



A Comparative Study of Persuasion in Newspaper Headlines

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Abstract:

This paper discusses the study of newspaper headlines as a persuasive tool. It aims at identifying and analysing how linguistic and cultural contexts of headings in Arabic and English-language newspapers influence the sentiment, style of appeal, and structure of headings.

This paper primarily intends to examine how linguistic backgrounds influence the function of rhetorical language in the headlines of Arabic and English newspapers, a theme matter that evolved as a result of exploring how such an influence might lead to differences in content, i.e., the use of persuasive devices and headline form. In so doing, the research is expected to contribute to some understanding of how cultural and linguistic environments mediate perceptions.

The research methodology consists of news extraction both from Arabic and English - language newspapers. Headlines are divided according to the origin of the writer to assess the difference in sentiment along with persuasive language usage. Statistical and analytical techniques used are: Sentiment Distribution Analysis, Frequency Distribution of Persuasive word usage, Chi-square Test of Significant Difference for the two languages and Trend Analysis over the time period regarding the difference in usage of the word.

Sentiment distribution is highly similar for Arabic and English headlines with no statistically significant difference in overall tone. Arabic headlines are slightly more expressive with average higher to persuasive words with noticeable peaks corresponding to significant events thus suggesting a dynamic culturally responsive approach. The usage of persuasive words in English headlines is steadier that may reflect the focus on factuality and objectivity.

Keywords: Persuasion, Newspaper Headlines, Arabic Media, English Media, Sentiment Analysis.

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1. INTRODUCTION

Mass communication, especially via news media, plays a very important role in molding public opinion in the way information is received and interpreted by the audience (Biber, 2009). Among all the components of news content, headlines are very important because they represent the first contact between the media and the reader, usually determining whether the reader will read further on the article or not. Headlines do not just inform; they are designed to be attention-grabbers, which connect emotionally with the reader, sometimes even before the full reading of the story is accomplished (Wasike, 2017). This is achieved through the use of persuasive language, such as emotive words, sensational adjectives, or subtle rhetorical techniques that appeal to the emotions or opinions or even bias of the reader (Fletcher, 2017). Headlines can even frame the story into a certain *mold*, thus perpetuating an idea, arousing interest, or even swaying opinion about the cause or issue (Hart, 2014). Consequently, knowledge of persuasive language in headlines is crucial in its own right because it opens up insights on how mass media establishment utilizes language to direct public opinion or prop up certain narratives, cultural or political beliefs (Crystal, 2006). With that in mind, headlines are regarded as powerful tools that both convey facts and serve as persuasive instruments while shaping perception and response by the audiences toward news events.

1.1. Research Aims and Objectives

This study analyses the use of persuasive language in newspaper headlines from Arabic and English media. The research aims at checking how the linguistic origin impacts upon sentiment, a type of persuasive technique utilized, as well as headline structure. It hopes to assess cultural and linguistic context influences on the persuasive ability of news headlines and their construction toward informing and persuading readership.

The primary objectives of this research are:

- To analyse the use of persuasive language in newspaper headlines from Arabic and English media.
- To investigate how sentiment varies across headlines in Arabic and English newspapers.
- To examine the influence of linguistic origin (Arabic vs. English) on the use of persuasive techniques in headlines.
- To assess how the tone and sentiment in headlines contribute to shaping readers' perceptions and engagement with news content.
- To identify the similarities and differences in persuasive language and sentiment in headlines across both languages, offering a comparative analysis.

1.2. Scope and Limitations

The scope of the study addresses the analysis of sentiment and persuasive techniques through newspaper headlines in both English and Arabic-language media. The focus of the research is on the understanding of how different contexts influence linguistic or cultural media to structure their headlines and the persuasive elements they use in communicating the content.

Limitations

- **Sample Size:** There is also a limitation in this study due to sample size collected in headlines that may not be large enough to represent the wider spectrum of media sources or headline styles associated with Arabic and English media landscapes.
- **Regional Dialect Variations:** The Arabic and the local English languages may differ in terms of the structure and argumentative language used in the headlines and can thus have an influence on the generalizability of the findings.
- **Cultural Differences:** There is also consciousness that culture varies but the study might still not account for the subtle influences of culture because of the much variability in media practice of regions belonging to the same group of language.
- **Headline selection:** For headlines under review, selection may be based on availability or other criteria for selection, which may reduce the scope of diversity of perspectives in the study.
- **Timeframe:** it addresses a certain period, and one may miss the most prominent changes in headline practices while dealing with trends and deviations beyond a chosen period.

