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Reporting Conflict: Appraising Journalists' Voice in Pakistani Newspaper Discourse

¹Tazanfal Tehseem, ²Sarwat Jabeen, ³Abdul Rashid

¹Lecturer, Department of English, University of Sargodha, Pakistan

²Assistant Professor, Department of English, Bahauddin Zakariya University, Multan Pakistan,
sarwat.awan4@gmail.com

³Lecturer, Bahadur Sub Campus Layyah, Bahauddin Zakariya University, Multan Pakistan

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ABSTRACT

This paper aims at evaluating journalist voice in the Pakistani print media discourse. Journalists are supposed to make value free reporting, but the analysis of newspaper texts shows that the journalists appraise and the news reports voice newspapers' stance (Bednarek, 2006). Therefore, media discourses always present a particular left or right wing stance loaded with subjective evaluations (White and Thompson, 2008). While previous studies have focused on reportage phenomena of different news genres and perspective comparisons with a primary focus on language in the context of politics for an ideology, this paper explores evaluative patterns - based on the appraisal framework (Martin and White, 2005) of discourse analysis developed within Systemic Functional Linguistics (Halliday and Matthiessen, 2014) with a focus on appraisal domains of attitude, engagement and graduation - in Pakistani news reporting to find a reporter voice. The analysis shows that the said news reporting is not value free.



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Corresponding author's email address: sarwat.awan4@gmail.com

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1. Introduction

This paper aims at evaluating journalist voice in the Pakistani print media discourse. Journalists are supposed to make valuefree reporting, but the analysis of newspaper texts shows that the journalists appraise and the news reports voice newspapers' stance (Bednarek, 2006), therefore, media discourses always present a particular left or rightwing stance loaded with subjective evaluations (White and Thompson, 2008).

News journalists claim that their texts have the special epistemic status of being 'objective', 'neutral' and 'impartial' (Thompson and white, 2008) but analyses have shown that they evaluate their stance while reporting (see section 5). It is believed that the public media are the primary means of shaping public opinion. (Bielsa & O'Donnell). As there are well established traditions of newspapers serving party political or religious sectarian interests (Thompson and white, 2008). So, this paper explores the political affiliation of newspapers either towards left-wing or towards right-wing. It

is the power which is used to control the flow of information: what gets into the press, and how it is presented (Bielsa & O'Donnell). Therefore, newspaper plays a great role in shaping public opinion.

The study in this paper is concerned with the analysis of 'hard news reports of Pakistani newspapers in the English language for the exploration of newspaper ideology. An ideology is generally said to represent the worldview and to embody the interests of a class or ethnic group (Weber, 1935). The selected data are largely biased towards political issues and events (see example 22 and its explanation). So, the focus of this study is to explore the biased opinion of the journalists in a news story which depict them of either towards left wing (with anti establishment) or towards right wing (with the establishment). It explores the syndication of three daily newspapers in the Pakistani print media with political parties of Pakistan.

2. Review of the Literature

The Appraisal framework (Martin and White, 2005) is a development of work in Systemic Functional Linguistics (Halliday, 1994) and is concerned with interpersonal meaning in text. So, these are linguistic resources by which texts/speakers come to express particular inter-subjective and ultimately ideological positions which are concerned with Appraisal theory. In a general opinion, journalists make value free reporting in a newspaper, but they usually appraise and their texts have the special epistemic status of being 'objective', 'neutral' and 'impartial' (White and Thomson, 2008) which shows their biasness either towards left wing or towards right wing stance while reporting. Moreover, journalists or the government, which are the powerful groups are capable to control discourses (Tehseem, 2013). Also, news should be studied primarily as a form of public discourse Van Dijk (1988). So, the media spreads such information that could bend and change public opinion toward peaceful resolution of conflict (Jan and Khan, 2011) for this purpose choice of the lexical items is primarily important. Lexical choices are always made against the background of their history of use in the community, they carry the 'freight' of their associations with them, and a text must often struggle to appropriate another's word to make it its own (Lemke 1992: 85). Therefore, ideologies are shared as there are no private ideologies, but private opinions (Van Dijk, 1999). According to White and Martin (2003), Appraisal is one of the major discourse semantic resources construing interpersonal meaning. So, 'journalistic voice' taxonomy depends on work within what is known as the appraisal framework (White 2008).

For exploration of journalistic voice in media discourses a huge literature is available on appraisal theory and its application for example; Van Hout, Vertommen and Pounds (2012), White and Thomson (2008), Thomson, White and Kitley (2008), Kitley (2008), White (2006), Martin and White (2003), Coffin (2002), Körner (2001), Martin (2000), White (2000), White (1998), Eggins and Slade (1997), Coffin (1997), Martin (1997), Christie and Martin (1997), Martin (1995a), Martin (1995b), Iedema, Feez and White (1994). White (2003) argues that Appraisal systems that is attitude, engagement and graduation are used to inform our interpretation of evaluation in the text in relation to tenor which is a social context variable. Moreover, Coffin (2002) sheds light on appraisal and argues that Appraisal systems are the semantic resources which are used for the negotiation of emotions, judgments, and valuations.

