

## Delving into the Speech Act of Accusation: A Case of Persian and English Newspapers and Magazines

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### Abstract

The study of speech acts, which investigates an utterance as a functional unit in communication, began to influence greatly the teaching of language use. Numerous studies have been conducted on different kinds of speech acts in previous years. However, regarding literature, just one study has examined accusation speech act; therefore, this study intends to investigate the different types of accusation speech act used in Persian and English newspapers and magazines. To this end, 100 excerpts of reliable and popular newspapers and magazines in English and Persian, published from 2004 to 2014 were selected with the purpose of discovering the accusation units in them. Accusation units are the parts of excerpts which contains accusation sentences. The researchers used the Aristotle's (1954, as cited in Demirdogen, 2010) modes of persuasion for coding the accusation units. It consists of three modes: Ethos, Pathos and Logos. The researchers also, employed the Kairos element in addition to Aristotle's (1954) model in order to make the study more comprehensive. The chi-square formula was then utilized to find out whether there are any significant differences among the observed units. The findings revealed that there are significant differences between Persian and English newspapers and magazines in using accusation speech act. It was thus indicated that pathos was the most frequent accusation unit used in Persian newspapers and magazines while in English ones, logos was the most frequent one. Finally, the results were discussed and pedagogical implications were suggested in the context of second language learning.

**Keywords:** accusation, culture, pragmatics, speech acts, chi-square

### 1. Introduction

Learners of a new language need to be competent in linguistic and pragmatic aspects of a language in order to be able to communicate effectively with the speakers of that language. Taavitsainen and Jucker (2008) stated that speech act analysis could be a fundamental part in pragmatic history of the English language.

Although speech act patterns are to some extent universal but the rules of appropriateness vary in different languages. Since each speech act offers a variety of possible language samples, learners may respond in the way they would in their native language and culture and make inappropriate utterances. Therefore, language learners need to be informed which speech acts cause implicature in the target culture. Schmidt and Richards (1980) pointed out that learners should be aware of the certain contexts concerned with certain speech acts.

Chen (1996) discussed that some speech acts require a higher level of pragmatic competence than others because they tend to cause the pragmatic failure. He continued mentioning that speech acts such as complaint, request, disapproval, refusal, and accusation are often face-threatening acts. According to Brown and Levinson (1987), in communication and interaction, two aspects of people's feelings are involved with face: one is the desire of the individual not to be forced, which is the "negative face", and the other, the "positive face" is the desire of individual to be approved of (p.60). In cross-linguistic and cross-cultural communication, people of different communities employ different language

uses. When a face-threatening speech act is used in such a situation, pragmatic failure is likely to occur. Accusation as a face-threatening speech act has received scant attention in comparison with other speech acts; therefore, it would be of great benefit to be examined.

According to Kauffeld (1998), "someone has been accused of something when just those conditions are satisfied by what a speaker says and does" (p.7). He pointed out that, it would be possible to think that underlying the ordinary concept of accusing is a practical pattern in which the fundamental parts of this illocutionary act are the components of potentially successful interactions.

Since newspapers and magazines are replete with different cases of accusations, dealing with everyday issues; therefore, they could serve as a comprehensive source of gathering data on accusation speech act. The present study was thus motivated to examine the speech act of accusation in Persian and English newspapers and magazines. In fact, this study intends to explore the accusation units employed in Persian and English newspapers and magazines in order to find the different types of accusation speech act in these two languages. Moreover it aims at finding any significant differences between Persian and English language in utilizing this speech act.

## 2. Theoretical Background

Schmidt and Richards (1980) described pragmatics as the study of how utterances are employed in communication, especially the relationship between sentences, context, and the situation in which the utterances are deployed. In fact, pragmatics explains the underlying patterns in a conversation that speakers should follow in order to cooperate and be socially acceptable to each other (Cutting, 2005).

