CROSS-LINGUISTIC PATTERNS OF FUNCTIONAL COHERENCE IN ENGLISH, CHINESE, AND THAI NEWS DISCOURSE: A RHETORICAL STRUCTURE THEORY APPROACH

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ABSTRACT

This study investigates how English, Chinese, and Thai news texts achieve functional coherence through rhetorical structuring. Using Rhetorical Structure Theory (RST), it compares 60 domestic news articles (20 per language), each originally written in its respective language, to examine how rhetorical relations organize discourse and guide reader interpretation. Results reveal that all three languages rely heavily on elaborative and backgrounding strategies, reflecting shared preferences for informative clarity. However, English demonstrates stronger contextualization and linear progression, Chinese maintains a balanced rhetorical mix, and Thai exhibits greater flexibility with frequent causal and interpretive relations. These findings highlight both universal and culture-specific approaches to constructing interactional coherence in news discourse, with implications for cross-cultural communication, discourse pedagogy, and English as a lingua franca (ELF) awareness.

Keywords: Contrastive Rhetoric, Rhetorical Structure Theory (RST), Functional Coherence, Cross-Cultural Discourse, News Writing

INTRODUCTION

Understanding how texts achieve coherence across languages has long been a central concern in contrastive rhetoric and discourse analysis (Connor, 2011; Kaplan, 1966; Tso, 2024). Coherence refers not only to surface linkage but to the underlying functional organization that enables readers to construct meaning from discourse. In this study, functional coherence is operationalized through Rhetorical Structure Theory (RST) as the configuration of rhetorical relations—such as Elaboration, Background, Cause, and Contrast—that shape the interpretive flow between textual units. This conceptualization foregrounds the writer's strategic use of rhetorical relations to guide readers through the informational and communicative structure of news discourse.

Texts produced in different linguistic and cultural environments often reflect distinct rhetorical conventions, shaped by communicative purposes, genre expectations, and culturally embedded schemata (Aberi, 2024; Hinds, 1987; Kubota & Lehner, 2004). News discourse provides a particularly informative site for cross-linguistic comparison because news reports must balance clarity, factuality, and narrative framing in ways that resonate with the expectations of specific readerships (Bell, 1991). Although cultural categories such as "low-context" or "high-context" offer useful heuristic insights, they should not be interpreted as fixed or monolithic. Rather, rhetorical preferences represent broad tendencies within discourse communities that may vary across contexts, publications, or writing traditions.

Rhetorical Structure Theory (Mann & Thompson, 1988; Taboada & Mann, 2006) has increasingly been used to investigate how rhetorical relations contribute to functional coherence across languages. Yet, most comparative RST research focuses on bilingual corpora—commonly English paired with Spanish, Chinese, Japanese, or Arabic (Ismail, 2025). Multilingual analyses involving non-Indo-European languages remain relatively rare, and Thai discourse in particular has received limited attention in terms of its rhetorical and functional organization (Almuhailib, 2019). By applying RST to English, Chinese, and Thai news texts, this study seeks to expand the typological and cultural breadth of comparative discourse research and to analyze how languages with distinct rhetorical traditions construct coherence within the same journalistic context.

Adopting a multilingual perspective enables the identification of both universal and language-specific strategies of functional coherence. This approach also highlights how rhetorical orientations can differ across linguistic systems while still responding to the shared communicative purposes of news reporting. Such orientations may be shaped by reader-writer relationships, genre conventions, and differing expectations for explicitness, backgrounding, and interpretive commentary (Scollon et al., 2001). Guided by these considerations, the present study addresses the following research questions:

1) What rhetorical relations are most frequently employed in English, Chinese, and Thai news discourse?
2) How do these relations contribute to functional coherence in each language?
3) What cross-cultural differences and similarities emerge in the overall rhetorical organization of news discourse?

The aim is to compare how English, Chinese, and Thai news articles achieve coherence through rhetorical structuring, focusing on the distribution and configuration of key rhetorical relations. In doing so, this study contributes to ongoing discussions in intercultural rhetoric by illustrating how functional coherence emerges from the interplay of shared journalistic objectives and language-specific discourse traditions.

LITERATURE REVIEWS

Contrastive and Intercultural Rhetoric

Contrastive rhetoric (CR), first introduced by Kaplan (1966), investigates how rhetorical conventions vary across languages and cultural contexts. While Kaplan's initial model emphasized culturally influenced thought patterns, later work has broadened this framework, positioning writing as a socially negotiated practice rather than a direct reflection of cognition (Atkinson, 2012; Connor, 2004; Connor et al., 2016). This shift led to the development of intercultural rhetoric, which emphasizes discourse communities, audience expectations, and genre-specific norms as determinants of rhetorical structuring.