3. Background to the Study

As a result of general elections held in Pakistan on 11th of May, 2013, Pakistan Muslim League (Nawaz)'s government was established. Elections were reported rigged consequently two parties, namely Pakistan Tehreek-e-Insaaf (PTI) and Pakistan Awami Tehreek (PAT) refused to accept the elected government. On 17th of June, 2014, there was an uprising against the government by PAT supporters in Lahore. In order to restrain this revolt, Punjab police intruded which caused death of people resulting Lahore massacre, 2014. For the similar rationale, PAT and PTI leaders declared a protest march, which culminated in a sit-in protest. On August 31, 2014, protesters of both parties moved towards Prime Minister House demanding the resignation of PM Nawaz Sharif. In order to stop this march, Police and rangers intervened the horde resulting "Islamabad operation, 2014". The study draws its data from these two news stories.

4. Research Methodology

In order to find patterns employed by journalist to portray the reporter's voice selected data was analyzed in the light of appraisal theory.

4.1. Data Collection

To find the journalistic voice, data encompasses the news reporting from Pakistan's three leading newspapers, DAWN, The News and The Nation. Further, two issues on bloodshed were selected which include the modal town massacre, Lahore (17th June, 2014) and Islamabad operation (31st August, 2014). As in an ideological process, language has an essential role (Brognolli, 1992) so, this paper intends to show how journalistic voice manipulates ideology by using the medium newspaper. Journalistic voice is a taxonomy for classifying and grouping news media texts according to the use they make of certain key evaluative meanings (Thomson & White, 2008).

4.2. Research Questions

What patterns do the journalists employ to portray the reporter's voice for construing different perspectives in news reporting?

4.2.1. Subsidiary Questions

- i. What linguistic patterns do the journalists employ to appraise their stance in news reporting?
- ii. How does the reporter voice help in investigating newspapers' political affiliations in Pakistan in reference to projecting their agenda?

4.3. Selected Ideologies Oriented Terms

Listed below are the key variables or appraised objects from news stories which portray newspaper's stance and depict journalistic voice in selected data.

- Government
- Police
- PAT supporters
- PTI supporters
- Imran Khan
- Tahir ul Qadri
- Statements against protesting parties, i.e PAT and PTA
- Statements against government
- Statements against police

4.4. Appraisal System

Appraisal theory is concerned with the linguistic resources for, by which a texts/speakers come to express, negotiate and naturalize particular inter-subjective and ultimately ideological positions (White, 2012). This theory is located in the framework of SFL (Systemic Functional Linguistics) and is a further extension if interpersonal metafunction of language. Table 1 presents an overview of the appraisal system of analyzing language with examples. Categorically, there are three subsystems of appraisal theory that is attitude, engagement and graduation. "Attitude" includes emotions, judgement of people and appreciation of objects. "Affect" deals with the emotional attachment of the person. "Engagement" deals with the assessment of the evaluations of other people and how writers may modify the strength of their attitude/engagement. While the strength of the evaluation is dealt by "Graduation" (Read & Carroll, 2012).

Table 1: An overview of appraisal system

APPRAISAL SUB SYSTEMS AND TYPES				POSITIVE	NEGATIVE		
A P P	ATTITUDE	Affect	Irreal is	Dis/Inclination (<i>desirability attached to any object, person or undertaking</i>)	Inclination: keen, long for, wish to	Disinclination: wary, disinclined, unwanted	
			realis	Un/hapiness	Misery/ cheer	Cheer: cheerful, buoyant, jubilant	Misery: e.g. down, sad, miserable
					Antipathy/ Affection	Affection: e.g. fond, loving, adoring	Antipathy: e.g. dislike, hate, abhor
			In/security	Dis/quiet	Quiet/confidence: e.g. together, confident, assured,	Disquiet/	

