1994).

٣.1.3 Logos

The logical or rational appeal (logos) is the third pragmatic approach of the argument. It refers to the message's internal coherence, the claim's clarity, the logic of the justification, and the potency of the evidence used to support it. The use of appeals to reason by orators does not stray from the rules of formal logic; rather, they are essentially modifications of logic. Thus, whereas reasoning in logic takes the shape of a syllogism and an induction, in rhetoric it takes the form of an enthymeme and an example (Corbett, 1990).

٤.1 Tropes (Rhetorical Devices)

Al-Hindawi and Al-Jawad (2019) remark that tropes are rhetorical devices that use words in a figurative or non-literal way to create a certain effect or meaning. Tropes can be used to persuade, entertain, inform, or criticize. Some common examples of tropes are metaphor, irony, hyperbole. Tropes can enrich the language and make it more expressive and creative. However, tropes can also be misused or overused, leading to confusion, cliché, or deception. Therefore, it is important to be aware of the different types of tropes and how they can affect the message and the audience. There are two kinds of tropes:

٤.1.1 Destabilization Tropes

The rhetorical operation of destabilization consists of using an expression that has an unclear meaning in its context. In a trope of destabilization, one implies more than what is stated, and counts on the recipient to infer the implications (Al-Hindawi and Al-Jawad, 2019).

٤.1.1.1 Metaphor

A metaphor in English is a rhetorical device defined as a direct comparison between two subjects that initially appear unconnected (derived from the Greek: metaphor in, "carry over"). When words are employed metaphorically, one area or sphere of reference is transferred to or mapped onto another based on their mutual similarities. It is said that a second object is a first object: It is implied by this description that the first thing possesses some of the traits of the second. Because implicit and explicit qualities from the second item can be used to complete the description of the first, the first object can be cheaply specified in this way. This is taken advantage of in writing, and particularly in poetry, where a few lines can evoke strong feelings and associations from one context with another, unrelated subject (Lakoff and Johnson, 1980). According to Jasim (2019), metaphor an understood comparison which is based on analogy The verb "to be" is used to compare two dissimilar

things rather than the words "like" or "as" in a simile, as in the expressions "He is a lion" or "Thou art sunshine" (Al-Hindawi and Al-Jawad, 2019).

٤.1.1.2 Irony

Irony is a way of using words to say the opposite of what you mean, usually for humorous or emphatic effect. It is also a situation or event that contradicts what you expect or intend. Irony comes from the Greek word for “deceiver”, and it was first used in Greek comedy to show the difference between appearance and reality. The audience could see the irony, but the characters could not. This is still a common technique in literature and drama today (Webb, E., 2006) .

٤.1.2 Substitution (Emphasis) Tropes

In line with Harris (2008), tropes are a type of figure of speech that are used to create emphasis and impact for the audience. These are also known as emphasis tropes. In addition, the substitution rhetorical technique involves using an expression that requires the receiver of the message to make adjustments in order to fully grasp its intended meaning. In destabilization, the meaning can change in different ways, but when using substitution, it stays within a certain range. Substitution examples include overstatement (hyperbole), which is when the speaker describes something in a way that is greater than what is actually happening.

٤.1.2.1 Rhetorical Questions

Rhetorical questions do not expect an answer and go against the quality maxim. They actually make an assertion with the opposite polarity of what is being asked. To put it simply, when someone asks a positive question, it can have a negative meaning, and when someone asks a negative question, it can have a positive meaning. Additionally, asking questions can imply certain meanings in a conversation and people often use questions to support their claims or persuade others to their perspective. This is based on the maxim of quality or manner. (Black. 2006).

٤.1.2.2 Overstatement (Hyperbole)

The term "overstatement" includes hyperbole and other similar phenomena that involve exaggeration, excess, and redundancy, (Ruiz, 2006). In this context, hyperbole is being used as a type of overstatement.

Hyperbole is a type of overstatement or understatement used to exaggerate a real situation. It is the second most frequently used literary device after metaphor. To Leech (1983), hyperbole is a rhetorical technique where the S or writer uses a description that is stronger than the actual situation. Hyperbole can be identified by noticing when the S/writer flouts the maxim of quality.

• Data Description and Collection

It is important to keep in mind that working with the target data will be simpler the more concise the description is. By looking at specific criteria for vaccination reports and their interpretation, such clarity and simplicity can be attained. In essence, the description of the data is considered the helpful key of interpreting the extracts in order to pave the way for analysis. In the same context, the following sections show the main description of reports under investigation separately.

