Title of Article: Rhetorical Questions and Message Effectiveness in Nigerian Media Texts

Author(s): Taiwo Abioye


Date: 2010

Abstract: This book presents a more pragmatic approach to the dynamics of language use in media texts while also providing insightful discussions on the Rhetorical Question (RQ) as a stylistic device that embellishes and energizes discourse. One of its merits is the integration of linguistic and media effects theories in a unified interdisciplinary ‘Effectiveness Rating Instrument’ administered to readers. It is a significant contribution to the existing academic literature on media language. The content and coverage are topical and will remain an invaluable classic for students of language, communication arts, journalism, mass communication, researchers, writers, publishers and readers particularly with the growing emphasis on interdisciplinary studies.