R A I S A L					laid back, boastful, etc	surprise: e.g. uneasy, anxious, freaked	
			Dis/trust		Trust: e.g. comfortable (with), assured, confident (in) (delegate, commit, entrust), etc	Distrust: e.g. taken aback, astonished, suspicious	
		Dis/satisfaction	Ennui/interest		Interest: e.g. involved, absorbed,	Ennui: e.g. flat, stale, jaded	
			Dis/pleasure		Pleasure: e.g., Satisfied, pleased, chuffed	Displeasure: e.g.cross, angry, furious	
	Judgement	Social esteem	Normality <i>Behavior is usual?</i>		Standard, everyday, average...; lucky, charmed...; Fashionable, avant garde...	Eccentric, odd, maverick...; Unlucky, unfortunate...	
			Capacity <i>Is the person competent?</i>		Skilled, clever, insightful	Stupid, slow, simple-minded	
			Tenacity <i>Is a person dependable?</i>		Plucky, brave, heroic	Cowardly, rash, despondent	
		Social sanction	Veracity <i>Is the person honest?</i>		Honest, truthful, credible...; Authentic, genuine...; Frank, direct ...	Deceitful, dishonest...; Bogus, fake...; Deceptive, obfuscatory...	
			Propriety <i>Is the person ethical?</i>		Good, moral, virtuous...;	Bad, immoral, lascivious, Corrupt, unjust, unfair, Cruel, mean, brutal	
	Unclear (assessments of behavior and persona where none of the sub-types of judgement may apply. These cases are different than those which need to be double-coded under conditions of ambiguity)						
	Appreciation	Reaction		Impact (<i>how does it strike</i>)		Arresting, stunning, dramatic	Dull, uninviting, monotonous
				Quality (<i>what are affectual responses</i>)		Lovely, splendid, attractive	Ugly, plain
		Composition		Balance (did it hang together?)		Harmonious, organized	Shapeless, discordant, flawed, irregular, lop-sided
				Complexity (<i>hard or easy to follow?</i>)		Was it simple, pure, elegant, clear, precise, lucid	Was it extravagant, byzantine, woolly, arcane, simplistic
			Valuation (<i>Whether something is 'socially' valued</i>)			Significant, profound, worthwhile, unified	Harmful, Useless, shallow, unbalanced, incomplete, discordant
Engagement	Mono gloss	Queen Elizabeth wrote the tempest					
	Hetero gloss	Contract	Disclaim	Deny	No, didn't, not the case		
				Counter	Yet, although, even though, still		
		Proclaim	Concur	Affirm	Naturally, of course, obviously		
				Concede	Admittedly...[but], sure...[however]		
		Pronounce			I contend....., the facts of the matter are....		
Endorse			The report demonstrates....., the report shows				

Graduation		Expand	Entertain		Perhaps..., it's probably that...		
			Attribute	Acknowledge	Halliday argues that..., it's said that...		
				Distance	Chomsky claimed to have shown that..., it's rumored that...		
		Concession (<i>these are continuatives</i>)			But, even if, at least, suddenly, instead of, in fact, only, even,		
		Modulation	Usuality (<i>the frequency of the event or condition at issue is less than 100 percent.</i>)		<u>Always</u>	<u>Usually</u>	
			Potentiality (<i>assessment of the participant's capabilities.</i>)		"The Australian Women's netball team is <u>capable</u> of doing well in all its matches".)	<u>Incapable</u>	
	Inclination (<i>the application of the will, or the emotional disposition of the relevant participant.</i>)		<u>Determined</u>				
	Probability (<i>The speaker's level of commitment</i>)		<u>Probably</u>				
	Obligation (<i>Obligation or logical necessity</i>)		<u>Necessary</u>				
	Force (Stronger or weaker attitude)	Intensification (Intensifies an attitude)	Quality (Degree)		Slightly, somewhat, really		
			Process (Vigor)		Trickled...flowed...poured...flooded		
			Number		Heaps of troubles;		
			Mass/ amount		So much distress;		
		Quantification (Quantifies the attitude)	Extent	Proximity	Time	Recent, arrived, ancient	
				Distribution	Time	Long lasting hostility, short battle	
Space			Nearby, mountains, distant mountains				
Space			Widespread hostility, narrowly-based support.				
Focus	Soften (scale up)		A true friend, a true father				
	Sharpen (scale up)		An apology of sort				

Listing of words in table 1 doesn't mean that words will always carry specific value with them. Depending upon the context and the use of the word, a specific word can carry different values in a same text. For example word "different" (See example number 1 and 2) falls in different appraisal categories according to different contexts:

4.4.1 "Different" as judgement: Here, in example 1 this word, different, acts as judgement because the appraised object is human. It shows the betrayal of Imran Khan's behavior from usual social customs.

1) [Imran Khan on Sunday was different [(-) Attitude: Judgement: Social esteem: Normality]...] (The Nation: 31st August, 2014).

4.4.2 "Different" as appreciation: In example 2, the situation is evaluated which is non-human object. So, the word "different" is used to evaluate the composition of the situation. In the context of this statement, the situation was quite harmonious but on Sunday it was different than the usual. Hence is negatively evaluated.

2) [... On Sunday the situation was quite different [(-) Attitude: Appreciation: Composition: Balance]] (The Nation: 31st August, 2014).

5. Analysis and Discussion

This section deals with analysis of news stories to unveil newspaper ideology by application of appraisal theory which has been widely employed in the analysis the notion of 'authorial stance' Martin (2000), Martin and Rose (2003), Martin and White (2005), White (2006), Thomson and White, (2008), Thomson, White and Kitley (2008) (for an appraisal system of language evaluation see table number 1). This notion helps to construe the writer's emotional response towards the subject of evaluation. Presented below the section 5.1 deals with evaluation as attitude and 5.2 there are examples from the appendix.

