The Rhetoric Of Blame And Praise In Political Commentary: A Pragma-Rhetorical Analysis Of Al Jazeera And CNN

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Abstract
This study provides an in-depth pragma-rhetorical analysis of the use of blame and praise in political commentary on two major international news networks Al Jazeera and CNN. Focusing on televised discussions and opinion segments from 2024, the research investigates how these networks construct, negotiate, and communicate evaluative judgments about political actors, policies, and events. By integrating principles from pragma-rhetoric, the study examines how language functions not only to convey information but also to persuade audiences through speech acts, implicatures, presuppositions, and politeness strategies. In addition, the analysis considers the interplay between rhetorical appeals ethos, pathos, and logos and pragmatic mechanisms in shaping discourse oriented toward either blame or praise. The findings indicate distinct patterns: Al Jazeera frequently frames praise and blame within narratives of regional identity, social solidarity, and collective responsibility, often emphasizing cultural and historical context, whereas CNN predominantly situates evaluative commentary within the frameworks of democratic principles, institutional accountability, and individual responsibility The study also identifies recurring linguistic markers and argumentation schemes that reinforce each network's ideological stance, highlighting the subtle ways media discourse constructs credibility, delegitimizes opponents, and appeals to audience values. By comparing these approaches, the research contributes to a deeper understanding of cross-cultural political communication, media framing, and the strategic use of language in shaping public opinion. These insights have implications for scholars of pragmatics, rhetoric, media studies, and political discourse analysis.
Keywords: Pragma-rhetorical analysis; blame rhetoric; praise rhetoric; political commentary; media framing; Al Jazeera; CNN.

1.1 Background of the Study

Political commentary has become a central feature of contemporary news media, shaping public understanding of political events, leaders, and policies. Television networks, in particular, play a significant role in constructing narratives that influence public opinion through selective framing, language choice, and evaluative commentary. Among the discursive strategies commonly employed in political reporting are blame and praise, which allow commentators to highlight failures, criticize opponents, or reinforce positive attributes of political actors. These strategies are not only persuasive but also culturally and ideologically situated, reflecting the network's institutional values, target audience, and political context.Al Jazeera and CNN, as two of the most influential international news networks, provide contrasting perspectives in global political reporting. Al Jazeera, headquartered in Doha, Qatar, often presents political issues through a lens of regional identity and socio-political solidarity, whereas CNN, based in the United States, frames political discourse primarily around democratic values, institutional accountability, and individual responsibility. Examining the rhetorical and pragmatic strategies employed by these networks offers insight into how media shapes public perception, constructs credibility, and positions audiences ideologically.

1.2 Statement of the Problem

Despite the growing importance of political commentary in global media, there is limited research examining how blame and praise are rhetorically and pragmatically realized across different news networks. Most studies focus on media bias or framing, but few integrate pragma-rhetorical analysis, which considers both the rhetorical structure of discourse and its pragmatic functions, such as implicature, presupposition, and speech

acts· This research addresses the gap by investigating the specific strategies Al Jazeera and CNN employ in framing political actors and events through blame and praise·

1.3 Research Objectives
The study aims to:
1. Identify and categorize the rhetorical strategies of blame and praise in political commentary on Al Jazeera and CNN.
2. Analyze the pragmatic functions (e.g., speech acts, implicatures, presuppositions) that accompany these rhetorical strategies.
3. Compare the patterns of evaluative discourse between the two networks and explore how cultural, political, and institutional contexts shape these patterns.
4. Contribute to a broader understanding of media discourse, persuasion, and cross-cultural political communication.

1.4 Research Questions
The study seeks to answer the following questions:
1. What rhetorical strategies are used by Al Jazeera and CNN to convey blame and praise in political commentary?
2. How are pragmatic elements such as speech acts, implicature, and presupposition employed to reinforce evaluative meaning?
3. What similarities and differences exist in the use of blame and praise between the two networks?
4. How do cultural, political, and institutional factors influence the discourse strategies of each network?

