Exploring Interaction on the Web: Metadiscourse In Kenyan Journalism Blogs

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Abstract

This paper seeks to examine metadiscourse use for rhetorical purposes in weblogs of Kenyan media companies. The study adopted a descriptive design and undertook a weblog analysis with focus on four aspects: profile of bloggers, relationship between blogs and journalism, journalists as bloggers and citizen journalism. Using Hyland's (2005) Metadiscourse Model, this paper examines interactional and interactive metadiscourse of 15 journalism blogs and further categorizes their rhetorical functions of logos, pathos and ethos. Findings of this study reveal that journalism blogs use metadiscursive devices to persuade their readers through emotional, rational and logical appeals. In addition, there are varying frequencies of interactional and interactive metadiscursive devices between the journalists as bloggers and citizen journalists. The study has linguistic implications for online media practitioners and the emerging field of citizen journalism.

Keywords: metadiscourse, rhetoric, web communication, corporate blog, NSE