5.1 Evaluation as Attitude

Evaluation is the mechanism by which a narrator or character highlights the point of the narrative (Macken-Horarik, 2003). Attitude in text can be evaluated either explicitly (inscribed appraisal) or implicitly (evoked appraisal). Examples

of both inscribed and evoked appraisal are given below:

- **Inscribed appraisal:** It is the overtly evaluation of objects by including those lexical items which show a person's emotions, judgement or aesthetics associated with things. In the statement given below explicitly judgement about police is given by evaluating it 'riot'. See example 1,
- 3) [**The riot [(-)Attitude: Judgement: social sanction: Propriety] police kept showering teargas shells...] (The News: 17th June, 2014)**

Evoked appraisal: Implicit evaluation of attitude is evoked appraisal. In such texts there is an absence of lexical items which show person's interest or ennui about particular objects instead an indirect evaluation is found which is termed as 'token'. For example, in the statement given below, implicitly negative attitude is evoked by terming Khan and other party leaders as undependable and unreliable because they left their supporters in the lurch.

- 4) [**Khan and some other party leaders who had preferred to stay safe in the air-conditioned container [(-) Attitude: Judgement: Social esteem: Tenacity] ...](Dawn: 31st August, 2014).**

As appraisal is concerned with evaluation – the kinds of attitudes that are negotiated in a text, the strength of the feelings involved and the ways in which values are sourced and readers aligned (Martin and Rose, 2003). Therefore, exploration of attitude leads towards the investigation of the veiled ideology of authorities. In this paper, data comprises of all appraisal subsystems, however, the main kind of attitude expressed in news reporting is judgement (see table 2).

Table 2: Represents number of instances in each appraisal subsystem

	DAWN	The News	The Nation
Judgement	10	52	35
Affect	01	04	12
Appreciation	01	04	07

Note: Instances comprise of both positive and negative attitudes.

Analyses of data show that biases present in media broadsheet are not overtly expressed so the explored authorial voice is largely implicit. For the exploration of the newspaper ideology list of appraised objects (see section 4.3) is displayed against each attitude kind. For this purpose, table number 3 deals with the evaluation of the contents of news to investigate whether an object is more positively or negatively appraised. It directs to assert the promoted perspective of media broadsheet which frames ideology.

Table 3: Represents number of instances of appraised objects in attitude sub types

Appraised Objects	DAWN						The News						The Nation						
	Affect		Judge		App		Affect		Judge		App		Affect		Judge		App		
	+	-	+	-	+	-	+	-	+	-	+	-	+	-	+	-	+	-	
Government																			
Police				06				1	8	5				4	09	06		01	
PAT/ PAT supporters		01		04	01		1	1	1	22				2	2	09		01	
PTI/ PTI supporters								1		10				04	4	02		01	
Imran Khan										2				02		02	01	01	
Tahir ul Qadri										02									

As ideology provides the frames, limits and contents of the news (Schiff, 2011). So, table number 3 explains the point of view presented by newspapers to unveil the ideology and to shape public opinion. Ideology of newspapers is expressed below and explained with examples from data (for more examples see appendix).

I - Dawn

Dawn has promoted a left-wing point of view and has evaluated the police's role as cruel, mean and brutal. For example:

5) [Conflict: Tear gas, (-)Attitude: Judgement: Social sanction: Propriety] batons[(-)Attitude: Judgement: Social sanction: Propriety] and rubber bullets [(-)Attitude: Judgement: Social sanction: Propriety] across Red Zone] (Dawn: 31st August, 2014)

Explanation: In this newspaper headline brutal behavior of the police is highlighted which promote its inclination towards left wing. In the conflict, tear gas, batons and rubber bullets were used by police to take control over the mob. Likewise see second example mentioned below,

6) [Youth, women (-)Attitude: Affect:Realis: Unhappiness: Miser] among seven killed [(-)Attitude: Judgement: Social sanction: Propriety] in PAT supporters' clash with police] (DAWN: 17th June, 2014)

Explanation:

In this headline scene of carnage describes the viciousness of police by highlighting the number of PAT supporters who were killed in clashes. Also, emotions of readers are stirred up against police by mentioning the killing of the women and youth (for more examples see section 5.1.2). It was the job of police to protect women and youth, but according to this headline, police has been failed in fulfilling its duty to protect the citizens of their area. Only one side of the coin has been shown by paper because it has not mentioned death of any policemen who were also killed and injured in the conflict. So, the main focus of information in the news is the brutality of the police. Other examples on similar stance are mentioned in section 5.1.1

II - The News

The News has projected right wing stance and it demonstrates the negative attitude towards anti government parties that is PAT and PTI while government's gestures are positively appraised. Following examples help in understanding the portrayal of their stance.