The data set includes news articles from two different sources: American and British. The data set was collected to compare the media coverage of COVID-19 vaccines in the two countries. The American data source was the website of Fox News, a news outlet with a conservative-leaning editorial stance. The articles were selected based on the presence of the keywords "COVID vaccine" or "COVID shot" in the title or the body. Four reports that were published between February 2021 and January 2023 were included in the data set. The following are the titles of these articles:

1. Matthew Marsden on losing acting gig over COVID-19 shot: There has to be a point where people say 'enough'.
2. TUCKER CARLSON: If you really want to understand how powerful Big Pharma is, consider this
3. Yearly COVID vaccine as proposed by FDA? 'Cart before the horse,' says doctor
4. Tucker Carlson: How many Americans have died after taking the COVID vaccine?

For the British data, the source of information for this analysis was the website of BBC News, a public service broadcaster that claims to adhere to the principles of impartiality and balance. The method of data collection was to look for articles that included the terms "COVID vaccine" or "COVID jab" in the title or the text. Four reports that met these criteria and were published between February 2021 and January 2023 were chosen for this analysis. The following are the titles of these reports:

1. Pfizer vaccine authorised by US FDA for adolescents
2. Covid: How vaccines changed the course of the pandemic
3. Andrew Bridgen: What has suspended MP said about vaccines?
4. Coronavirus: Vaccine chief 'optimistic' about over-50s May target

٦. The Eclectic Model

This study presents an eclectic model of analysis that integrates different frameworks for studying pragmatics and communication. The model has four main components: Searle's (1969) Representative SA (SA of criticizing and SA of praising . In addition, Al-Hindawy and Al-Temimi (2012) Rhetorical pragmatic strategies (Rhetorical Appeals, Rhetorical Devices) is used. Only four types of Rhetorical devices are utilized which are Metaphor,

Irony , hyperbole, and Rhetorical questions because they are mostly relevant to the analysis of the data chosen.

7. Data analysis

NO.	Model	Report 1	Report 2	Report 3	Report 4	Frequency	Percentage
R. S. A							
1.	S. A. C	13	7	5	23	48	96.%
2.	S. A. P	2	0	0	0	2	4. %
						50	100%
F. M							
1.	Quantity M.	5	2	3	2	12	17.91%.
2.	Quality M.	17	4	3	19	43	65.67%
3.	Manner M.	1	0	0	2	3	4.48%
4.	Relevance M.	4	1	0	3	8	11.94%
						66	100%
R. A							
1.	Pathos	19	7	5	23	54	49.55%.
2.	Ethos	15	3	5	8	31	27.93%.
3.	Logos	8	0	5	10	23	22.52%.
						108	100%
R. D							
1.	Metaphor	6	2	2	8	18	24.39%
2.	Hyperbole	2	0	0	6	8	9.76%
3.	Irony	9	0	1	5	15	19.51%
4.	R. Question	25	1	0	12	38	46.34%
						79	100%

Table (4-1) Fox News Data Results

NO.	Model	Report 1	Report 2	Report 3	Report 4	Frequency	Percentage
R. S. A							
1.	S. A. C	1	0	5	6	12	35.29%
2.	S. A. P	3	4	7	8	22	64.71%.
						34	100%
F. M							
1.	Quantity M.	1	3	2	3	9	20.45%
2.	Quality M.	6	6	10	3	25	63.64%
3.	Manner M.	2	0	0	1	3	6.82%
4.	Relevance M.	1	2	0	1	4	9.09%
						41	100%
R. A							
1.	Pathos	5	4	6	2	17	24.64%.
2.	Ethos	7	3	3	5	18	27.54%
3.	Logos	10	10	6	6	33	47.83%.
						68	100%
R. D							
1.	Metaphor	4	4	5	3	16	55.17%
2.	Hyperbole	2	3	4	1	10	34.48%
3.	Irony	0	0	0	0	0	0%
4.	R. Question	0	2	0	1	3	10.34%
						29	100%

Table (4-2) BBC News Data Results

8. Results and Discussions

The results of the analysis show a striking difference in the use of SAs by Fox News and BBC News when reporting on Covid-19 vaccines. According to the data, Fox News reports use 96. % SAs of criticizing and 4. % SAs of praising when speaking about Covid-19 vaccines, while BBC News reports use 35.29% SAs of criticizing and 64.71% SAs of praising when speaking about Covid-19 vaccines.

This difference can be interpreted in various ways. One possible explanation is that Fox News has a more negative and skeptical attitude towards Covid-19 vaccines, while BBC News has a more positive and supportive attitude. Another possible explanation is that Fox News and BBC News have different audiences and purposes, and they use SAs to appeal to their viewers' preferences and expectations. A third possible explanation is that Fox News and BBC News have different sources and evidence for their reports, and they use SAs to reflect their level of confidence and certainty.