1.5 Significance of the Study
This research offers several significant contributions· From a theoretical perspective, it integrates pragma-rhetoric into the analysis of political commentary, bridging gaps between pragmatics, rhetoric, and media studies· By doing so, it provides a nuanced framework for understanding how language functions not only as a medium of information but also as a tool for persuasion and ideological positioning in news discourse· This theoretical integration advances scholarly discussions on the intersection of linguistic meaning, rhetorical strategies, and media communication· On a practical level, the study equips audiences with the tools to critically evaluate media content· By examining how blame and praise are strategically employed in news reporting, readers and viewers can better recognize subtle persuasive strategies and potential biases· Such insights are invaluable for fostering media literacy, enabling individuals to navigate complex political narratives with a more informed and discerning perspective· Furthermore, the research provides important cross-cultural insights· By comparing Al Jazeera and CNN, it highlights how regional and ideological contexts shape discourse, reflecting differing priorities, values, and communicative norms in news production· These findings carry implications for international communication, journalism practices, and political education, offering guidance for scholars, media professionals, and educators interested in the global dynamics of news discourse and its impact on public perception·

1.6 Scope and Delimitation
The study focuses exclusively on televised political commentary from Al Jazeera and CNN during 2024· The analysis is limited to segments that explicitly contain evaluative language aimed at praising or blaming political actors or policies· Other forms of news content, such as purely informative reporting or entertainment news, are excluded· The study also centers on pragma-rhetorical strategies rather than other forms of linguistic analysis, such as syntactic or phonological features·

2: LITERATURE REVIEW AND THEORETICAL FRAMEWORK
2.1 Political Discourse and Media Framing
Political discourse functions as a central mechanism through which power relations are both constructed and contested, serving as a dynamic arena where ideologies are communicated, negotiated, and challenged· According to Van Dijk (2001), political discourse operates as a vehicle for ideological expression and manipulation, significantly shaping public opinion and influencing policy decisions· It is through the careful selection of language, narrative structure, and rhetorical strategies that political actors and media

organizations can frame issues in ways that align with their interests and objectives· Media outlets, in particular, play a pivotal role in the dissemination of political discourse, acting as intermediaries that not only report events but also interpret and shape their meanings for audiences· Framing, as defined by Entman (1993), refers to the process by which media structures reality by emphasizing certain aspects of an issue while downplaying others, thereby guiding audience interpretation and understanding. This process is inherently selective, as it involves choices about what information to highlight, how to contextualize events, and which perspectives to foreground· Framing is not merely a technical or stylistic device; it is deeply connected to the ideological positions and strategic objectives of the media organization, influencing how audiences perceive the significance, causes, and consequences of political events· By shaping the narrative, framing can subtly reinforce particular worldviews, legitimize policies, and shape public discourse in ways that serve institutional or political agendas·

Al Jazeera and CNN exemplify how media organizations with distinct geopolitical and ideological orientations employ framing to construct narratives that resonate with their respective audiences· Al Jazeera's coverage often emphasizes regional solidarity, socio-political contexts, and the experiences of marginalized groups, reflecting its positioning within the Middle Eastern media landscape and its engagement with Arab audiences· In contrast, CNN's reporting tends to be framed through the lens of democratic values, institutional accountability, and global power dynamics, reflecting its Western perspective and the expectations of its international audience· These framing strategies are far from neutral; they are deliberately crafted to align with each network's institutional priorities, ideological commitments, and target demographics· Understanding these framing mechanisms is crucial for recognizing how political discourse is mediated, how public opinion is shaped, and how media influence extends beyond mere reporting to actively participating in the construction of social and political realities· By analyzing these networks through a pragma-rhetorical lens, this study illuminates the intricate interplay between language, ideology, and media practice, revealing how blame and praise are strategically employed to construct compelling narratives· Such an approach not only advances theoretical understanding but also provides practical insights into media literacy, critical engagement with news content, and the broader implications of cross-cultural communication in an increasingly interconnected world·