7) [March on PM House stopped [(+) Attitude: Judgement: Social esteem: Capacity]] (The News: 31st August, 2014).

Explanation: In this headline, police is positively appraised by evaluating its role as a capable and powerful participant in Islamabad operation to stop the activity of anti government protesting parties. In contrast to DAWN, The News has concealed the oppressive means to stop the march by the use of rubber bullets, batons and tear gas (see example number 5 and 6). It was observed that for the promotion of right wing stance newspaper has not explicitly appraised government's or police's gestures, but has discouraged the actions of anti government parties. In the analysis, it was found that there was not only a single instance against government's gestures and 5 instances were there to discourage police activity in contrast to these PAT/ PAT supporters' activities were 22 times negatively appraised and PTI/ PTI supporters' activities were 10 times negatively appraised (see table 3). Also, it was observed that there was a tactful use of attributions to promote their stance (for attribution examples see section 5.2.2). Attributions were used as a means to remain at the back and have presented public opinion on the front line.

8) [... workers also threw petrol bombs [(-) Attitude: Judgement: Social sanction: Propriety] on police and some unknown persons also opened fire on police. [(-) Attitude: Judgement: Social sanction: Propriety]] (The News: 17th June, 2014)

Explanation:

In this instance role of PAT supporters is evaluated as barbaric and insane by presenting them as an active participant in the clash. It was a mystery to find out those who were responsible for beginning of firing in the clash. The News has tactfully safeguarded police by providing statement in which police is not shown as a passive participant in the clash. According to this statement, police only retaliated.

III - The Nation

The Nation has promoted government's perspective by evaluating left wing's activity as negative. It was explored that there was a generous use of evoked appraisal.

- 9) [**Police action demoralizes** [(-) **Attitude: Affect: Realis: In/security: Disquiet**] '**seasonal birds**' [**Engagement: Herto gloss: Expand: Attribute: Distance**]] [(+) **Attitude: Judgement: Social esteem: Capacity(of police)**] (The Nation: 31st August, 2014).

Explanation:

In this news headline, an implicitly negative attribute is given to the PTI supporters because in the sit-ins, they appear at night and disperse in the day time. Beside this police is evaluated as an authority which has control over the situation. Also, it was observed that police action which demoralized the supporters has been obscured in this statement that is their action has not been clearly defined. Another content of this statement is the state of the anti protesting party. This paper tries to convey that supporters of the left wing are depressed and discouraged with the situation at Constitution Avenue.

- 10) [**The police officers held a series of negotiations** [(+) **Attitude: Judgement: Social sanction: Propriety**] **with the security in-charge of the PAT Secretariat but some people started pelting police with stones**] (The Nation: 17th June, 2014)

Explanation:

In this statement evoked positive attitude about police highlights its law abiding attitude towards the issue means they first tried to solve the problem by negotiations, but it failed because of aggressive attitude shown by PAT activists that is they pelted police with stones thus clash wrought havoc outside Qadri's residence. By highlighting PAT workers' rejection of peace initiative by police, the paper has evaluated their role as tyrannical.

5.1.1 Evaluation as Judgement

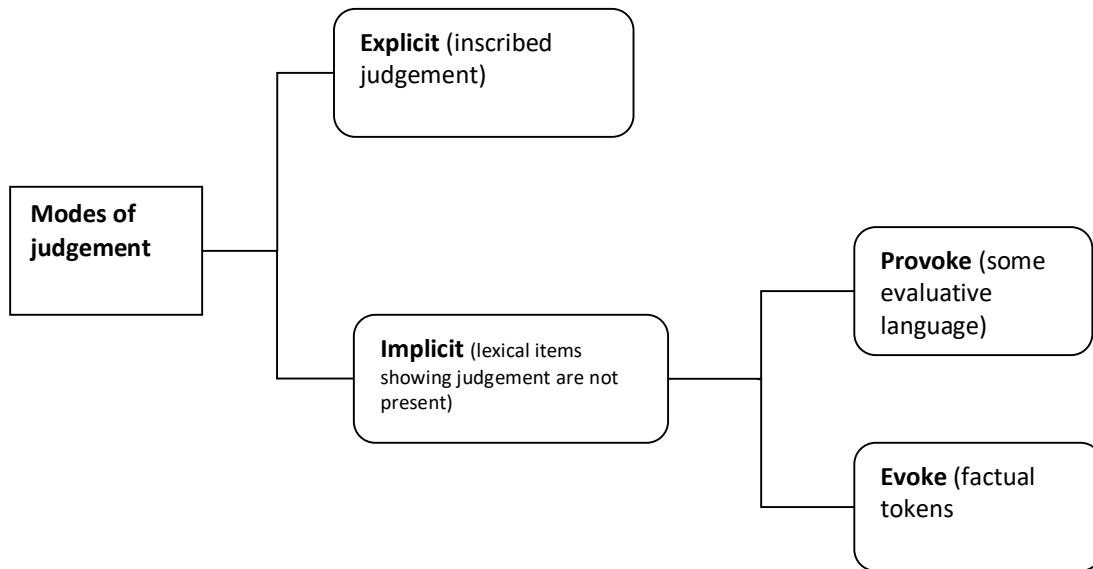
Judgement involves language to appraise, criticize, applaud or condemn the behavior of individual human or group of people. The main kind of attitude expressed in news reporting is judgement (see table 2). It is vital to stress judgement, as a system of attitudinal positioning, is, by definition, shaped by the particular cultural and ideological situation in which it operates (White, 2012). Analyses have shown that in the exploration of both (i) tokens of judgement (implicit) and (ii) explicit judgement. However, tokens of judgement (implicit judgement) are present in abundance.

