

PERSUASIONE IMPLICITA NELLA CRONACA GIORNALISTICA
ANALISI DELLE STRATEGIE LINGUISTICHE IN UN CORPUS *AD HOC*

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ABSTRACT

Research on implicit strategies, including implicatures and presuppositions, has shown that these can be used to persuade addressees, particularly when the implicit content consists of non-shared information. The present paper suggests that this happens not just in prototypically persuasive types of text, but also in news reports when the subject of the chronicle is ideologically sensible (e.g., femicides, national health disservices, etc.). Analysing an original *ad hoc* corpus of Italian news reports, the paper shows the distribution of implicit strategies between headlines and articles and between less-sold and most-sold newspapers, also compared to other text types. It also individuates implicit patterns in headlines and addresses issues related to genre-specific textual features, including clickbait, the interpretation of definite descriptions in headlines, and the role of written modality in conveying implicitness.