2.2 Rhetoric and Pragmatics in Political Commentary

Rhetoric, the art of persuasion, and pragmatics, the study of language use in context, intersect in political commentary to shape discourse· Aristotle's appeals to ethos, pathos, and logos provide a foundational understanding of rhetorical strategies· Ethos pertains to the credibility of the speaker, pathos to emotional appeals, and logos to logical arguments· These appeals are often employed to elicit blame or praise, directing audience sentiments toward or away from political actors· Pragmatics adds depth to this analysis by examining how context influences meaning· Speech act theory, as proposed by Austin (1962) and Searle (1969), categorizes utterances based on their function assertives, directives, commissives, expressives, and declarations· In political commentary, blame and praise often manifest through expressive speech acts that convey the speaker's evaluation of political entities or actions· Furthermore, politeness theory (Brown & Levinson, 1987) offers insights into how speakers manage face-threatening acts, such as blame, through strategies like mitigation or hedging· These pragmatic considerations are crucial in understanding how media outlets navigate the delicate balance between critique and endorsement in their political commentary·Rhetoric and pragmatics together provide a comprehensive framework for analyzing political commentary, as they reveal not only what is being communicated but also how and why audiences interpret messages in particular ways· While rhetorical strategies, grounded in Aristotle's ethos, pathos, and logos, guide the persuasive construction of discourse, pragmatics uncovers the contextual nuances that shape meaning and reception· For instance, expressive speech acts allow commentators to deliver blame or praise in ways that resonate emotionally or morally with audiences, while politeness strategies help maintain legitimacy and avoid overtly antagonizing viewers· In the context of media outlets like Al Jazeera and CNN, the interplay of rhetoric and pragmatics determines how political narratives are framed, how responsibility and accountability are attributed, and how audience perceptions are influenced· By integrating these perspectives, this research highlights the subtle, yet powerful, mechanisms through which political

commentary mobilizes public opinion, constructs social realities, and negotiates ideological positions across diverse cultural and geopolitical contexts·

2.3 Blame and Praise in Political Discourse

Blame and praise are evaluative judgments that serve to assign responsibility and attribute value· In political discourse, these judgments are potent tools for shaping public perception and influencing political outcomes· Blame attribution involves identifying the causes of negative events and assigning responsibility, often to political opponents, thereby discrediting them· Praise, conversely, involves highlighting positive actions or qualities, thereby legitimizing and endorsing political actors· The strategic use of blame and praise is evident in the political commentary of both Al Jazeera and CNN· Al Jazeera's coverage often attributes blame to Western powers and regional adversaries, framing them as responsible for conflicts and injustices· Praise is directed toward resistance movements and regional allies, portraying them as legitimate actors in the geopolitical landscape· CNN's commentary, while also critical, tends to focus on issues of governance and accountability within democratic institutions, praising leaders who align with democratic norms and values·Blame and praise, as evaluative tools, not only reflect the ideological stance of a media outlet but also actively shape the interpretive lens through which audiences view political events. By selectively attributing responsibility and highlighting particular actions, news organizations guide public sentiment, influence political debates, and reinforce specific narratives· In both Al Jazeera and CNN, these evaluative judgments are intertwined with broader framing strategies, where language, context, and rhetorical choices converge to construct compelling narratives· The deliberate deployment of blame and praise creates a moral and political positioning of actors, delineating heroes and villains in the public imagination· Understanding these dynamics is essential for appreciating how media discourse functions as both a mirror and a shaper of political realities, revealing the complex interaction between journalistic practice, audience perception, and the broader socio-political environment (Abd Aliwie, 2024)