➤ **Modes of judgement**

There are two modes of judgement that is inscribed judgement and provoked judgement. Provoked judgement is further divided into two categories provoke judgement (uses some evaluated language) and evoked judgement which involve factual 'tokens' (see example number 18). See figure 1 division of modes of judgement.

Figure 1: Represents the modes of judgement in a text (Adapted from White, 2012)

Inscribed judgement includes the presence of those words in an explicit way which shows bias of the writer. It involves



the use of lexical items which give a negative or positive opinion about the appraised object (see example 1 and 11). Sometimes there are lexical items, on behalf of which we appraise people, are absent from the text. In this case an indirect judgement is passed and evaluation of such statements is done by interpreting them in the context of the text (see example 12)

11) [The PAT activists (-)Attitude: Judgement: Social sanction: Propriety] resisted the operations which caused clashes between the protesters and police...] (DAWN: 17th June, 2014)

Explanation: As there is a clear use of lexical item which shows negative judgement so, it is an example of inscribed judgement. The word “activist” used here is the ideology loaded word. It shows the newspaper’s negative judgement about the appraised PAT supporters. Through this statement, PAT supporters are evaluated as a responsible figure for the clash and are represented as the one who are blamed for the beginning of the conflict.

12) [Aged citizens, who were caught up in the frays, were not spared by the police (-) Attitude: Judgement: Social sanction: Propriety] ...] (DAWN: 17th June, 2014)

Explanation: In this statement there is no word which shows negative or positive attitude. Instead, there is a token of judgement about brutal and cruel action of the police. In the context of this statement, senior citizens are respected by society, but the police has treated them and other people in a cruel manner. So, police is negatively evaluated in this text.

Below in table 4 a detailed account of appraised objects in the news stories is displayed. The News has used more judgement compared to other newspapers (see table number 2).

Table 4: Represents number of instances of Judgement kinds against each appraised object

Appraised Objects	DAWN										The News										The Nation										
	Social esteem						Social sanction				Social esteem						Social sanction				Social esteem						Social sanction				
	N		C		T		V	P	N		C		T		V	P	N		C		T		C	P							
	+	-	+	-	+	-	+	-	+	-	+	-	+	-	+	-	+	-	+	-	+	-	+	-	+	-					
Government	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	0	
Police	0	0	0	0	0	0	0	0	0	0	6	0	1	5	0	0	0	0	0	3	4	1	0	1	0	3	1	2	2	2	3
PAT/ PAT supporters	0	0	0	0	0	0	0	0	0	0	4	0	2	0	0	0	0	0	0	1	20	0	0	1	0	1	1	0	0	0	8
PTI/ PTI	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0	0	0	0	1	2	0	0	1	1	

PTI represents *PTI/ PTI supporters*

IK represents *Iman Khan*

TQ represents *Tahir ul Qadri*

T/D represents *Trust/ Distrust*

I/E represents *Interest/ Ennui*

P/D represents *Pleasure/ Displeasure*

Campaigns have demonstrated that newspaper discourse is a medium of power (Richardson, 2007). So, here it is discussed that how newspapers have used Affect to manipulate public opinion. Displayed below, there are examples from different newspapers to show the use of affect in ideology construction.

I - Dawn

Dawn has presented the situation as a havoc in which not only young, but also women were killed. So, it has promoted the left wing point of view about police being merciless and furious. Beside example 19 and 20, example 6 also carries same agenda.

19) *[According to initial reports, one of the deceased PAT supporters is a 16-year-old **[(-) Attitude: Affect: Realis: Unhappiness: Misery]. Two women **[(-)Attitude: Affect: Realis: Unhappiness: Misery]** have also reportedly been killed ...]*** (DAWN: 17th June, 2014)

Explanation: DAWN has mentioned the death of the young supporter and two women. This statement has shown the affectual responses of the writer towards the killed people. Here, only one sided picture has been given which contribute to make the reader's emotions arise. In the society, women are kept away from clashes and the job of police is to protect them in danger, but here it is the police, which brutally handled the young, women and senior citizens of the area. Also see example 6 for affectual responses of writer towards the issue.