2. REVIEW OF LITERATURE

Khramchenko et al. (2023) analysed the communicative powers of headlining in English-language media practices, situating headlines within a specific form of text that contains pragmatic and functional linguistic features to communicate core information, attract attention, and guide readings. As it was noted by the study, headlines were syntagmically and lexically compact forms that used methods, such as vagueness, exaggeration, and economy in words to establish urgency and current relevance. Applying a functional-pragmatic approach, Khramchenko et al. found that news headlines' concision had several pragmatic functions, such as the seize of interest, creation of a storyline, and conditioning of opinion before access by the reader to the full contents of the text. The research thus demonstrated that brevity and informativeness were supposed to be in good balance: cultural and contextual factors played important roles in determining the successfulness of mass media language (Khramchenko, 2023). The corpus-based analysis would thus provide a comprehensive insight into whether meaning and communicative influence found in linguistic economy were sustainable within headlines, especially when it came to issues of information overload.

Borchmann (2024) elaborated on the headlines as specific texts with particular illocutionary force in journalistic communication. According to the author, headlines are speech acts that can perform various kinds of speech acts, such as assertions, questions, or suggestions, eliciting certain responses from the readers. Borchmann demonstrated how headlines do not only set up the readers' expectation but also guide the interpretation of storylines even before the article is read. The quantitative linguistic analysis with qualitative assessments of pragmatic effects reveal strategic uses of verbs, adverbs, and syntactic structures that point out either urgency, authority, or curiosity (Borchmann, 2024). These research findings helped understand headlines as something than a summary statement was an effective rhetorical tool more, engaging the audience to the realm of specialty journalism.

Teo and Xu (2023) analyzed the way two national media landscapes, that is, Chinese and American, framed the same international initiative, the Belt and Road Initiative, and highlighted media framing practices and ideological contrasts. Besides, the study, through an analysis of both Chinese and American newspapers' headlines and articles, focused on variations in linguistic choices, narrative structures, and thematic emphases with respect to how these portrayals differ. Analysis revealed that Chinese media portrayed a strong framing of having mainly positive themes: it emphasized the context of economic partnership with global cooperation and mutual benefits. On the other hand, the tone in American media at times presents a more critical underlining of geopolitical influence, debt diplomacy, and regional security risks. Using a combination of quantitative content analysis and qualitative discourse analysis, Teo and Xu showed that the cultural and political context significantly influenced media language in shaping public perception of international affairs (Teo, 2023). A framed media narrative or headline, therefore plays an essential role in the construction of national identity, the alignment of public opinion with the interest of the nation and the expression of state-aligned media's ideological standpoint.

Humprecht (2023) considered how the spread and reception of disinformation across different democratic countries is structured through the critical role of media trust and democratic values. He established that a higher level of trust in media and democratic institutions affected the diffusion of disinformation in fewer ways. Humprecht studied cross-comparison data of six democratic countries to investigate how, with a focus on media literacy, political polarization, and institutional trust, factors affected the vulnerability of society to disinformation. Generally, headlines in disinformation are believed to be key entry points, attracting attention, simplifying complex issues, and using cognitive biases, especially under low-trust conditions. Headline patterns in disinformation are popular on the basis of data from surveying and content analysis. These manipulative and exploitative techniques exploit public trust and bypasses critical media literacy (Humprecht, 2023). The study reveals that it was in the pragmatic construction of headlines that shapes global dynamics in disinformation where defences of trust and media literacy might derail the spread of falsehoods.

Piskorski et al. (2023) responded to some of the questions concerning online news-spread complexity across languages and culture contexts through genre conventions, framing techniques, and persuasive strategies in multilingual contexts. In this regard, a comprehensive framework showed how the text of headlines and news content functions differently in the context of linguistic and cultural landscapes to shape events and influence audiences. Researchers considered these variations by genre, including opinion, analysis, and reportage, and their cross-cultural differences in persuasive strategies, including appeals to emotion,

assertions of authority, and causal inferences. They assumed headlines were a crucial element of framing narratives and guiding reader interpretations in linguistic backgrounds. The study utilized natural language processing and machine learning algorithms to analyze framing and persuasion patterns, which highlighted unique communication approaches aimed at specific cultural audiences. Piskorski et al demonstrated that media literacy and the countering of efforts at spreading disinformation around the globe require knowledge of genre-specific and culturally adapted uses of language on the internet news (Piskorski, 2023). Under this, the authors of the study pointed out that the online news is functioning as a multi-dimensional and multilingual medium of communication, and for this reason, the current headlines illustrate precisely the way they capture attraction and present specific ideological views across cultural boundaries.