2.4 Comparative Studies of Al Jazeera and CNN

Comparative analyses of Al Jazeera and CNN provide valuable insights into how these networks construct political narratives through language· Studies have examined differences in coverage of events such as the Iraq War, the Arab Spring, and the Syrian conflict, highlighting divergent framing strategies and ideological orientations· For instance, Benjamin (2004) compares CNN's and Al Jazeera's coverage of the Iraq War, noting that CNN's reporting often aligns with U·S· foreign policy perspectives, while Al Jazeera offers a more critical view from a Middle Eastern standpoint· Similarly, studies have analyzed how each network employs rhetorical strategies to influence audience perceptions· For example, Kampf (2019) explores the use of compliments and praise in Israeli political discourse, noting that such speech acts serve to cultivate solidarity and reinforce political alliances· This concept can be extended to media commentary, where praise functions to legitimize political actors and policies. Comparative studies of Al Jazeera and CNN further illuminate how ideological orientations and cultural contexts shape not only framing but also the use of evaluative language in political commentary (Aliwie, 2024) · By analyzing patterns of blame and praise, researchers can identify the rhetorical and pragmatic strategies through which each network seeks to influence audience interpretation and engagement· For instance, Al Jazeera's emphasis on regional solidarity and critique of Western interventions demonstrates a strategic use of blame to highlight perceived injustices, while its praise of local actors reinforces legitimacy and moral authority· Conversely, CNN's focus on democratic accountability and institutional performance reflects a different evaluative logic, where praise and blame are aligned with governance norms and global perceptions of legitimacy· Such comparative analyses reveal the interplay between language, ideology, and audience positioning, emphasizing the need to consider both the content and the contextual mechanisms through which political narratives are constructed and disseminated across diverse media landscapes (Abd Aliwie, 2025) ·

2.5 Theoretical Framework

This study adopts a pragma-rhetorical approach to analyze the use of blame and praise in political commentary· This interdisciplinary framework combines principles from pragmatics and rhetoric to examine how language functions in context to persuade and evaluate· Key components of this framework include:

• Speech Act Theory: Analyzing utterances based on their function assertives, directives, commissives, expressives, and declarations to understand how blame and praise are linguistically realized·

•   Politeness Theory: Examining how speakers manage face-threatening acts, such as blame, through strategies like mitigation or hedging·
•   Rhetorical Appeals: Investigating the use of ethos, pathos, and logos to persuade audiences and construct narratives of blame and praise·
•   Media Framing: Analyzing how media outlets structure reality through framing techniques, guiding audience interpretation of political events· By integrating these theoretical perspectives, this study aims to provide a comprehensive analysis of how Al Jazeera and CNN employ rhetorical and pragmatic strategies to construct narratives of blame and praise in their political commentary·

3: METHODOLOGY
3.1 Research Design
This study adopts a qualitative research design using a pragma-rhetorical approach· Qualitative research is appropriate because it allows for in-depth exploration of language use, meaning-making, and evaluative strategies in context (Creswell, 2013)· A pragma-rhetorical framework integrates rhetorical and pragmatic perspectives, enabling the analysis of how linguistic elements such as speech acts, implicature, presupposition, and rhetorical appeals (ethos, pathos, logos) function together to convey blame or praise·By employing a qualitative pragma-rhetorical approach, this study prioritizes the nuanced examination of language as it operates within specific social and political contexts· This framework allows for a detailed analysis of how news discourse constructs meaning, shapes perceptions, and positions audiences through strategic use of blame and praise·Through close reading and interpretive analysis, the research captures the interplay between rhetorical appeals and pragmatic functions, revealing how media outlets like Al Jazeera and CNN craft persuasive narratives that resonate with their respective audiences· Furthermore, this approach highlights the ways in which contextual factors such as cultural norms, political ideologies, and institutional affiliations mediate the effectiveness of these strategies, offering a comprehensive understanding of the mechanisms through which political commentary influences public opinion and discourse, (Aliwie, 2025) ·

3.2 Data Source
The primary data source comprises televised political commentary segments from Al Jazeera and CNN during the year 2024· These segments include opinion programs, political debates, and editorial commentary that explicitly contain evaluative language directed at political actors, policies, or events· The focus is on both English-language broadcasts (CNN) and English or Arabic-language broadcasts with English translation (Al Jazeera), ensuring comparability of content across networks·The selection of televised political commentary segments as the primary data source allows for an authentic and context-rich examination of how blame and praise are articulated in real-time media discourse· By focusing on opinion programs, debates, and editorials, the study captures instances where evaluative language is deliberately employed to influence audience perceptions and construct political narratives· Including both English-language broadcasts from CNN and English or translated broadcasts from Al Jazeera ensures that the analysis accounts for linguistic and cultural variations, while maintaining comparability across networks· This approach provides a robust dataset for exploring the interaction of rhetorical and pragmatic strategies, offering insights into how evaluative judgments are framed, emphasized, and contextualized within different geopolitical and ideological settings·