20) *[We received seven dead bodies including two women. **[(-) Attitude: Affect: Realis: Unhappiness: Misery]** All of them had bullet wounds," said Dr. Abdul Rauf, Medical Superintendent]* (DAWN: 17th June, 2014)

Explanation: According to the appraisal system of evaluation, the selected clause is an "attribution" (see section 5.2.2) which carries the other's words but it reflects the writer's inclination towards the issue. Like example 6, and 19 this is also represented the reporter's affectual responses towards the massacre. The journalist has mentioned only the killing of left wing to arise a sympathetic attitude in the readers so it would be justified to say that DAWN has projected left wing stance.

II - The News

The News has negatively evaluates their affectual responses towards left-wing activities.

21) *The mob became more **[Graduation: Force: intensification: Quality] charged** **[(-)Attitude: Affect: Realis: Insecurity: disquiet]** when the PTI chief announced that military troops had refused to take any action against the protesting people. (The News: 31st August, 2014)*

Explanation: In this statement, the journalist has represented the state of the protesting mob. Word "charged" used for them carries negative connotation and has represented them as an all time ready party to attack the center. This paper positively appraised government's actions, but has negatively appraised the activities of anti government parties.

22) *[SHO (Aabpara) Inspector Khalid Awan, Inspector Raja Rahat, Inspector Irshad Abro, ASI Atif Ziaullah (Special Branch), Constables Abdul Qayyum and Usman sustained serious **[Graduation: Force: intensification: Quality] head injuries** **[(-) Attitude: Affect: Realis: Unhappiness: Misery]**]. (The News: 17th June, 2014)*

Explanation: This instance, shows the journalist's affectual responses towards the injuries of police men. By mentioning their head injuries as serious, newspaper has demonstrated the state of policemen as miserable and shows their sympathetic attitude towards them. Example 6, 19 and 20 from daily "DAWN" are contrastive to examples 21 and 22 from daily "The News" because DAWN has tried to evoke the sympathetic attitude fro left wing in the reader (for detail see 6, 19 and 20) shows the journalist's sympathetic attitude towards the left wing.

III - The Nation

establishment.

27) **They launched this operation to counter our peaceful [(+) Attitude: Appreciation: Composition: Balance] movement and the 'green revolution'...** (DAWN: 17th June, 2014)

Explanation: This instance, shows the journalist's views about the left-wing. The opposition party has been positively appraised the movement by mentioning the movement as "peaceful". So, this instance, helps to deduce that DAWN is promoting the left wing stance.

II - The News

The News has evaluated government positively and has passed negative judgement about anti-establishment.

28) **[... they crossed all limits and took advantage of the government's positive gesture, [(+) Attitude: Appreciation: Valuation] a top police officer said.]** (The News:31st August, 2014)

Explanation: This instance is appreciating the government positively. The word "positive" about government implies that journalist is in the favor of the government. If we look at the phrase "took advantage of the government's positive gesture" then there is an implied negative judgement about anti-establishment.

III - The Nation

The Nation has termed the PTI supporters as unfocused so, they are promoting the standpoint of government.

29) **Dispersed [(-) Attitude: Appreciation: Composition : Balance] PTI supporters from gathering again near the container of Imran Khan] ...]** (The Nation:31st August, 2014)

Explanation: Like example number 2, activities of PTI supporters is negatively appraised. Supposed are unfocused and they don't know what to do in this situation. So, The Nation has promoted the perspective of government that the activities of PTI supporters are unfocused. This is an explicit use of lexical items to appraise their stance.

5.2 Evaluation as Engagement

Martin and white (2005) has defined engagement as all those locutions which provide the means for the authorial voice to position itself with respect to, the other voices and alternative positions. This section deals with the authorial positioning of mono gloss and heterogloss. Engagement is further divided into subcategories that are monogloss and heterogloss. Heterogloss is further divided into subcategories (see table 1). As journalistic discourse is fabricated with words from different speakers which journalists choose to present and construct a particular social event to the audience (Xiong, 2012). Therefore, this section discusses how journalists portray their viewpoint from the other's words.

5.1.1 Monogloss

In the analysis of news stories only one example is found on monogloss, which is from The Nation. Absence of an element also becomes the basis of ideology. As there is only one example from all three news papers, so newspapers have used other's words to promote their view point. Example 30 represents the monoglossic statement

30) **[It was observed that PTI loyalists were receiving food from the organisers of PAT as the PTI organisers were convinced that most of party supporters had left the venue.]** (The Nation:31st August, 2014)

Explanation: In this statement, PTI supporters are not facilitated by their party, instead they are provided food from other parties. It has evaluated the PTI's role as negative party who leave their supporters in lurch.