Empirical studies have examined rhetorical variation across language pairs such as English-Japanese (Hinds, 1983; McKinley, 2013), English-Chinese (Jia, 2005; Liao & Chen, 2009), English-Finnish (Mauranen, 1993), and English-Arabic (Almehmadi, 2012). These studies commonly identify differences in explicitness, linearity, elaboration, and the placement of key information, which are often interpreted in relation to broader communicative preferences (e.g., directness vs. indirectness, writer- vs. reader-responsibility). Critically, however, many earlier studies relied heavily on student writing, where rhetorical patterns are influenced by instructional practices, proficiency, or genre unfamiliarity. As a result, the extent to which these patterns reflect mature rhetorical norms remains a topic of debate.

Although CR research has become increasingly refined, explicit cross-linguistic comparisons of professional news discourse remain limited. Prior studies show that news writing offers a clearer window into culturally embedded rhetorical preferences because it is produced by expert writers operating within stable professional genres (Bell, 1991; White, 1998). This study contributes to this area by moving beyond student essays to examine fully professional news texts written by journalists in their respective first languages.

Genre and Discourse Context in News Writing

The analysis of news texts benefits from integrating genre theory into CR and discourse-analytic frameworks. According to Swales (1990), genres are socially recognized communicative events that embody shared purposes and structural expectations. In the journalistic context, these purposes include factual reporting, evaluative framing, and narrative sequencing (Bhatia, 2014; White, 1998). News discourse, therefore, provides a genre where rhetorical conventions interact with institutional norms of credibility, neutrality, and audience orientation.

Examining rhetorical coherence within the news genre allows a focus on how factual information and evaluative commentary are integrated differently across cultural contexts. For instance, Bell (1991) and White (1998) note that news discourse must balance information delivery with audience engagement—requiring a rhetorical organization that resonates with readers' social expectations of authority and trustworthiness. This genre perspective thus complements CR by situating textual organization within the pragmatic and institutional demands of journalism.

Cultural Schemata and Textual Expectations

In interpreting and producing texts, schemata are not universal but culturally constructed. They represent the shared communicative practices, social values, and discourse conventions of a community, influencing how writers organize information and how readers perceive coherence. As noted by Hinds (1987) and Scollon (2014), rhetorical expectations—what counts as a coherent or effective text—are shaped by culturally specific views of communication and reader-writer responsibility. In English-speaking contexts, coherence is often seen as the writer's responsibility, requiring explicit organization and guidance for readers; in East and Southeast Asian traditions, coherence tends to be more reader-responsible, relying on inference, contextual interpretation, and shared cultural understanding.

The foundational insight that cultural schemata shape rhetorical preferences dates back to Kaplan (1966), who illustrated that English writing typically follows a linear and direct progression, whereas East Asian writing often exhibits a circular or indirect pattern of development. Subsequent studies by Atkinson (2012) and Connor et al. (2016) refined this view, linking rhetorical structuring to broader cultural orientations such as individualism versus collectivism and low- versus high-context communication. These orientations influence not only how writers arrange ideas but also how they expect readers to follow arguments and infer meaning.

In low-context, Western discourse traditions, texts generally advance in a linear fashion, presenting ideas sequentially and explicitly guiding readers toward a clearly signaled conclusion (Hinds, 1987; Kaplan, 1966). This linear organization reflects a cultural preference for clarity, directness, and efficiency, where meaning is primarily encoded in language itself rather than inferred from context. By contrast, in high-context communication environments such as those typical of Chinese and Thai societies, coherence often arises through recursiveness and thematic resonance rather than through overt transitions or explicit logical connectives. Writers may revisit key ideas, elaborate through parallel structures, or rely on contextual cues that draw upon shared background knowledge (Hall, 1976; Scollon, 2014). In these rhetorical systems, meaning is co-constructed between writer and reader, with greater emphasis on relational harmony and interpretive depth than on linear advancement.

Such differences in cultural schemata profoundly affect rhetorical organization in journalistic writing. English news discourse tends to foreground explicitness, contextual clarity, and factual sequencing to accommodate readers unfamiliar with the setting. In contrast, Chinese and Thai news texts often integrate implicit cues, associative reasoning, and cyclical elaboration, creating coherence through cultural resonance and shared interpretive frameworks. These divergent preferences demonstrate how cultural norms of communication, cognition, and reader engagement shape the ways information is structured, connected, and interpreted across languages.