3.3 Sampling Technique
A purposive sampling strategy was employed to ensure that the selected segments were directly relevant to the research focus on blame and praise in political commentary· This approach allowed the study to target specific instances where evaluative language is explicitly used, rather than relying on a random or general sample of broadcasts· By carefully selecting segments that meet predefined criteria, the research ensures that the data are both meaningful and analytically rich· A total of 40 segments were analyzed, with an equal representation of 20 segments from each network· The selection criteria were designed to maximize the relevance and quality of the data· First, segments needed to focus on political events, actors, or policies, ensuring that the evaluative content was pertinent to the study's objectives· Second, the segments had to contain identifiable instances of blame or praise, providing concrete examples for pragma-rhetorical analysis· Finally, accessibility was considered, with only segments available in recorded format included, allowing for accurate transcription,

detailed examination, and reliable coding of linguistic and rhetorical features· This structured sampling method thus provides a solid foundation for in-depth qualitative analysis·

3.4 Data Collection Procedures

Data collection followed a systematic process to ensure that all selected segments were relevant, accessible, and accurately represented for analysis· The first step, identification, involved reviewing broadcast schedules and online archives of Al Jazeera and CNN to locate political commentary segments from the year 2024 that met the study's selection criteria· This stage ensured that only content directly related to political events, actors, or policies and containing explicit evaluative language was included· The second step, recording, involved downloading or capturing the identified segments in a format suitable for repeated viewing and transcription· This step was crucial for preserving the original delivery, including tone, pacing, and emphasis, which are often integral to understanding rhetorical and pragmatic strategies· Next, transcription was conducted verbatim, capturing not only the spoken words but also linguistic features such as intonation patterns, pauses, and emphatic stress· These details provided important cues for analyzing how blame and praise were communicated· Finally, translation was applied to Arabic-language segments from Al Jazeera, which were rendered into English to enable direct comparison with CNN broadcasts· All translations were carefully reviewed to ensure semantic accuracy, preserving the original evaluative tone and rhetorical intent· This multi-step process ensured the integrity and comparability of the dataset, laying a strong foundation for the pragma-rhetorical analysis·

3.5 Data Analysis

The data were analyzed using a pragma-rhetorical discourse analysis, which combined rhetorical and pragmatic perspectives to examine both the persuasive intent and contextual meaning of evaluative language· The process began with the identification of blame and praise, where evaluative statements were classified according to linguistic cues such as tone, word choice, and emphasis, as well as their contextual significance within the broader discourse· This was followed by a rhetorical analysis that examined appeals to ethos (credibility), pathos (emotion), and logos (logic), alongside argumentation strategies such as narrative framing, repetition, and contrast· These rhetorical elements provided insight into how each network constructed narratives that aligned with their ideological positions and sought to influence audience perception· The analysis then moved to a pragmatic examination, which investigated the communicative functions of blame and praise through speech act classification, implicatures, presuppositions, and politeness strategies· This stage revealed how contextual factors shaped meaning and how face-threatening acts, such as direct criticism, were either mitigated or intensified to suit the rhetorical aims of the speaker· A comparative analysis was then conducted to identify patterns and differences between Al Jazeera and CNN, focusing on ideological framing, cultural context, and discourse strategies· Data coding and thematic categorization were carried out using NVivo software, ensuring systematic organization of the transcripts and facilitating in-depth cross-network comparison· This integrated approach allowed for a comprehensive understanding of how rhetoric, pragmatics, and ideology interact in the construction of political commentary·

3.6 : Results and Analysis

3.6.1 Frequency of Blame and Praise

Table .1 shows the number of instances of blame and praise identified in the analyzed segments from Al Jazeera and CNN.