3. CONCEPT OF PERSUASION

A concept appearing in ancient human history, the word "persuasion" comes from Latin. The term "persuasion" comes from the Latin word *persuadere* which is made up of *per-* meaning "through" or "thoroughly" and *suadere* meaning "to advise," "to urge." Hence, it refers to an activity whereby one genuinely convinces a person to change his belief, act, or opinion. Persuasion has, for centuries, been seen as an extremely powerful form of communication that has shaped choice-making, social interactions, and shared beliefs from ancient periods. It was and is at the center of private conversations, public rhetoric, advertisement, and journalism; key components of how people perceive their environment and behave within it (Greve-Poulsen, 2023).

Discourse on persuasion spans all disciplines, but the description and analysis of rhetoric, traditionally, would fall within the domain of rhetoric because it is the study about eloquent or persuasive language. Indeed, according to classical rhetoric, persuasion was construed as an art, and foundational theories date back to the ancient philosophers Aristotle, Cicero, and Quintilian. Aristotle in his important work *Rhetoric* traces three basic forms of persuasion: *ethos*- appeal to credibility or ethics; *pathos*- appeal to emotion; and *logos*- appeal to logic or reason. According to Aristotle persuasive communication can be effectual only if it balances these three appeals strategically, so that the audience perceives the speaker as credible, connects with the message emotionally, and sees the logic in the arguments (Goldstein, 2024). These rhetorical strategies stay at the heart of contemporary conceptions of persuasion and shape *ethos*, *pathos*, and *logos* guiding principles within sundry forms of persuasive media, including journalism and advertising.

Rhetorical theories evolved through time to include all the various contexts, mediums in which persuasion takes place. Indeed, Kenneth Burke, a well-known rhetorical theorist of the 20th century, developed further Aristotle's theory and made the "identification" concept, in which persuasion is achieved when a speaker has similarity with the audience. In modern media, for example, persuasion is usually sought after toward vast audiences that are often diverse in persuasion, therefore an approach should be clear yet attractive at the same time. In such a way, the argument is that persuasion is based on common values or experience and builds an alignment between the communicator and the receiver. The more that the audiences are made to believe that they connect with or relate to the message increases the persuasive impact of the arguments for the communicators (Piskorski J. S., 2023). This theory has been applied in journalism, where the headlines and the story are made to appeal to the beliefs or emotions of the readers in order to have a positive response.

Psychological mechanisms behind persuasion have also been studied considerably in modern research. Social psychologists have found that several such factors as reciprocity, consistency, social proof, liking, authority, and scarcity, the "Six Principles of Influence" by Robert Cialdini-form the integral elements enhancing persuasive effectiveness (Moore, 2024). These principles reveal how individuals are more susceptible to influence when certain social and cognitive triggers are activated. For example, messages originating from credible authority figures (authority) or information that is congruent with an individual's prior beliefs (consistency) are more effective at persuasion. By understanding these principles, it is possible for communicators to formulate messages that naturally resonate with human psychological tendencies and, therefore, maximize the impact on beliefs and behaviours (Alamri, 2023).

Persuasive language influences beliefs and behaviours by giving readers or listeners the way to take the information. The effect can be subtle: words, frames of ideas, or even the tone used. For example, how headline writers and story framers do their jobs can shape perceptions of events and thus public opinion on vital matters (Akram, 2023). Headlines which highlight the necessity for urgent action ("Immediate Action Needed to Save the Environment") play on the emotions

and align readers with a preconceived narrative that the issue at hand is of the utmost importance. Such language is not only informative but also persuades the audience to take a stance or feel a particular urgency, which often results in adjustments to their beliefs or even inspires action (Wu, 2023).

Persuasion, in few words, is a concept that describes a highly complex construction far beyond the literal effort to "persuade" somebody; it has been embedded within the rhetoric art, principles of psychology, and social influence itself, hence being a very powerful construction both for individual and mass communication (Hasanain, 2023). Applying ethos, pathos, and logos strategically, coupled with knowledge of psychological triggers, can guide the reception and interpretation of messages and influence beliefs and behaviours of varying audiences. Such a study on persuasion will prove valuable to understand how language, when used correctly, can be decisive in changing perceptions, bringing people to great change, and revitalizing societies as a whole (Xu Y. Y., 2024).