In pragmatic competence, the definition expansion of Canale (1983) is notable which stated that pragmatic competence includes illocutionary competence, and sociolinguistic competence not only the ability speakers have to use language in an appropriate manner but also the ability to choose communicative acts and appropriate strategies to use based on the context given (as cited in Eslami-Rasekh, 2005). One of the most vital factors in intercultural pragmatics is pragmatic transfer (Kasper, 1984). Pragmatic transfer accounts for the transfer of pragmatic knowledge in situations of intercultural communication (Alkhateeb, 2009). Many studies demonstrated non-native learners' gap in their pragmatic performance in comparison with native speakers (e.g. Alcon Soler & CodinaSpurz, 2002; Bardovi-Harlig, 2001; Wannaruk, 2008) which may be due to their incompetence in L2 sociolinguistic rules (Wannaruk, 2008). They compensate this gap employing their native linguistic patterns while communicating in second language; therefore, pragmatic transfer may occur.

Speech act is probably the central focus of pragmatic analysis. As Sadock (1974) discussed that the understanding of speech acts and the context in which they occur is essential for recognizing the utterance and its meaning. According to Austin (1962) and Searle (1976) speech acts operate by universal principles but some researchers (Cohen & Olshtain, 1993; Koike, 1986) illustrated in their studies that because of the lack of sociopragmatic competence, learners may have some difficulties in using speech acts and different cultures vary in using the strategies.

Speech act theory was first introduced by Austin (1962), and then modified by Searl (1976). Austin (1962) classified illocutionary act into five types:

1. Verdictives: giving of a verdict by a jury, arbitrator, or umpire (e.g. convict, value, grade, assess).
2. Exercitives: making a decision in favor of or against a certain course of action, or advocacy of it (e.g. advise, warn, claim, grant).
3. Commissives: committing the speaker to a certain course of action (e.g. plan, promise, swear, vow).
4. Behabitives: reacting to other people's behavior (congratulate, apologize, welcome, bless).
5. Expositives: expounding on views, the conducting of arguments (e.g. mention, remark, cite, describe).

Searle (1976) proposed a classification of basic kinds of meaningful utterances based on the notion of illocutionary point. He distinguished a five part classification of speech acts:

1. Commissives: when the speaker is committed to do something (e.g. vow).
2. Declaratives: when the speaker's utterance cause an external change (e.g. declare).
3. Directives: when the speaker get people to do something (e.g. suggest).
4. Expressives: when the speaker express his feelings and attitudes (e.g. thank).
5. Representatives: when the speaker inform others about the truth (e.g. report).

There are some studies in Persian in this field: Pishghadam and Zarei (2012) compared the use of speech act of gratitude in Persian and Chinese EFL learners and English native speakers to identify their existing patterns. The results revealed that each language has the same set of strategies for performing a given illocutionary act, but the preference of choosing strategies is culture-bound. In another study, Pishghadam and Norouz Kermanshahi (2012) focused on how

Iranian EFL teachers correct the learners. They concluded that teachers were not tolerant of mistakes and used immediate corrections. Moreover, it revealed that teachers' experience played a crucial role in the applied correction method and speech act. Pishghadam and Attaran (2012) tried to uncover the underlying rhetorical patterns and strategies utilized in establishing argumentation of EFL articles written by Iranians both in English and Persian and those written by native speakers of English. Farrokhi and Atashian (2013) sought to investigate the extent to which explicit vs. implicit instruction affect Iranian EFL learners in expressing apology. The results indicated that pragmatic instruction improved learners' ability in expressing apology. Moreover, it revealed that explicit instruction was more effective in promoting learners' pragmatic ability. Kia and Salehi (2013) explored the effect of explicit and implicit instruction on developing Iranian EFL learners' pragmatic competence of two speech acts of thanking and complimenting.