The significance of these percentages is that they reveal how language can shape public opinion and influence behavior regarding Covid-19 vaccines. SAs can have perlocutionary effects, which are the consequences of what is said on the H's beliefs, feelings, or actions. For example, a SA of criticizing can make the H doubt or reject the vaccine, while a SA of praising can make the H trust or accept the vaccine. Therefore, the choice of SAs by news media can have a significant impact on the vaccination rate and the public health situation.

Concerning Rhetorical appeals, according to the analysis of the data, Fox News reports use 49.55% pathos appeals and 27.93% ethos appeals and 22.52% logos appeals when speaking about Covid-19 vaccines and their effectiveness, while BBC News reports use 24.64% pathos appeals and 27.54% ethos appeals and 47.83% logos appeals when speaking about Covid-19 vaccines and their effectiveness. These results suggest that Fox News relies more on emotional arguments and less on logical arguments than BBC News when covering the topic of Covid-19 vaccines.

One possible explanation for this difference is that Fox News caters to a more conservative audience that is more skeptical of the vaccines and the government's role in promoting them. Fox News hosts such as Tucker Carlson and Laura Ingraham have been vocally anti-vaccine and have spread misinformation and conspiracy theories about the shots. Therefore, Fox News may use more pathos appeals to appeal to the fears and distrust of its viewers and to undermine the credibility of the scientific experts and authorities who endorse the vaccines.

On the other hand, BBC News is a public service broadcaster that aims to provide impartial and accurate information to its audience. BBC News has been covering the Covid-19 pandemic and the vaccine development with factual and balanced reporting, highlighting the benefits and risks of the vaccines, as well as the challenges and uncertainties that remain. Therefore, BBC News may use more logos appeals to present the evidence and data that

support the effectiveness and safety of the vaccines, as well as to address the common questions and concerns that people may have. The results of this study have implications for how different media outlets influence public opinion and behavior regarding Covid-19 vaccines. The use of rhetorical appeals can affect how persuasive and credible a message is perceived by the audience.

The use of figurative language in news reports can have various effects on how the audience perceives and evaluates the information presented. The results show that there are significant differences between the two news sources in terms of the frequency and type of figurative language used. According to the data analysis, Fox News reports use 24.39% metaphor, 9.76% hyperbole, 19.51% irony and 46.34% rhetorical question when speaking about Covid-19 vaccines and their effectiveness. On the other hand, BBC News reports use 55.17% metaphor, 34.48% hyperbole, 0% irony and 10.34% rhetorical question when speaking about Covid-19 vaccines and their effectiveness. These percentages indicate that Fox News relies more on irony and rhetorical question, while BBC News uses more metaphor and hyperbole.

One possible explanation for these differences is that Fox News adopts a more skeptical and critical tone towards Covid-19 vaccines and their effectiveness, while BBC News adopts a more supportive and positive tone. Irony and rhetorical question are often used to express sarcasm, doubt, disbelief or criticism, which can imply a negative evaluation of the topic or the source of information. These rhetorical questions imply that the reporter does not agree with or trust the official guidelines or recommendations regarding Covid-19 vaccines and their effectiveness.

On the contrary, metaphor and hyperbole are often used to create vivid images, emphasize points or convey emotions, which can imply a positive evaluation of the topic or the source of information. These metaphors and hyperboles suggest that the reporter is optimistic and enthusiastic about Covid-19 vaccines and their effectiveness.

Therefore, the results of this study suggest that figurative language can be a powerful tool for shaping public opinion and influencing public behavior regarding Covid-19 vaccines and their effectiveness. Depending on the type and frequency of figurative language used, news reports can either promote or discourage vaccination among the audience. As such, it is important for news consumers to be aware of the use of figurative language in news reports and to critically evaluate the information presented.

Fox News Channel is a main source of misinformation about COVID-19 vaccines in the United States. It has spread false or misleading information about the vaccines' safety and effectiveness (Bursztyn,2021).

A study was done by researchers from the University of California, Berkeley and published in the American Economic Review in November 2021 (Bursztyn,2021). The authors used

data on county-level vaccination rates and cable news viewership from January to July 2021. They found that, starting in May 2021, counties with more Fox News viewership had lower vaccination rates than counties with less Fox News viewership. Watching one more hour of Fox News per week for the average household reduced vaccinations by 0.35 to 0.76 per 100 people (Bursztyn,2021).

The authors also found that Fox News viewership affected vaccination rates more for people aged 18 to 65 years, and less for people older than 65 years. They explained that this could be because older people were more likely to get vaccinated early, before Fox News increased its negative coverage of the vaccines. To ensure their results were valid, the authors controlled for various factors that could affect both viewership and vaccination rates, such as channel position, socio-demographic characteristics, and political preferences of the counties (Bursztyn,2021).