Table 1: Frequency of Blame and Praise in Political Commentary

Network	Blame Instances	Praise Instances	Total Instances
Al Jazeera	68	42	110
CNN	54	56	110
Total	122	98	220

Figure 1: Bar Chart of Blame and Praise Frequency

Figure 4.1: Bar Chart of Blame and Praise Frequency
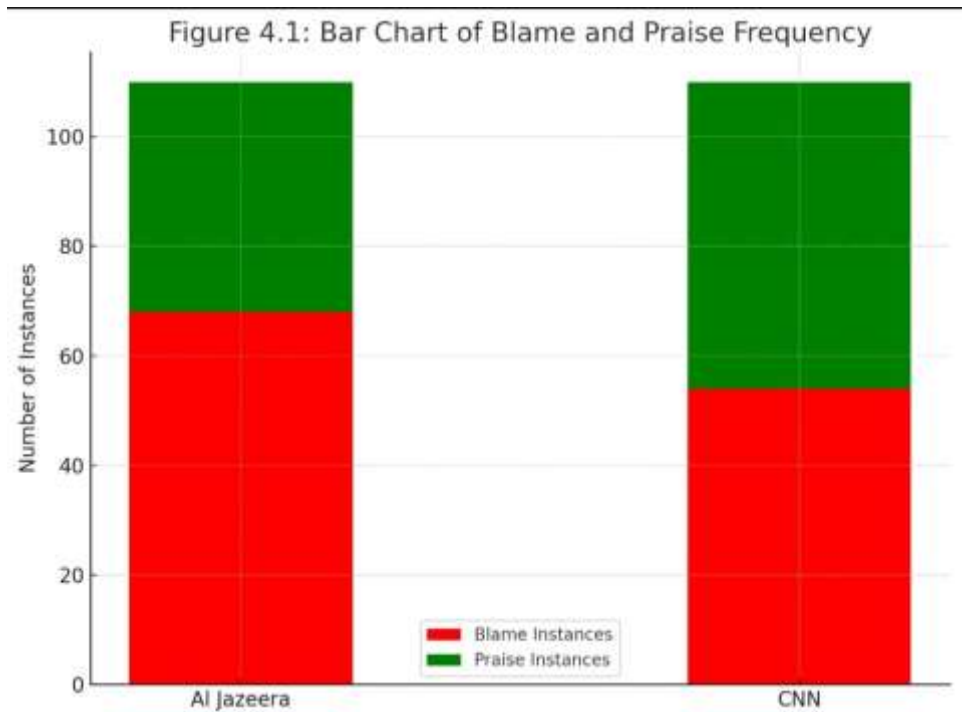
Al Jazeera exhibits a higher frequency of blame, particularly toward foreign powers and regional adversaries, consistent with its focus on regional narratives and socio-political solidarity· CNN shows a more balanced distribution, with slightly more praise, often directed toward democratic leaders and institutional achievements, reflecting its emphasis on accountability and governance·

3.6.2 Rhetorical Strategies

The analysis identified several rhetorical strategies employed in delivering blame and pr.aise:

Table 2: Rhetorical Strategies in Blame and Praise

Strategy	Al Jazeera Instances	CNN Instances	Description
Ethos (Credibility)	35	40	Establishing speaker credibility or authority
Pathos (Emotional Appeal)	50	42	Emotional framing to elicit audience response
Logos (Logical Appeal)	25	28	Evidence-based arguments and reasoning
Narrative Framing	40	36	Storytelling to support blame/praise

Both networks frequently use pathos to engage audiences emotionally, particularly when delivering blame· Ethos and logos are employed to reinforce credibility and logic, but Al Jazeera emphasizes narrative framing more strongly to contextualize blame within historical and regional narratives· CNN relies more on logos and ethos to justify praise or blame in the context of democratic values and institutional accountability·

3.6.3 Pragmatic Functions

Pragmatic analysis revealed patterns in the use of speech acts, implicatures, presuppositions, and politeness strategies.

Table 3: Pragmatic Functions in Political Commentary

Pragmatic Function	Al Jazeera Instances	CNN Instances	Examples
Expressive Speech Acts	55	48	Statements conveying judgment or sentiment

Directives	10	12	Urging actions or responses
Presupposition	30	35	Background assumptions within commentary
Hedging/Politeness	15	25	Mitigation of face-threatening acts
Implicature	20	15	Suggested meanings beyond literal statements

Expressive speech acts dominate both networks, highlighting the evaluative nature of political commentary. CNN shows greater use of hedging and politeness strategies, indicating sensitivity to audience perception and potential face-threatening acts. Al Jazeera relies more on implicature and narrative-driven presuppositions, embedding blame within broader socio-political contexts.