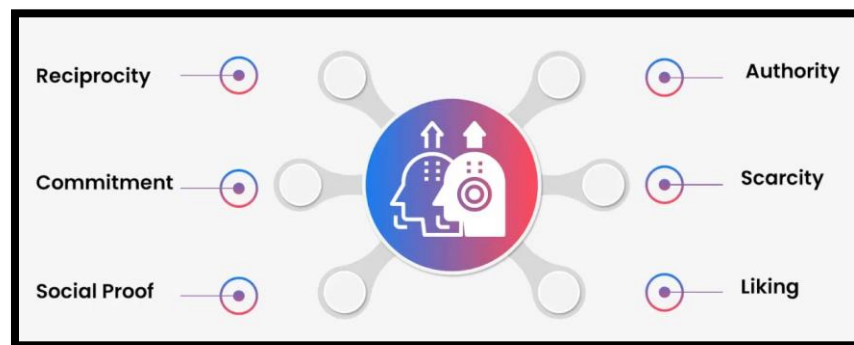


Figure 1: Principle of persuasion

4. PERSUASION IN MASS MEDIA

Since early newspapers using editorials and opinion pieces in molding public views on politics and social affairs, the press has been held responsible for molding public opinion and guiding societal beliefs. Although during the historical period of the newspapers, its aim was mainly to spread information, over time, persuasion became an integral part of it. It corresponds to the emergence of a press and its acknowledgment as an institution vital in democratic societies, which were perceived both as providing information but also as being an instrument for citizens' opinions over governance and policies (Xu Z. L., 2023).

It was in the early 20th century that with the emergence of mass media, techniques of persuasion in the press became highly sophisticated. The same press that started printing newspapers started using principles of psychology to 'create the case' by using ethos, pathos, and logos for their arguments. Headlines and picture-based publications became much more strategic methods in holding attention, which is what is common today also. The rise of opinion journalism led the press to further diversify the persuasive arsenal by creating formats geared toward influencing the audience—in other words, editorials and op-ed columns (Alyahya, 2023). Such formats allowed the press to develop ways in which narratives could be framed to be consistent with the views of the publication or the author's stance on an issue, thus making persuasion an explicit goal in journalistic content.

4.1. Impact of Persuasion in the Press on Public Opinion

Persuasion in the press has a tremendous influence on public opinion because it simply implores readers to interpret tricky situations and directs societal discourses. The continuous action of big media publications influencing people's understanding of certain issues or policies may draw from the persuasive rhetoric strategy of giving their position the seeming rationality or morality. That affects readers' opinions regarding some issues, from public health policy to foreign policy. For instance, rhetoric in news material also creates how people feel and think about the media and their vulnerability to certain beliefs. Editorials are written not only to present opinion but to also provide credentials to an argument because it is an expression of publication and can mobilize the forces or opposition to causes (Zamora-Medina, 2023).

Convincing content is also applied in the shaping of social values by the press. Human rights, environmental sustainability, or economic policies are colourously framed issues to get the public in shape to some ideals or actions in media coverage. This is quite vivid in agenda-setting when

➤ **Descriptive Adjectives**

Another technique Breuer and Napthine (2005) talk about is the adjectives that strongly resonate with the noun. In journalism, the use of adjectives means layers of meanings adding depth while trying to shape the reader's emotions. For instance, in a headline "Devastating Wildfires Leave Hundreds Homeless," the use of the word "devastating" says more than there being a fire: it says just how debilitating its effects have been. This kind of descriptive language can be so convincingly powerful since it leads the reader to view the event as quite harsh, compelling readers to sympathize with the victims. So, the choosing of adjectives in headlines becomes a tool that forms public opinion and makes readers look at the story from some perspective friendly to the writer's intended narrative.

➤ **Fear Appeal**

According to Huggard et al., (2006) fear appeal is considered to be one of the most effective techniques, where journalists focus attention on potential risks or dangers so that readers "feel" the urgency of the problem. The headline "New Virus Variant Sparks Global Health Scare" draws the attention of readers as it touches their vulnerability. This technique of headlines is usually used in health, environmental, or safety-related news to force the awareness and caution from the reader. Fear appeal can make readers want to know more, thus, increasing their interest in the article. It can also, in a subtle way, steer public attention towards an issue.

➤ **Authority Appeal**

Referencing authority figures or credible sources is another technique highlighted by Huggard et al. (2006) Known as authority appeal, this technique lends legitimacy to the headline by citing experts, organizations, or widely respected individuals. For instance, a headline like "Doctors Warn of Rising Health Risks from Air Pollution" employs the authority of medical professionals to reinforce the message. By referencing these figures, journalists not only make their stories more credible but also suggest that the audience should take the information seriously, as it comes from trustworthy sources. This approach is particularly effective in persuading readers to accept the information at face value.

➤ **Emotional Appeal**

To further prove the power and effectiveness of persuasive devices, Huggard et al. (2006) also show how emotional appeal is used to make people react with empathy, anger, or hope. Headlines using emotional appeal leave readers with a personal investment in the story, forcing them to read more into the content. For example, "Families Torn Apart by War Seek Refuge" is the sort of headline that bases its appeal on emotion, hoping to guide the reader toward the point of sympathy. These headlines would transcend fact-reporting merely to elicit sympathy from the readers and perhaps develop an interest in larger themes like humanitarian aid or conflict resolution.