In English language also, there are some similar subjects which were studied by scholars; for instance, Kauffeld (1998) compared and contrasted proposing and accusing speech acts. The findings revealed interesting differences in the ways presumptions incite accusers and proposers to accept probative responsibilities and, also, points to differences in their probative duties. Chen and Chen (2007) compared the production of requestive speech acts used by Taiwanese EFL learners and American native speakers. The results of this study revealed that the conventionally indirect strategies were the mostly employed ones by both groups. Al-Eryani (2007) investigated refusal speech act among Yemeni EFL learners. Yemeni Arabic native speakers were indirect in their refusals while American native speakers were more direct in their refusals. Tang and Zhang (2009) compared variations in forming compliment responses between Mandarin Chinese and Australian English. The results illuminated that Chinese show less appreciation for a compliment and they impugn themselves more. Al-Fattah (2010) observed apology samples of Yemeni EFL university students. The study findings indicated that the participants intended to use expressions of regret in each response which reveals that participants regard this apology type as a compulsory component. In other languages also we can point to some other researches which were performed in this regard: Agyekum (2008) conducted a study on the speech act of greeting in Akan. He introduced the major functions and forms of Akan greetings in terms of formality, events, periods and activities. Hardin and Hardin (2010) investigated the speech act of persuasion among Spanish learners. Data indicated some interesting results about types of speech acts which were mostly preferred by Spanish learners. Tabar and Malek (2013) investigated indirectness among native speakers of Iranian Turkish. The results indicated that Blum-Kulka's scale and Brown and Levinson's classification were not complete to measure all the responses made by this study informants. At the end, the study introduced a finer scale to overcome the mentioned shortcomings. Burdelski (2013) examined children's socialization to a culture of apology as evidenced by a large corpus of audiovisual recordings in households, playgrounds, and a preschool in Japan. The results revealed that while children utilize strategies in ways that reflect the socialization process, they also use them in ways that make this process in creative ways.

Moreover, numerous studies have been conducted across different languages to hypothesize the universality and variation of different speech acts and their impact on language learning such as apology (Farrokhi & Atashian, 2013), complaint (Ghahraman & Nakhle, 2013), compliment (Karimnia & Afghari, 2010), direction (Pishghadam & Saboori, 2011), refusal (Allami & Naeimi, 2010), request (Abdolrezaapour & Eslami-Rasekh, 2010), suggestion (Pishghadam & Sharafadini, 2011) among which accusation has received scant attention; therefore, this study intends to focus on this speech act to explore similarities and differences between English and Persian in employing accusation units.

### **3. Purpose of the Study**

Since there was just one study done which has examined accusation speech act (Kauffeld, 1998), this study aims at exploring the existing accusation units in English and Persian newspapers and magazines. Moreover, it tries to examine the difference between accusation speech act in English and Persian newspapers and magazines.

Therefore this study is seeking to answer these questions:

1. What types of accusation sentences do Persian speakers use in newspapers and magazines?
2. What types of accusation sentences do English speakers use in newspapers and magazines?
3. Are there any significant differences between accusation sentences in Persian and English?

### **4. Methodology**

Since in this study we aimed to uncover the accusation patterns in Persian and English cultures, we tried to find a representative corpus which can fulfill our aim:

## 5. Corpus

The quantitative phase of this study was carried out on a corpus of 100 English and Persian newspapers and magazines. The data was selected randomly from popular and reliable newspapers and magazine: the English ones such as Guardian, New York Times, USA Today, etc., and the Persian ones such as Keyhan, Ettelaat, Resalat, Etemad, Iran, etc. They have been chosen from 2004 to 2014 publications. The qualitative phase uses this corpus as well.

## 6. Procedure

The random selection of 100 Persian and English excerpts of the world reliable newspapers and magazines took two month to be completed. The selection of the excerpts was based on whether their topic was accusation. To provide a valid comparison, the first 800 words of each excerpt formed the basis of comparison. In the qualitative phase of this study, the data was examined through content analysis in order to find the different types of accusation units in Persian and English. Then, in the quantitative phase, in order to check the significance of difference in both sets of units, the results were analyzed using a Chi-Square test. And finally, the results were compared and contrasted with each other to explore the differences between two languages.