Interactional/Functional Coherence and Reader-Based Coherence

Coherence extends beyond surface-level linguistic cohesion to encompass the functional and interpretive relationships that organize meaning within a text. From an interactional or functional perspective, coherence is achieved through the rhetorical roles that individual discourse segments play in relation to one another. Rhetorical Structure Theory (RST) captures this dimension by identifying how one span of text functions as a nucleus conveying essential information while another serves as a satellite offering elaboration, justification, contrast, or other supportive functions (Mann & Thompson, 1988; Taboada & Mann, 2006). In this sense, functional coherence reflects the writer's strategic decisions in structuring information to guide readers through a coherent communicative pathway.

However, coherence is not solely determined by textual organization; it also depends on how readers construct meaning through their cognitive and cultural schemata. Reader-based models, such as Kintsch's (1988) construction-integration framework, emphasize that readers build coherence by forming local and global connections between propositions, integrating textual cues with prior knowledge, genre expectations, and cultural interpretive norms. From this viewpoint, coherence is not inherent in the text, but emerges from the interaction between the writer's rhetorical strategies and the reader's interpretive processes.

The writer-reader relationship therefore plays a central role in determining how coherence is realized and perceived. In discourse traditions typically characterized as writer-responsible— such as many English-speaking contexts—the writer is expected to provide explicit textual guidance through clear sequencing, logical transitions, and overt rhetorical cues (Hinds, 1987). By contrast, in discourse traditions associated with reader-responsible communication—such as those observed in Chinese and Thai contexts—writers may rely more heavily on shared

cultural knowledge, implicit reasoning, or thematic resonance, requiring readers to infer connections and construct coherence independently (Scollon et al., 2011). These distinctions represent broad tendencies rather than rigid categories, but they help explain why certain rhetorical relations (e.g., Background, Elaboration, Cause, Evaluation) may be preferred or interpreted differently across languages.

From this perspective, coherence is fundamentally reader-based: even though writers deploy rhetorical relations to shape interpretive pathways, coherence materializes only when readers integrate these relations into a meaningful mental model based on their expectations and discourse experience. This conceptualization is particularly relevant in cross-linguistic settings, where writers tailor their rhetorical strategies to align with the anticipated interpretive habits of their readerships. Understanding this interplay between writer intent and reader interpretation provides a crucial foundation for analyzing how different RST relation types contribute to functional coherence in English, Chinese, and Thai news discourse.

Rhetorical Structure Theory (RST) and Cross-Linguistic Research

Rhetorical Structure Theory (RST), developed by Mann and Thompson (1988), provides a systematic means of analyzing functional coherence through the rhetorical relations linking spans of discourse. Each relation specifies the communicative role of one segment in relation to another—whether it elaborates, justifies, contrasts, or coordinates information. These relations are hierarchically organized into nucleus-satellite or multinuclear configurations, revealing how writers structure information to achieve rhetorical unity (Taboada, 2006; Mann & Matthiessen, 1991).

RST has been applied across languages and genres (Green, 2025; Ullah et al., 2025), demonstrating its flexibility in capturing deep-level discourse organization. However, its use in cross-linguistic and multilingual contexts remains limited, especially for underrepresented languages like Thai. While English and Chinese news discourses have been widely explored, Thai rhetorical structures—particularly their functional relations—remain largely unexamined. By applying RST to English, Chinese, and Thai news texts, the present study extends the comparative scope of contrastive rhetoric, revealing both universal and culturally specific patterns of functional coherence. This approach integrates insights from intercultural rhetoric, genre theory, and discourse cognition, thereby contributing to a more comprehensive understanding of how global news writing achieves rhetorical coherence across typologically and culturally diverse languages.

Drawing on these perspectives, the present study proceeds with the expectation that the rhetorical organization of news discourse will reflect both shared genre conventions and culturally shaped preferences. Because professional journalism across languages adheres to broadly similar communicative purposes—clarity, factual reporting, and audience orientation—certain rhetorical relations such as elaboration, backgrounding, and coordination are anticipated to appear across all three languages. At the same time, cultural schemata and discourse traditions may influence how these relations are patterned: English news writing, often associated with linear exposition and explicit contextualization, may prioritize straightforward sequencing and restatement for clarity, whereas Chinese and Thai news discourse, traditionally linked to more cyclical or elaborative development, may rely more on thematic association, interpretive commentary, or layered backgrounding. These expectations are not treated as fixed predictions, but as theoretically informed tendencies that guide the analytical focus of the study and motivate a closer examination of how functional coherence is constructed across English, Chinese, and Thai news texts.