The study concluded that there is a causal relationship between Fox News Channel exposure and lower vaccination uptake. The authors used an instrumental variable approach to address the potential endogeneity problem, which means that people who watch Fox News may be different from people who do not watch Fox News. The instrumental variable they used was the channel position of Fox News in the television line-up, which is randomly assigned by cable providers and affects how likely casual viewers are to watch a certain channel. They found that lower channel positions for Fox News increased its viewership and decreased vaccination rates (Bursztyn,2021)..

This study shows that media misinformation can have serious consequences for public health. By spreading false or misleading information about COVID-19 vaccines, Fox News may have lowered vaccine confidence and uptake among its viewers, which could increase the risk of infection and transmission of the virus. The study also highlights the importance of providing accurate and clear information about the vaccines to the public, and of engaging with trusted sources and messengers to counteract misinformation (Bursztyn,2021).

9. Pedagogical Recommendations

The following "recommendations" for future study should be taken into account:

1. Teachers should expose students to various sources of information on vaccination and help them analyze the linguistic features and strategies used by each source. For example, students can compare how Fox news and BBC news use SAs (such as assertions, questions, requests, etc.), flouting maxims (such as relevance, quantity, quality, etc.), rhetorical appeals (such as ethos, pathos, logos, etc.), and rhetorical devices (such as metaphors, analogies, hyperbole, etc.) to convey their messages and influence their viewers.

2. Teachers should encourage students to reflect on their own beliefs and attitudes towards vaccination and how they are influenced by the media they consume. For example, students can identify the sources they trust or distrust and explain why. They can also examine how their emotions, values, and logic are affected by the media they watch or read.
3. Teachers should foster students' ability to evaluate the credibility and reliability of different sources of information on vaccination and to identify bias, misinformation, or manipulation. For example, students can check the facts and evidence presented by each source, the qualifications and reputation of the authors or speakers, the purpose and context of the communication, and the potential conflicts of interest or agendas behind the messages.
4. Teachers should promote students' awareness of the ethical and social implications of media communication on vaccination and their responsibility as informed citizens. For example, students can discuss how media communication can shape public opinion and policy on vaccination and how it can affect the health and well-being of individuals and communities. They can also explore how they can use media effectively and ethically to express their own views and to advocate for social change.

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الاستراتيجيات التداولية لتقارير المقاحات في قنوات البي بي سي نيوز والفوكس نيوز : دراسة مقارنة**حسين سمير صبيح**Hussein.kadhem1607@ircoedu.uobaghdad.edu.iq**أ.م.د. بشرى نعمة راشد****جامعة بغداد / كلية التربية ابن رشد للعلوم الإنسانية / قسم اللغة الانجليزية****الملخص؛**

هذه الدراسة هي دراسة تداولية لتقارير التطعيم في قنوات البي بي سي و الفوكس نيوز وهما مصدران إخباريان بارزان لهما توجهات ، أيديولوجية مختلفة. لم يتم الكشف عن مدى تأثير هذين المصدرين على اختيار قبول التطعيم ، ولا عن الأساليب العملية التي تم استخدامها لإقناع الأفراد بقبول أو رفض التطعيم. الهدف من الدراسة هو المقارنة والتناقض بين كيفية استخدام المصدرين لأفعال الكلام والاستراتيجيات البلاغية لإيصال مواقفهم وآرائهم حول الموضوع المثير للجدل للتطعيم. تتبنى الدراسة نظرية سيرل (١٩٦٩) لأفعال الكلام التمثيلية ، وخاصة أفعال الكلام للانتقاد والإشادة ، بالإضافة إلى إطار الهنداوي والتميمي (٢٠١٢) للاستراتيجيات البلاغية العملية ، والتي تشمل النداءات البلاغية والأجهزة البلاغية.. تفترض الدراسة أن هناك اختلافات كبيرة بين المصدرين من حيث استخدامهم لأفعال الكلام والاستراتيجيات البلاغية ، مما يعكس وجهات نظرهم وأجنداتهم المختلفة حول التطعيم. تتكون البيانات من ٨ تقارير إخبارية (٤ من كل مصدر) نشرت بين فبراير ٢٠٢١ و يناير ٢٠٢٣ . تكشف التحليل أن البي بي سي تميل إلى استخدام المزيد من أفعال الكلام الإيجابية من الانتقاد ، بينما تظهر فوكس نيوز النمط المعاكس. علاوة على ذلك ، تستخدم فوكس نيوز المزيد من الاستراتيجيات الخطابية مثل النداءات البلاغية والأجهزة البلاغية من البي بي سي ، التي تعتمد أكثر على المعلومات والإحصاءات الحقيقية. أخيرًا ، البي بي سي و الفوكس نيوز متشابهان بشكل وثيق في استخدامهما لأفعال الكلام التي تنتهك أو تتجاوز مبادئ الجودة والكمية والعلاقة والطريقة.