There was no framework for accusation speech act and thus, the researchers tried to apply Aristotle's (1954, as cited in Demirdogen, 2010) modes of persuasion for coding the accusation speech act in Persian and English newspapers and magazines as it has been used in some other previous studies (e.g. Demirdogen, 2010; Derian, 2005; English, Sweetser, & Ancu, 2011; Gottweis, 2007; Higgins & Walker, 2012). Then, the data was examined through content analysis in order to find the different types of accusation units in Persian and English newspapers and magazines. Afterwards, in the quantitative phase, in order to check the significance of difference in both sets of sentences, the results were analyzed using a Chi-Square test. And finally, the results were compared and contrasted to explore the differences between the two languages.

Aristotle's (1954, as cited in Demirdogen, 2012; English et al., 2011) modes of persuasion, consists of three elements: (a) Ethos, (b) Pathos, (c) Logos

- (a) **Ethos:** The charisma and the credibility of the speaker. It involves persuasion achieved by the speaker's personal character, which makes him believable (Aristotle, 1954, as cited in Timmerman, 1995, p. 4). It is the "appeal to the author's credibility" (Kemp, 2001, p. 5).
- (b) **Pathos:** The speech that appeals to the passions or the will of the audience. It is emphasizing on the "importance of feelings and passions in the mobilization of opinion" (Gottweis, 2007, p. 242). Gottweis (2007) argued that pathos refers to the fact that the "knowledge of other people's emotions" is crucial for persuasion (p. 241).
- (c) **Logos:** The speech that appeals to the intellect or to reason, logical argument. Logos in Aristotle's words, was a "persuasive tactic that employed the arguments or reasons for actions that the populace deemed most logical" (Larson, 1992, p. 54). English et al. (2011) discussed that, a common approach to making arguments is using a logical appeal, or logos. They described that by using a logical appeal, an individual provides factual information and arguments to support his position on an issue.

The researchers also utilized the Kairos element in addition to Aristotle's (1954, as cited in Demirdogen, 2012) modes of persuasion in order to make the study more comprehensive. It was thus applied in exploring the accusation units in Persian and English excerpts too. The Kairos element has been used in some previous studies (e.g. Carter, 1988; Smith, 1986; Wardle, 2013).

Carter (1988) discussed that Kairos is associated with the rhetoric of the sophists, an earlier and more illusive rhetoric than Aristotelian-Ciceronian tradition. He continued that Kairos was a major principle of sophistic rhetoric, especially the rhetoric of Gorgias, since it provided the foundation of rhetoric within a relativistic epistemology. Guthrie (1962) and Untersteiner (1954) believed that Kairos is "a way of seizing the opportunity of the moment" (as cited in Carter, 1988, p.104). According to Kinneavy (1986), Kairos is the "irrational power of the situation" to allow the rhetor to persuade others of the difference between right and wrong" (as cited in Carter, 1988, p.104).

## 7. Results

### 7.1 Investigating the difference between accusation speech act used in Persian and English excerpts

The quantitative phase of this study deals with the possibility of any significant difference between Persian and English

newspapers and magazines with respect to the speech act of accusation. The statistical chi-square test used to investigate this research question. Table 1 represents the Persian accusation speech act chi-square test:

**Table 1.** Frequency of accusation units used in Persian and English excerpts

Accusations	Kairos	Pathos	Ethos	Logos	Total
Persian	33	197	58	5	293
English	4	2	128	167	301

As it is seen in Table 1, almost the same number of accusation units were employed in both Persian and English newspaper and magazines' excerpts (N=293, N=301). Moreover, the table illustrates that among Persian accusation excerpts, pathos sentences (N=197) were the most frequently used ones while logos sentences (N=167) were employed most frequently in English accusation excerpts.