RESEARCH METHODOLOGY

Data Selection and Comparability

In contrastive rhetoric research, ensuring comparability across languages is critical for identifying genuine rhetorical variation rather than differences arising from content or context. Following Moreno (2008), this study employed a rigorous sampling approach to control for topic and communicative purpose.

The corpus comprises 60 domestic news articles—20 in English, 20 in Chinese, and 20 in Thai—each originally written in its respective language. Domestic news was chosen because Thai newspapers regularly publish parallel editions in these three languages, offering comparable yet independently authored texts. In contrast, international wire reports and opinion pieces were excluded, as they are often translations or reinterpretations that could distort rhetorical authenticity.

Each trio of texts was selected based on the following comparability criteria: all were originally composed in their respective L1s (not translations); they reported on the same domestic news event, maintaining equivalent content and genre; were published on the same or following day to ensure temporal consistency; and were similar in length and structure, targeting professional or middle-class readerships typical of business and elite newspapers. To reduce stylistic and attributional variation, each article contained no more than two direct quotations.

Approximately 60 candidate articles per language were initially collected. From these, 20 per language were selected based on topic equivalence, rhetorical authenticity, and structural comparability. To avoid institutional bias, texts were drawn from multiple newspapers (both print and online).

Analytical Framework

To examine how rhetorical coherence is functionally realised across the three languages, this study adopts Rhetorical Structure Theory (RST) as its primary analytical framework (Mann & Thompson, 1988; Taboada & Mann, 2006). RST enables the mapping of discourse relations that hold between text segments—known as nuclei (central units) and satellites (supportive or contextual units)—thereby explaining how coherence is achieved beyond surface cohesion.

Each article was divided into T-units, which serve as the operational equivalent of Elementary Discourse Units (EDUs) in RST. This decision follows Hunt's (1965) definition of a T-unit as "a main clause plus any subordinate clauses attached to it," ensuring consistent segmentation across the three languages. Rhetorical relations were identified and grouped according to established taxonomies (Fox, 1987; Ramsay, 2001) into six broader functional categories representative of news discourse (shown in Table 1). These categories represent functional groupings adapted from Fox (1987) and Ramsay (2001), rather than the full inventory of RST relations, and are used here to capture the patterns most salient in the news genre.

Table 1 Functional Categories of Rhetorical Relations

Category	Included Relations	Functional Role
Debates and Contentions	Antithesis, Concession	Contrast or qualification of viewpoints
Particulars Surrounding Events	Background, Circumstance, Justify	Contextual framing and situational elaboration
Voicing of Opinion and Hypothesizing	Evaluation, Interpretation	Commentary or inference
Logical Argumentation	Cause, Result, Evidence, Solutionhood	Causal explanation or reasoning
Restatement	Elaboration, Restatement, Summary	Clarification and reiteration
Coordination	Joint, Sequence, Contrast, Otherwise	Additive or contrastive narrative structure

In analyzing the rhetorical organization of the parallel texts, this study applied Rhetorical Structure Theory (RST) to map hierarchical discourse structures. Each article was modelled as an RST tree, illustrating relationships among discourse units through nucleus-satellite configurations and rhetorical functions. Using RSTTool (O'Donnell, 1997), the analysis followed five key steps: 1) dividing texts into T-units, 2) identifying functional relationships between them, 3) assigning appropriate rhetorical relations, 4) constructing RST trees, and 5) quantifying relation types.