3.7 Comparative Analysis

The analysis of political commentary across Al Jazeera and CNN reveals notable differences in how these networks construct evaluative discourse. Firstly, in terms of blame versus praise, Al Jazeera demonstrates a marked tendency to emphasize blame, particularly targeting foreign entities, whereas CNN presents a more balanced distribution of evaluative statements, alternating between criticism and commendation. This divergence suggests that Al Jazeera's coverage is more oriented toward highlighting accountability and responsibility, whereas CNN maintains a comparatively neutral stance that incorporates both commendation and critique. Secondly, regarding rhetorical focus, both networks rely heavily on pathos to appeal to audience emotions, yet they diverge in their strategic approach. Al Jazeera predominantly utilizes narrative framing to create compelling stories that guide audience perception, often embedding evaluative judgments within broader contextual narratives. In contrast, CNN leans more on logos and ethos, emphasizing logical argumentation and credibility, which reflects a rhetorical style aimed at reinforcing factual interpretation and professional authority.

Thirdly, the analysis of pragmatic patterns indicates that CNN frequently employs politeness strategies, aligning its discourse with international audience expectations and norms of diplomatic communication. Al Jazeera, however, often relies on presupposition and implicature to convey meaning indirectly, which serves to reinforce regional and ideological perspectives without overtly stating evaluative judgments. Collectively, these findings illustrate that cultural, political, and institutional contexts significantly shape how each network constructs blame and praise, ultimately influencing audience interpretation, reception, and perception of political events.

DISCUSSION

The Results of this pragma-rhetorical analysis indicate notable differences in how Al Jazeera and CNN construct and deliver blame and praise within political commentary. Both networks rely on ethos, pathos, and logos to persuade audiences, yet their application reflects distinct ideological priorities. Al Jazeera tends to frame evaluative language within regional and historical narratives, drawing on themes of cultural identity, geopolitical solidarity, and collective struggle. This reinforces a discourse that emphasizes shared heritage and regional consciousness. CNN, on the other hand, often frames political evaluation through the lens of individual accountability, institutional transparency, and democratic norms, which aligns with its audience's expectations of personal responsibility and governance performance.

From a pragmatic standpoint, both praise and blame serve strategic communicative functions. Praise frequently acts as a form of positive politeness, affirming in-group values and legitimizing preferred political actors or policies. Blame functions as a face-threatening act, undermining credibility, delegitimizing opposition, and mobilizing counter-narratives. These rhetorical choices are further reinforced through implicature, presupposition, and narrative framing devices that operate not only at the surface level of style but also as mechanisms for signaling ideological alignment. Furthermore, the comparative data suggest that Al Jazeera's rhetoric tends to draw upon collective memory and long-standing socio-political grievances, whereas CNN's rhetoric is more event-focused and tied to contemporary policy debates. This reflects the broader influence of cultural context, institutional mission, and target audience on rhetorical strategies.

These distinctions underscore the non-neutral nature of political commentary and the intricate relationship between language, ideology, and audience perception·

CONCLUSION

This study has demonstrated that blame and praise are not simply evaluative acts in political media but are deliberate persuasive strategies shaped by cultural, institutional, and ideological factors· Through a pragma-rhetorical lens, it becomes clear that both Al Jazeera and CNN deploy these strategies in ways that reinforce their editorial agendas and audience relationships· The findings highlight the dual function of rhetorical devices: to inform and to influence· The contribution of this research lies in showing how pragma-rhetorical analysis can uncover the subtle, often implicit, mechanisms through which political commentary frames reality and guides audience interpretation· The patterns identified here have practical implications for media literacy, particularly in helping audiences recognize and critically assess evaluative discourse·

Future research could extend this comparative framework to additional networks, regional broadcasters, and emerging digital platforms· Doing so would allow scholars to assess whether similar rhetorical and pragmatic patterns persist across diverse media ecosystems and how they evolve in response to shifting political and technological landscapes· By expanding the scope, we can develop a more comprehensive understanding of how political persuasion is crafted and contested in the global media sphere·

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