**Table 2.** Results of chi-square test for Persian excerpts

Persian	Accusations	Observed N	Expected N	$\chi^2$	Df	Sig.
	Kairos	33	73.3	297.949	3	0.000
Pathos	197	73.3		3		
Ethos	58	73.3		3		
Logos	5	73.3		3		

As illustrated in Table 2, there was a significant difference between the accusation units used in Persian excerpts ( $\chi^2 = 297.949$ ,  $p < .05$ ). Table 2 indicates that pathos (N=197) was employed more than expected (N=73.3). The results also revealed that kairos (N=33), ethos (N=58) and logos (N=5) were used less than expected (N=73.3). Therefore, the findings revealed that while Persian excerpts concentrate on pathos, other units of accusation like kairos, ethos, and logos were used less. Logos was used the least in Persian accusation excerpts.  
Pathos > Ethos > Kairos > Logos

**Table 3.** Results of chi-square test for English excerpts

English	Accusations	Observed N	Expected N	$\chi^2$	Df	Sig.
	Kairos	4	75.3	287.611	3	0.000
Pathos	2	75.3		3		
Ethos	128	75.3		3		
Logos	167	75.3		3		

The results of chi-square test presented in Table 3 revealed a significant difference between the accusation units utilized in the English excerpts ( $\chi^2=287.611$ ,  $p<.05$ ). Table 3 also indicated that ethos (N=128) and logos (N=167) were used more than expected (N=75.3) and kairos (N=4) and pathos (N=2) were used less than expected (N=75.3). In fact, the results showed that unlike the Persian excerpts in which pathos was used more, in the English excerpts logos was given more priority.

Logos > Ethos > Kairos > Pathos

**Table 4.** Results of chi-square test for Persian and English excerpts

Kairos	Accusations	Observed N	Expected N	$\chi^2$	df	Sig.
	Persian	33	17.5	27.457	1	0.000
English	4	17.5		1		
Pathos	Persian	197	100.5	185.318	1	0.000
	English	2	100.5		1	
Logos	Persian	5	86	152.581	1	0.000
	English	167	86		1	
Ethos	Persian	58	93	26.344	1	0.000
	English	128	93		1	

According to Table 4 there was a significant difference between Persian and English accusation excerpts with respect to pathos ( $\chi^2 = 185.318$ ,  $p < .05$ ). The table showed that pathos ( $N=197$ ) was employed more often than expected ( $N=100.5$ ) in Persian excerpts. The statistical procedure further showed that pathos was employed most frequently ( $N=198$ ) in Persian excerpts and was the least frequently used element ( $N=2$ ) in English excerpts.

In addition, Table 4 illustrated that there was a significant difference between Persian and English accusation excerpts in the use of logos ( $\chi^2 = 152.581$ ,  $p < .05$ ). The table indicated that logos ( $N=167$ ) was employed more often than expected ( $N=86.0$ ) in English excerpts. The statistical procedure further showed that pathos was employed most frequently ( $N=198$ ) in Persian excerpts and the least frequently ( $N=2$ ) by English excerpts.

Moreover, the results in Table 4 revealed that there was a significant difference between Persian and English accusation excerpts with respect to ethos ( $\chi^2 = 27.457$ ,  $p < .05$ ). The table showed that ethos ( $N=128$ ) was employed more often than expected ( $N=100.5$ ) in English excerpts.

Finally, Table 4 showed that the same as the other three units, there was a significant difference between Persian and English accusation excerpts in the use of kairos ( $\chi^2 = 26.344$ ,  $p < .05$ ). The table also indicated that kairos ( $N=33$ ) was employed more often than expected ( $N=17.5$ ) in Persian excerpts.

## 7.2 Investigating the types of accusation units

The qualitative phase of this study investigates to come up with different types of accusation units; therefore, English and Persian newspapers and magazines were analyzed. These two presented excerpts were chosen as samples to illustrate the most common existing accusation patterns.

Considering English excerpts, they mostly begin with an accusation and then the accusation is usually expanded in the next paragraph. Then, in the following paragraphs ethos and logos are employed to support the accusation. In English excerpts kairos and pathos are used rarely.