Relations between T-units are explained in terms of nucleus-satellite links. The nucleus expresses the main idea, while the satellite adds extra details such as explanations, background, or examples. When both parts carry equal importance, such as in Joint or Contrast relations, the connection is called multinuclear, meaning that neither unit depends on the other. Figure 1 illustrates how rhetorical relations are structured in RST using spans of text (T-units) and hierarchical connections. Each relation type represents not only surface linkage but also the writer's communicative intent. For instance, a Justify relation indicates that a satellite provides rationale for accepting the nucleus. Because RST interpretation is partly inferential, judgments were guided by formal definitions and constraints on structure, communicative effect, and discourse function. Consistency was maintained through repeated calibration and cross-checking across texts.
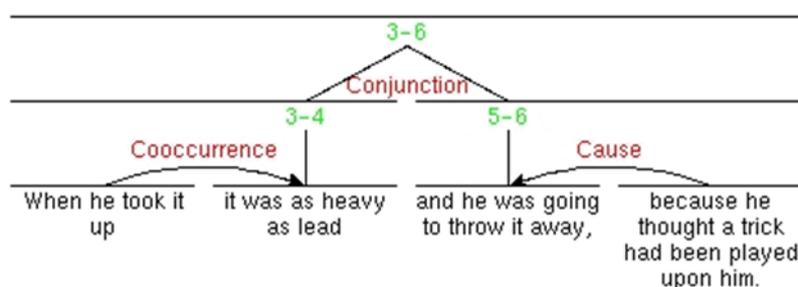

Figure 1 Example of an RST tree
Source: RSTTool Software, O'Donnell, 1997

To compare relational patterns across languages, this study employed z-scores of proportional frequencies as a descriptive standardization tool. The use of z-scores was motivated by the need to compare distributions across three corpora of different absolute sizes while avoiding inferential statistical claims that were not supported by the study's design. For each functional relation group, the proportion for each language was standardized against the pooled mean and standard deviation of the three-language dataset. These z-scores therefore represent the degree to which each language deviates from the overall proportional tendency, enabling clearer identification of relatively higher or lower prominence of particular relation groups. Importantly, the z-scores in this study are not inferential test statistics, and are not used to claim statistical significance; rather, they serve as a descriptive comparative measure appropriate for multilingual corpus analysis of modest size.

Given the interpretive nature of RST analysis, coding reliability was addressed through a process of iterative calibration. Although the analysis was carried out by a single coder, the coding protocol was informed by repeated consultation with two experts in discourse analysis and contrastive rhetoric. Initial practice runs were conducted on several sample texts in each language to establish consistent decision-making criteria. Draft analyses were periodically reviewed with experts for validation, focusing on segmentation consistency, relation assignment, and hierarchical structuring. While single-coder designs are common in RST research due to the depth of interpretive judgment required, the absence of multiple independent coders is acknowledged as a limitation. Nonetheless, the iterative calibration and expert review process contributed to greater reliability and methodological transparency.

RESEARCH RESULTS

This section presents the analysis of rhetorical organization in English, Chinese, and Thai news discourse using Rhetorical Structure Theory (RST). The findings focus on the distribution and relative prominence of six functional relation groups, reflecting how writers achieve interactional coherence across languages. Tables 2 and 3 summarize the frequency patterns and standardized proportional deviations, highlighting both shared tendencies and cross-linguistic variation in the construction of functional coherence.

Table 2 Distribution and proportions of functional relation types by relation group

Functional Relation Group	English		Chinese		Thai		E-C-T	
	n	**%**	**n**	**%**	**n**	**%**	**n**	**%**
Debates and contentions	12	5.8	18	7.4	18	8.6	48	7.3
Particulars surrounding events	54	26.0	53	21.9	46	21.9	153	23.3
Voicing of opinion and hypothesising	6	2.9	8	3.3	8	3.8	22	3.3
Logical argumentation	24	11.5	30	12.4	32	15.2	86	13.1
Restatement	79	38.0	91	37.6	70	33.3	240	36.3
Coordination	33	15.9	42	17.4	36	17.1	111	16.8
	208	**100**	**242**	**100**	**210**	**100**	**660**	**100**

Table 3 Z-scores of proportions of functional relation types by relation group

Functional Relation Type	English	Chinese	Thai
Debates and contentions	-1.06	0.13	0.93
Particulars surrounding events	1.15	-0.58	-0.58
Voicing of opinion and hypothesizing	-0.97	-0.06	1.03
Logical argumentation	-0.78	-0.34	1.13
Restatement	0.65	0.50	-1.15
Coordination	-1.14	0.70	0.44

Across all three languages, *Restatement* emerges as the most frequent relation group (36.3%), indicating a broadly shared reliance on elaboration, clarification, and thematic reinforcement within the news genre. This pattern is consistent with the communicative purpose of news reporting, where writers commonly reiterate or expand on key information to maintain clarity and ensure reader comprehension.