➤ **Logical Appeal**

Another persuasive method that may be shown through facts, statistics, or evidence, state Huggard et al (2006), is the logical appeal. Headlines that utilize logical appeal rely on data or argumentation in reason, using information that the reader likes to know supported by true facts and dependable data. A headline such as "Study Finds That Levels of Freshwater Reserves Have Dropped by 40%" gives factual ground not hard to refute. Presenting verifiable figures makes this technique credible to the reader and appeals to the reader's logical reasoning for accepting the gravity of the topic, motivating readers to view it as a substantiated issue of concern.

➤ **Comparison**

The comparison technique, discussed by Huggard et al. (2006) compares ideas, objects, or situations, identifying points of advantages or disadvantages to drive the point home on a given point of view. Headlines also use other comparisons to have one alternative as much more favourable than another. For instance, when a headline sounds like "Electric Cars: A Cleaner and Cheaper Alternative to Gasoline Vehicles", electric vehicles are favoured by comparing the former's advantages with that of a conventional car. Those comparisons tend to tip public opinion on social issues, trends, or lifestyle practices in one direction, gently pushing the public's consensus that way.

6. RESEARCH METHODOLOGY

This section proposed the methodology for studying how persuasive language within the

newspaper headlines was used in communicating mixed sentiment, differentiated between an Arabic and English origin. It has described the procedures of data collection, dataset structure, analytical techniques that were applied, and the methods used for data presentation.

6.1. Dataset Structure

The dataset is designed to include key variables related to newspaper headlines and their linguistic origins. The structure of the dataset is as follows:

6.1.1. Fields

Headline Text: The actual text of the newspaper headline.

Newspaper Name: The name of the newspaper from which the headline originates.

Date of Publication: The publication date of the headline.

Sentiment: The sentiment of the headline, categorized as positive, negative, or neutral.

Persuasive Word Count: The count of persuasive words or phrases identified in the headline.

Writer Origin: The linguistic origin of the writer, categorized as either Arabic or English.

6.1.2. Segmentation

The dataset was thus divided into categories according to the writer origin being either Arabic or English to determine if the two populations were the same or had an observed difference at a given hypothesis about one population. This method analysed:

- Strategies for persuading
- Emotion of distribution
- Headline structure and content.

This segmentation provided a realistic basis for comparing the influence of linguistic and cultural context on headline structure and the use of persuasive language.

6.2. Analytical Techniques

Several statistical and analytical techniques are employed to analyse the data:

6.2.1. Sentiment Distribution

- A frequency distribution of headlines was applied for the description of the headlines in terms of sentiment categories: positive, negative, and neutral headlines from both Arabic and English newspapers.
- In an effort to achieve this, it was conducted on a Chi-Square Test in determining whether the distribution of sentiment between the two linguistic groups under consideration, Arabic and English, is statistically significant

6.2.2. Average Persuasive Word Count

- The mean usage of persuasive word count was computed for both groups, Arabic and English, in order to compare the level of usage of persuasive words across the two linguistic groups.
- This analysis revealed how, on average, different groups utilized persuasive language.

6.2.3. Trends in Persuasive Words Over Time

- It explored the pattern of how the use of persuasive words in headlines evolved within a certain time period.
- This required monitoring of the patterns that arose in the use of persuasive language and where those patterns of change fit relative to larger global or cultural events.

6.3. Data Presentation

The results were presented through various methods to ensure clarity and ease of interpretation:

6.3.1. Visuals

- Bar Graphs: The number of Arabic and English headlines that included each of these sentiments (positive, negative, neutral) is represented through the use of a bar graph.

- Line graphs: To illustrate linguistic groups patterns at different periods and compare the use of persuasive words, the use of line graphs was adopted .

6.3.2. Statistical Tests

Chi-square test has been applied to determine the significance of the differences between the two samples that indicated in terms of the sentiment distribution of the headlines. P-values are also reported to show levels of significance. The presentation of data using these methods depicted the differences and similarities between the use of persuasive language and sentiment in Arabic and English newspaper headlines.

7. DATA ANALYSIS WITH IMPLEMENTATION

This section presents the analysis of the data collected for the study, which focuses on the use of persuasive language in newspaper headlines across different linguistic origins (Arabic and English). The analysis is divided into three main parts: sentiment distribution, average persuasive word count, and trends in persuasive language use over time.