A group of doctors who performed unusually high rates of heart procedures on patients at a community hospital in Ohio settled with the Justice Department over accusations that some of the procedures were medically unnecessary, federal regulators announced on Friday (**Accusation**).

The settlement covered accusations that the doctors and the hospital, then known as the EMH Regional Medical Center, had billed Medicare for unnecessary medical care from 2001 to 2006. The hospital agreed to pay \$3.9 million to settle the accusations, and the physician group, the North Ohio Heart Center, agreed to pay \$541,870, according to a Justice Department statement (**More explanation**).

Federal regulators had accused the doctors and the hospital of performing unnecessary procedures known as angioplasties, in which a clogged blood vessel is opened. The procedure often requires insertion of a device called a stent to keep the blood vessel from closing again (**Ethos**).

The high rate of heart procedures at the hospital was the subject of a front-page article in The New York Times in August 2006. Medicare patients in Elyria, Ohio, where the hospital is located, were receiving angioplasties at a rate nearly four times the national average, a figure that prompted questions from insurers and raised concerns about overtreatment (**Logos**).

The first paragraph is an accusation since, it has been stated that the doctors are guilty of doing something wrong or maybe even committing a crime. In the second paragraph the accusation has been expanded. In the third paragraph the accusation has been supported by expressing the federal regulators' announcement. It gives the accusation credibility, since an attorney is a notable figure and an authority; therefore, it can be concluded that this paragraph is an instance of ethos. The fourth paragraph is an instance of logos. It has presented some information, data and facts that have supported the accusation. It has been tried to provoke the logical appeal in the readers in order to make the accusation credible logically.

The analysis of Persian excerpts revealed that Persian accusation excerpts normally start with a kairos. Then in the middle of the sentences the accusation is discussed. The accusation is developed mostly by pathos. In Persian excerpts few logos and ethos can be seen.

حتماً دیده یا شنیده‌اید که وقتی یک گروه سارق حرفه‌ای، قصد انجام سرقت مهم و بزرگی دارند، ترفندهای مختلفی به کار می‌برند تا هرچه بیشتر موفقیت‌شان را تضمین کند. یکی از این ترفندها، صحنه‌سازی و ایجاد حوادث صوری و ساختگی است. حوادثی که باعث می‌شود حواس مردم و نگهبانان محل مورد نظر به سوی آن حادثه ساختگی پرت شده و سارقان با بهره‌گیری از این غفلت، به راحتی مقصود خود را عملی کنند. در این روش معمولاً فرد یا افرادی از باند سارقان در قالب مردم عادی و حتی در هیات مأمور محافظ به قصد کمک کردن و حل مشکل یا برقراری نظم و... در بین مردم عادی و در محل حضور دارند و اتفاقاً همان‌ها هستند که هدایت جریان و افکار عمومی را بر عهده می‌گیرند و با زرنگی صحنه را برای حلقه اصلی ماجرا آماده می‌کنند (**Kairos**). این شگردها، تنها در سرقت‌ها و فیلم‌های ژانر پلیسی و کارآگاهی کاربرد ندارد، بلکه کاربرد بسیار مهم و اصلی آن در عالم سیاست، بمنظور جهت دادن و در اصل انحراف افکار عمومی و مسئولان کشورهاست. شگردهای که غرب به خاطر سابقه استعماری و سراسر خیانت و جنایتش (**Pathos**) در آن متبحر و کارکشته است و بارها و بارها آن را در جهان به کار گرفته و در بسیاری از موارد نیز، به نتیجه مطلوب رسیده است (**Accusation**).

