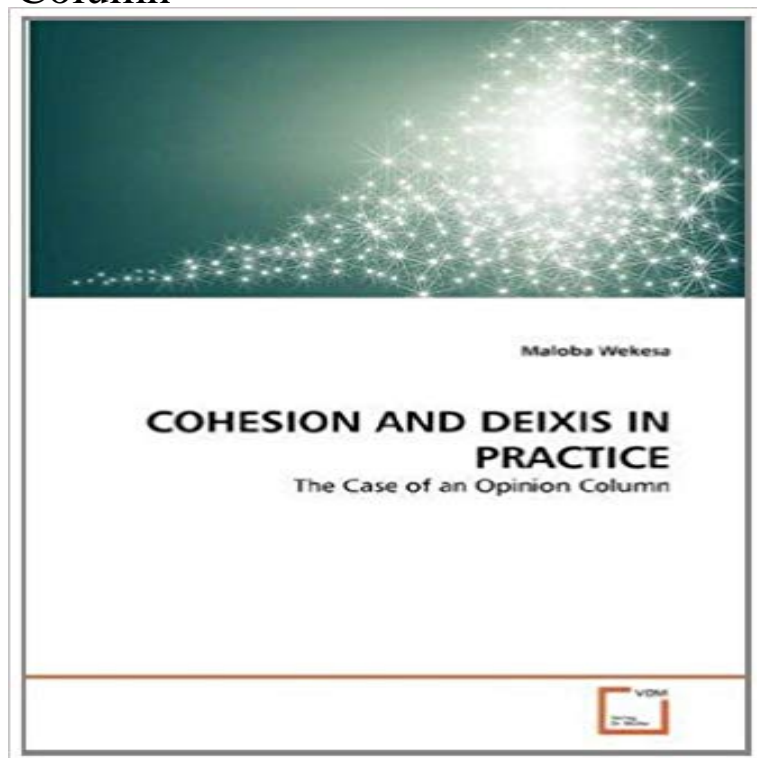


COHESION AND DEIXIS IN PRACTICE: The Case of an Opinion Column



Newspapers world over ride on the popularity of prolific columnists to attract readership. Space allocated by news editors for opinion columns has increased over the years just as the diversity of these columns has. Following this trend, academic engagement in the examination of opinion columns has mostly inclined towards journalism or has been anecdotal by practicing or retired columnists. This book breaks ranks by examining an opinion column text using tools in linguistics. A case is selected and rigorously explicated to find out how the author glues together sentences to eventually make paragraphs which ultimately create a wholesome text that can appeal to an audience. The rigor of this book is in the process of identifying elements in the text thought to be tacit and showing how essential these elements are in making a text complete. This book targets both the budding writer, the accomplished columnist and the discourse analyst interested in identifying the smallest nuts and bolts that fundamentally enable a text to come together in perfect harmony.

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