7.1. Sentiment Distribution by Writer Origin

To investigate whether sentiment varies between Arabic and English writers, the sentiment distribution was analysed. The sentiment categories— negative, neutral, and positive— were compared across the two writer origins (Arabic and English).

Table 1: Sentiment Distribution by Writer Origin

Writer Origin	Negative	Neutral	Positive
Arabic	7	9	10
English	9	4	11

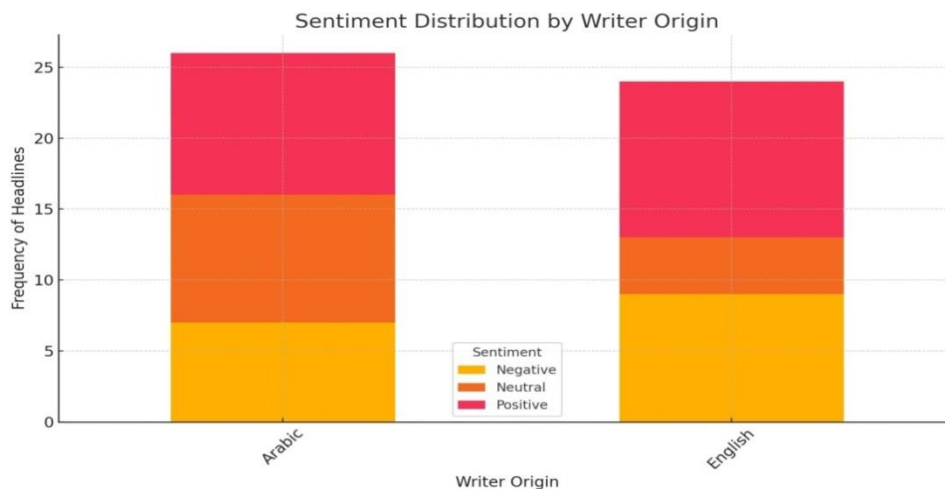


Figure 4: Sentiment Distribution

7.2. Average Persuasive Words by Writer Origin

The analysis of persuasive language usage involved calculating the average number of persuasive words per headline for Arabic and English writers.

Table 2: Average Persuasive Words per Headline by Writer Origin

Writer Origin	Persuasive Words Count
Arabic	1.961538462
English	1.666666667

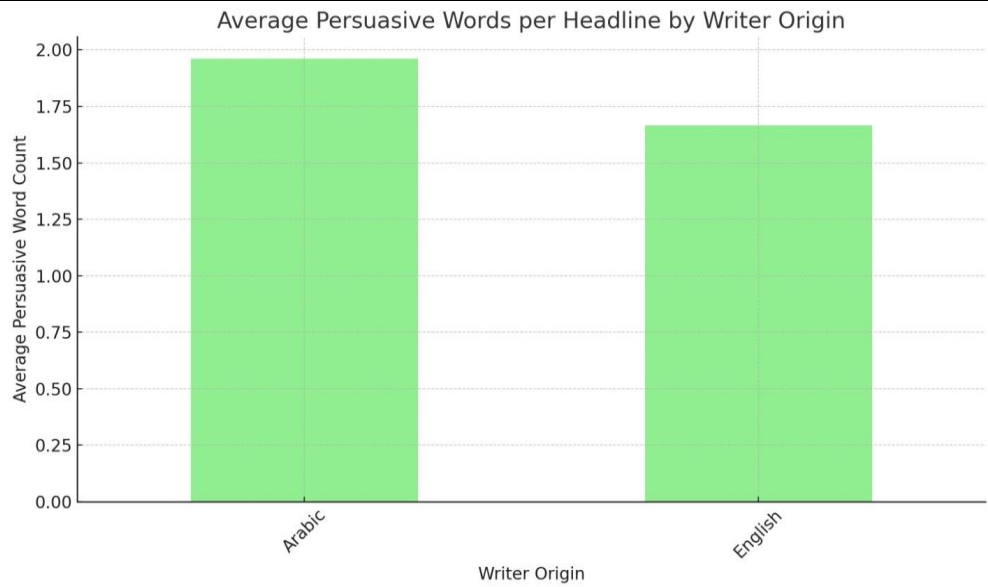


Figure 5: Average Persuasive Words

7.3. Trends in Persuasive Words over Time by Writer Origin

To analyse how the use of persuasive words changes over time, the persuasive word counts were aggregated by date and writer origin.