خواص و جزییات با همراهی مطبوعات و رسانه‌های آلوده، نقش همان کسانی را ایفا می‌کنند که با صحنه‌سازی حواس مردم را پرت می‌کنند تا دزدان (**Pathos**) به راحتی به غارت و دستبرد دست بزنند (**Accusation**). مذاکرات هسته‌ای به حساس‌ترین روزهای خود نزدیک می‌شود و بهانه‌های غرب وحشی برای پنجه کشیدن به روی انقلاب هر روز جدی و جدی‌تر می‌شود (**Accusation**). رویکرد به اقتصاد مقاومتی برای مقابله با توطئه‌های دشمن و گشایش و رونق اقتصادی کشور ضرورتی حیاتی دارد... باید برای آن روزها و آن صحنه‌ها مهیا باشیم و فریب صحنه‌سازی‌ها را نخوریم و از یاد نبریم که شیطانک‌های بنده شیطان بزرگ (**Pathos**)، اگرچه از داخل و خارج به حرکت درآمده‌اند، اما لشکر کلاغ‌ها را سنگی کافی است.

### 7.3 Rough translation of the Persian newspaper excerpt

You have certainly heard or seen, when a gang of professional thieves are going to commit a grand theft, they employ various tricks to ensure greater success. One of these tricks is establishing spurious events. Such a kind of events that distract people and guards, and consequently the thieves can easily fulfill their purpose. In this method, usually some people from the gang of the thieves come among people as ordinary people or as security board in order to help people or to establish order. These are the people who shape the ordinary people's thoughts and set the scene for fulfilling their purpose (**Kairos**). This technique is not just employed in detective movies but also it's very effective in the real world and in distracting the people and officials' thoughts. Western countries are very conversant with this technique, considering their totally colonial, malicious, and criminal background (**Pathos**) and they have used these techniques many times in different countries and have reached their desired results (**Accusation**). Some political movements and some officials with the help of the deceived press and media play the role of those people who try to distract ordinary people's attention so that the thieves (**Pathos**) can loot easily (**Accusation**). The most important days for nuclear talks are coming and west excuses for clawing into our revolution are growing (**Accusation**). We must be ready for those days and we shouldn't be deceived by these tricks and we should remember though these impostors who are devil's slaves (**Pathos**) are moving, we need just a stone to defeat the crow army.

In the first paragraph, the writer intends to prepare the readers' mind in order to make them accept the writer's accusations in the following paragraphs. The writer discusses an appropriate story in the right time to persuade the readers that his accusations are credible and right, hence the first paragraph is an instance of kairos. In the second paragraph accusation is discussed. It has been accompanied with a lot of labelings. These labelings are instances of pathos. The writer tries to be effective and credible by stating issues that are compatible with underlying values of the Iranian people.

## 8. Discussion

This study attempted to delve into the types of accusation units used in Persian newspapers and magazines, and the types of accusation units employed in English newspapers and magazines, and to compare the observed accusation units to find any significant difference between Persian and English language.

With regard to the first aim of the study, the findings exhibited that Iranian journalists used pathos and ethos more than logos and kairos in accusation excerpts. The utmost importance was attached to pathos and the least to logos. Moreover, the results revealed that Persian writers mostly discuss the accusation in the middle of sentences, after many pathos sentences. It can be concluded that Persian journalists by using pathos try to create a mood that appeal to the passions or will of the readers. Before using these psychological appeals the writers had to assess the emotional state of their readers (Demirdogen, 2010). In Iran people's passions are mostly their religion and their country; therefore, the writers try to use a kind of speech that are compatible with these values in order to make their accusations credible. As Gottweis (2007) suggested that the conceptualization of passion has important implications for opening up argumentative speech toward a new understanding of that speech.

Considering the second objective of the study, the findings illustrated a major tendency towards logos and ethos in English accusation excerpts. Moreover, results showed that English journalists used few kairos and pathos in their accusation excerpts and the most frequently used accusation unit was logos. Accordingly, we may come up to the conclusion that English journalists target the reason or the intellect of the readers. The findings may be in line with Aristotle's (1954) advice to the writers to use syllogistic arguments in which the major premise was already believed by the audience. Demirdogen (2010) pointed out that it is dependent on the reader's ability to process information in logical ways; therefore, the writer has to assess their information-processing patterns in order to appeal to the rationale side of the readers.