Beyond this shared pattern, proportional differences appear across languages. English shows a relatively higher proportion of *Particulars Surrounding Events* (26.0%), reflecting a tendency to foreground contextual framing, backgrounding, and situational detail. Chinese displays a relatively balanced distribution across the six relation groups, with no single category dominating disproportionately, suggesting a flexible or mixed rhetorical pattern. Thai shows comparatively higher proportions in *Logical Argumentation* (15.2%) and *Voicing of Opinion and Hypothesizing* (3.8%), indicating a greater presence of causal explanation and interpretive commentary.

Table 3 presents z-scores based on proportional frequencies. As explained in the Methodology, these standardized scores serve as descriptive indicators that help identify which relation groups appear more or less prominent in each language relative to the three-language average, and they should not be interpreted as inferential statistics. The z-scores reveal several tendencies: for English, *Particulars Surrounding Events* shows a positive z-score (+1.15), indicating a relatively stronger prominence of contextualization and backgrounding; for Chinese, most relation groups cluster near zero, reflecting its comparatively balanced

distribution; and for Thai, positive z-scores in *Logical Argumentation* (+1.13) and *Voicing of Opinion/Hypothesizing* (+1.03) suggest a greater presence of causal and interpretive moves relative to the pooled mean. These observations indicate relative prominence rather than statistical significance and therefore provide a descriptive basis for examining how languages emphasize different functional aspects of coherence within comparable news-reporting contexts.

Overall, the results show both shared and language-specific tendencies. *Restatement* is widely used across all three languages, consistent with the news genre's focus on clarity and thematic support. English exhibits a relatively stronger emphasis on contextual framing, Chinese displays a balanced use of relation groups, and Thai shows comparatively greater use of causal and interpretive relations. These descriptive patterns provide the basis for the discussion in the next section.

DISCUSSION & CONCLUSION

The findings of this study show that English, Chinese, and Thai news discourse construct functional coherence through both shared journalistic practices and language-specific rhetorical tendencies. Although all articles originate from the same Thai media institutions, each language edition displays distinctive proportional preferences across RST relation groups. These differences reflect broad communicative orientations shaped by audience expectations and discourse traditions, rather than fixed cultural traits (Connor, 2004; Atkinson, 2012; Scollon et al., 2011).

All three languages frequently employ *Restatement*, highlighting elaboration and clarification as central strategies in news reporting—a pattern consistent with journalism's aim to ensure clarity and reader orientation (Bell, 1991; White, 1998). Beyond this shared foundation, English shows relatively greater emphasis on contextual framing and linear exposition, aligning with expectations for explicit organization in English-language news (Hinds, 1987; Kaplan, 1966). Chinese exhibits a more balanced distribution of relations, reflecting a hybrid rhetorical orientation that blends elaboration, coordination, and backgrounding (Liao & Chen, 2009; Jia, 2005; Connor et al., 2016). Thai displays comparatively stronger use of causal and interpretive relations, consistent with previous observations of Thai discourse relying on contextualized and evaluative interpretation (Ramsay, 2001; Scollon, 2014). These tendencies should be interpreted cautiously, acknowledging variation across publications and topics.

Collectively, the results indicate that geographical location alone cannot account for rhetorical differences. Despite being produced within the same media organizations, each language edition aligns with its readership's informational and cultural expectations. English-language news, addressing internationally oriented readers, tends to favour explicit contextualization; Chinese-language editions balance factual reporting with contextual elaboration; and Thai-language editions incorporate more culturally grounded interpretation. As Rafiee et al. (2021, 2023) note, journalistic discourse often reflects how writers negotiate between their own evaluative priorities and their audiences' ideological or emotional needs. From this viewpoint, rhetorical coherence emerges through writer-reader negotiation within overlapping discourse communities.

The comparative patterns also resonate with Hinds' (1987) distinction between writer- and reader-responsible discourse: English tends toward explicit textual guidance, while Chinese and Thai rely more on readers' interpretive engagement and shared schemata. These should be understood as broad tendencies rather than categorical norms.

This study contributes to contrastive rhetoric by providing a multilingual comparison grounded in functional coherence. RST highlights how different languages organize information to meet the communicative demands of news reporting. Methodologically, the descriptive use of z-scores offers a transparent means for comparing proportional prominence across languages

without making unsupported statistical claims. Although the single-coder design represents a limitation, iterative calibration and expert consultation supported the reliability of the analysis. Future work may expand the dataset, examine additional genres, or incorporate multiple coders or computational tools. Despite limitations, the findings show that coherence in multilingual news discourse arises from the interplay of shared journalistic conventions and culturally situated rhetorical preferences, offering insights relevant to contrastive rhetoric, journalism studies, and intercultural communication.

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