Table 3: Trend of Persuasive Words Over Time by Writer Origin

Date	Arabic	English
15/10/2024	7	1
16/10/2024	4	3
17/10/2024	5	1
18/10/2024	3	4
19/10/2024	7	1
20/10/2024	3	0
21/10/2024	5	0
22/10/2024	3	1
23/10/2024	0	3
24/10/2024	2	1
25/10/2024	2	1
26/10/2024	0	4
27/10/2024	0	3
28/10/2024	0	5
29/10/2024	0	4
30/10/2024	3	0
31/10/2024	0	4
1/11/2024	1	2
2/11/2024	1	2
3/11/2024	5	0

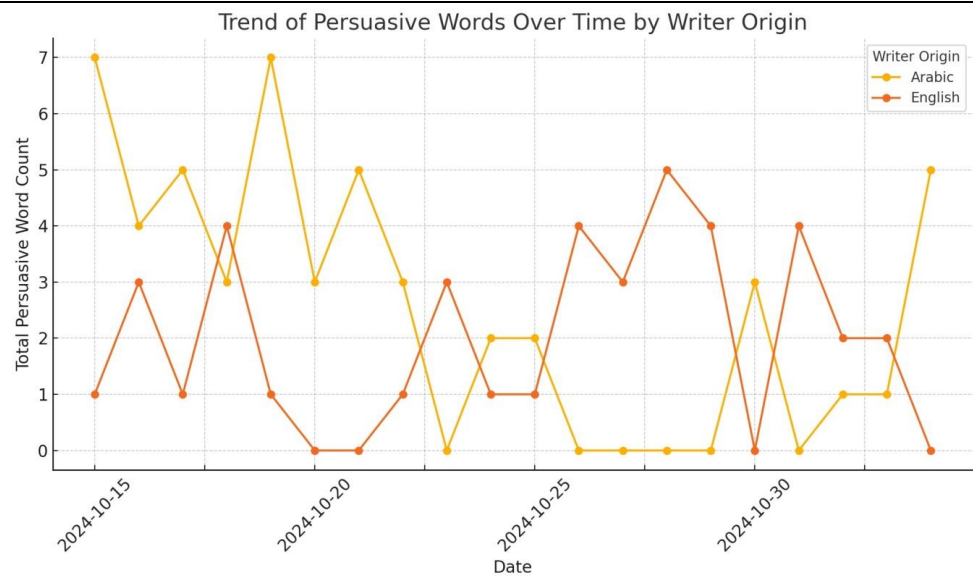


Figure 6: Trend of Persuasive Word

8. FINDINGS

From the analysis of the use of persuasive language and the distribution of sentiment, in headlines in Arabic and English newspapers, a number of key findings were identified.

8.1. Sentiment Distribution

The sentiment distribution of both Arabic and English headlines is the same, with each language group showing negative, neutral, and positive tones. Despite cultural and linguistic differences, both groups used a balanced approach when delivering the sentiment that is carried in their headlines. A chi-square test revealed no significant difference in the distribution of sentiment in Arabic as compared to English headlines (p -value = 0.342), which suggests that the tone of the sentiment is pretty consistent, irrespective of its linguistic origin.

8.2. Use of persuasive words

There was an average of 1.96 words in the persuasive Arabic headlines compared with a minuscule 1.67 words for the English headlines. This small difference would suggest that perhaps Arabic headlines focus more on persuasiveness techniques than do the English headlines, possibly because such is a culture preference for more eloquent and captivating language in the media. In contrast, English headlines possibly have a more neutral tone, and likely aim at a facticity or objectivity in its presentation.

8.3. Time Trends of Persuasive Words

The usage of persuasive words in the Arabic headlines shows more critically change over time. For example, 15/10/2024, 19/10/2024, and 28/10/2024 were all marked by high usage of persuasive words. This may indicate that the Arabic writers may change their language based on issues prevailing at the moment or some cultural milestones. In contrast, the English headlines show that the usage of persuasive words reflects a steady trend with fewer peaks in its usage. This reflects that the Arabic news channels are more sensitive toward the context so prevailing in their respective region, while the English news channels maintain a constant tone and stability in their headlines.

8.4. Cultural and Linguistic Context

This would imply that the use of persuasive language of headlines is also linked to the cultural and editorial practices. Although distribution of sentiment did not differ, but the frequency and persuasion level had changed significantly, linked to cultural and linguistic factors. The Arabic writers appear to be more flexible in terms of utilizing persuasive influential language over certain issues, while the English writers appear to emphasize more on being homogeneous while following the editorial procedure.

8.5. Implications for Headline Writing

The study draws attention to the need to locate headline writing in the broader cultural context. The Arabic and English writers differ in using persuasive language; headlines produced with Arabic were more variable and persuasive than those produced with the English language. Variation related possibly to differences in cultural expectation and guidance of the editorials is likely to be the cause. Both media professionals and researchers trying to deduce ways in which language influences audiences' perception and engagement in a particular linguistic context should be aware of such differences.