According to Aristotle (1954), logos or appeals to reason have to do with the arguments, "provided by the words of the speech itself" (as cited in Timmerman, 1995, p.7). He explained that there are two main tools with which we can argue logically, enthymeme (a type of syllogism) and example. Each of these Aristotelian concepts are evident in several

specific elements of effective speech. According to the results of this study, it can be deduced that English journalists use *logos* in order to make the accusation credible by effectively clarifying main points of their accusation and providing appropriate examples and substantiation for these main points (Schnell, 1992). It is probably in line with Timmerman's (1995) findings who argued that examples function to help the readers understand the concepts, they also convince the reader that the concept holds up in a variety of instances and is, therefore, acceptable.

With respect to the third goal of this study, it should be mentioned that English and Persian newspapers and magazines vary significantly in using accusation speech act. Persian journalists used *pathos* most frequently while their English counterparts used *logos* as the most frequent unit of accusation. Moreover, while in English excerpts *logos* was the most frequent unit of accusation used, in Persian excerpts it was the least one and also in English excerpts *pathos* was the least unit used, exactly the opposite to Persian. This was the most notable difference between English and Persian excerpts. These findings can be consistent with those of Mollagh (2009) who stated that Iranian culture generally prefer PEE paradigm while western culture prefer PPL paradigm. He discussed that a writer must be aware of the readers' favor paradigm in order to make a credible excerpt. Pishghadam and Navari (2012) also proposed that despite inadequate essential factors in Persian advertisements, they would be successful if they make close connections with their customers.

Moreover, it was seen that English excerpts pay scant attention to phenomena such as passion and emotion, probably because of an understanding of discourse to be just the operation of *logos* not *pathos*. As Gottweis (2007) pointed out that in English excerpts there seems to be a tendency in argumentation analysis to confine reasoning to deliberative and judicial reasoning, as apart and separated from manipulative rhetoric.

Furthermore, it was shown that, *kairos* has not received enough attention in both languages proportionate to its importance. This finding confirms that of Schwartzman, 1987 arguing that *kairos*, or timeliness, particularly as it applies to rhetoric, has not received scholarly attention. Smith (1986) also discussed that while *kairos* has important philosophical implications, it has been neglected not only by students of rhetoric but also in reference books. Smith (1986) believed that, the term *kairos* points to a qualitative character of time, to a situation when something appropriately happens that cannot happen just at any time, but only at that time, to a time that makes an opportunity which may not occur again.

Finally, it can be inferred as Kauffeld (1998) explained, that underlying the ordinary concept of accusing there would be practical patterns in which the conceptual essentials of this illocutionary act are the components of potentially successful performances. He continued that in difficult circumstances one must do more than just the initial necessities, if one is to have a successful accusation.

This discussion is not intended to offer any criticism; rather it tries to illustrate the existing nature of English and Persian accusation units in newspapers and magazines. The results show that Persian and English excerpts are significantly different in using accusation speech act.

The outcomes of this research can be helpful in different ways. First, it can be useful for EFL teachers, to make students familiar with the employment of accusation speech act. Second, it makes EFL learners aware of the different accusation units in English and Persian language and they can utilize them in their writing and speech. Third, this study may be of interest to syllabus designers and material developers to prepare course books and activities for students including pragmatic knowledge in order to develop their pragmatic competence; therefore they can overcome pragmatic failure. Fourth, the results of the study can provide information for non-native speaker journalists. They can employ this information in advertisements and article writing. The field of translation would also benefit from the awareness of translators regarding the differences between Persian and English in using accusation speech act and as a result have richer translated works. Finally, regarding literature rare studies have been found on accusation speech act, further studies on this speech act especially at cross-cultural level is recommended.

The readers should keep in mind that this study has some limitations. We suggest that accusation speech act be investigated through analyzing spoken medium, since this study just examined the written medium. Moreover, the instrument of gathering data in this study was newspapers and magazines; therefore, it can be analyzed using other kinds of instruments as well. Furthermore, the corpus of this study contained a small number of newspapers and magazines, it is thus suggested a larger corpus in future studies.

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