These results add value to the understanding of how persuasion language is utilized in heads by different linguistic origins, hence gaining a much deeper perception of cross-cultural communication through media.

9. DISCUSSION

The overall sentiment distribution analysis, persuasive language intensity, and persuasive language use trends altogether shed light on how the cultural and linguistic difference influences the media headline writing. If the sentiment distributions between Arabic and English headlines are closely aligned, then the presence of differences in persuasive language can be used to insinuate that there are some unique editorial styles, cultural expectations, and media practices in each linguistic context.

9.1. Distribution

It can be clearly observed that Arabic and English headlines make use of nearly the same emotional tone with a balanced mix of positive, neutral, and negative sentiments. Thus, this finding suggests that, independent of the source of language, both Arabic and English writers endeavour to exhibit a range of sentiments in their headlines, likely due to an effort to cater to diverse audience expectations. Further support to the hypothesis that both groups of language use headlines with a balanced emotional tone is further given by the fact that the distribution difference in sentiments is not statistically significant; $p\text{-value} = 0.342$. Such an observation can be interpreted in the context of global news reporting; emotional balance could be a cardinal necessity to retain credibility and appeal to the masses. Despite the differences in cultural norms that may exist, both parties seem to favour even or neutral emotional tones not to offend the readers.

9.2. Average Persuasive Words Usage

A much more dramatic difference is evident when averaging Arabic and English headlines' use of persuasive words. On average, Arabic headlines utilize 1.96 words containing elements of persuasion per headline whereas English headlines average at 1.67. It is relatively slight, but if it must be interpreted, Arabic writers are probably more reliant on rhetoric to influence their audience. This could be a spur of general cultural orientation found in media produced in Arabic: a focus on the impact of news and an ability to capture the attention of the audience with something more emotive or compelling in language. To this end, it would be in step with other cultural demands that headlines should be sensationalist, focus on the urgency or importance of some news event. Conversely, in the English-language headlines might be subject to a neutral tendency because factual reporting and objectivity outweigh argumentation.

9.3. Trends in Persuasion Language Use Over Time

The patterns of use for persuasive words are also thereby revealed using time series analysis, showing that Arabic headlines use such persuasive language with some variation at different periods, for instance, during 15/10/2024, 19/10/2024, and 28/10/2024. The peaks may actually align with events or news that actually were published around such dates so that particular news contexts or external conditions manipulate the use of such language by Arabic media sources. This finding shows that in headline writing on Arabic news, the persuasive language is moving along with the importance of the story. Headlines are less in constant usage in English language having fewer marked peaks. This may be an indication that media sources in English have more standard editorial policies which translate to more stable, objective, and neutral headlines from the writing regardless of events or news periods.

9.4. Implications

The differences in the use of persuasive language between Arabic and English headlines have various implications for media practitioners and scholars. The Arabic media adjusts persuasive language dynamically according to the events that take place and reflects a strategy that can be

employed at times in order to grab attention at key moments or to influence public perception in a more direct way. This may link back to cultural expectations within the Arabic-speaking world, where there is a greater disposition toward the use of emotive language as well as direct appeal to the emotions of the reader. On the other hand, the relatively stable use of persuasive language in English headlines may be a sign of a more subtle approach, probably complying with further editorial standards on objectivity and factuality.

It is necessary to base headline writing on a culturally sensitive approach. It is easy to promote and grasp the function of persuasive language in shaping the messages of media and persuading audiences only by being conversant with the cultural environment in which the language is used. In an increasingly interconnected world, journalists, editors, and researchers need to recognize that an element effectively designed for one linguistic and cultural environment often does not apply in another linguistic and cultural context. Modifications of headline writing strategies tailored to fit the target audience's cultural and linguistic expectations may enhance the effectiveness of media communication.

10. CONCLUSION

This comparative study of persuasive language in newspaper headlines across Arabic and English yields highly important insight into the ways in which linguistic and cultural factors shape media writing. Although there is no difference in the distribution of sentiments between the two languages, variations in intensity and trends show up. On average, Arabic-headlines make more use of persuasive words than English-headlines, and such an emphasis may be culturally driven in the interest of engagement and emotional appeal. English-headlines, conversely, seem to prefer a more succinct, straightforward style perhaps because journalism favours more neutrality and objectivity. The analysis of trends also reveals that there is much greater fluctuation in the use of persuasive language with Arabic-headlines, which responds dynamically to these types of events, whereas the style of English-headlines has been more stable in relation to this type of event. These factors indicate an extensive interface of language, culture, and persuasion in media writing.

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