5.2.2 Heterogloss

Analysis of data has shown that the authorial voice is in the news stories is implicit and its biases are covertly expressed. Also, it was observed that journalists have portrayed their agenda by high usage of attributions. Moreover, large part of the news consists of attribution which shows their standpoint. Table 7 represents the total number of statements against police, protesting parties and government.

who opened fire first. Although it has presented its stance.

III - The Nation

The Nation has presented the government's perspective by attributing 4 statements against protesting parties (see table 7). It is believed that quotation patterns are strong ideological tools which can be used to direct readers' interpretation to a certain direction (Issa, 2015). In this way, quotations help them (journalists) to imprint their personal views on the events and ultimately serve an ideological function in the text (Jullian, 2011). So, it is interpreted that the employment of attributed material against PAT and PTI, The Nation has promoted government's perspective by attributing statements in the favor of police by highly credible sources and attributions in favor of anti establishment are the reporting of common men. It is natural that a person would prefer those sources that are highly credible instead of relying on those of common men.

33) [Lahore Capital City Police Officer (CCPO), Shafeeq Gujjar claimed [Engagement: Herto gloss: Expand: Attribute: Distance] that the police have recovered modern weapons from possession of Pakistan Awami Tehreek workers who clashed with law-enforcers] (The News: 17th June, 2014)

Explanation: In this statement, highly credible source is quoted to show that PAT workers have weapons due to which they created menace. In contrast to highly credible source, example 34 is the quotation of a common person which shows that they don't have any weapon. A person will always go for highly credible sources. So, here newspaper ideology to promote the government's stance has been found.

34) [Ishaq, another victim of police brutality, says [Engagement: Herto gloss: Expand: Attribute: Acknowledge] the people have the right to defend themselves by using any means available to them. Pelting police with stones was the least they could do, he added] (The News: 17th June, 2014)

Explanation: This is a statement of a common man who admits that they (PAT supporters) pelted stones on police but they don't have weapons. It is a contrast between example 33 and 34. Attribute" is formulations that "disassociate the proposition from the text's internal authorial voice by attributing it to some external source" (Martin & White, 2005). So by adding attributions, newspaper has detached itself from the issue. At the end, only highly credible sources always win. This is the way how newspapers shape public opinion.

5.3 Evaluation as Graduation

Graduation is a general property of both attitude and engagement. In attitude, it enables authors to convey greater or lesser degrees of positivity or negativity (Read & Carroll, 2012). Presented below are the examples from different newspapers. Also see example number 21 and 22.

I - The News

35) [Hundreds [Graduation: Force: Quantification: Number] of activists of the PTI and PAT entered the premises of the Parliament House and Cabinet Division office] (The News:31st August, 2014)

Explanation: In this statement, number of PTI and PAT supporters has been amplified. It shows that PTI and PAT supporters were great in number.

36) Earlier, a joint mob of thousands [(+) Graduation: Force: Quantification: Number] of stick-wielding PAT and PTI activists marched towards the Prime Minister House] (The News:31st August, 2014)

Explanation: Again in this statement, number of PAT and PTI supporters has been positively amplified.

37) SHO (Aabpara) Inspector Khalid Awan, Inspector Raja Rahat, Inspector Irshad Abro, ASI Atif Ziaullah (Special Branch), Constables Abdul Qayyum and Usman sustained serious [Graduation: Force: intensification: Quality] head injuries. (The News:31st August, 2014)

Explanation: In this statement, intensity of injuries has been shown which shows a high effectual response towards the injuries of policemen.

II - The Nation

38) [The deadly [Graduation: Force: intensification: Quality] clashes broke on early Tuesday and the street battle continued till afternoon] (DAWN: 17th June, 2014)

Explanation: This instance has implied the hatred towards the clashes. Clashes are appraised as highly harmful.

39) Police blocked the adjacent roads to control the situation which resulted in worst [Graduation: Force: intensification: Quality] traffic mess in the Faisal Town and Model Town.

Explanation: In this statement, the traffic mess has been graded. Here the superlative quality of the adjective is used which depicts the extremely bad traffic mess in the locality.

6. Conclusion

The study in this paper concludes that print media not merely the presents the events, but they function as an evaluative resource because it is embedded with highly attitudinal meanings. Moreover, the news reporting endorses ideological positioning through authorial voice in the text. On the basis of the frequency occurrence of key variables (see section 4.2) in the news reporting it is concluded that the large part of media broadsheet consists of attributed material. Thus, the answer to question 1 (see section 4.2) is provided. To answer the first subsidiary question mentioned in section 4.2, different patterns of reporting are explored in different newspapers. DAWN goes with the perspective of the left-wing by endorsing implicit judgement in the text. While The News has explicit negative evaluation about the activities of left-wing and has an implicit evaluation about the government's positive gestures. On the other hand, The Nation presents the situation from the government's perspective by attributing those utterances which are against protesting parties. Secondly, by observing the frequency of key variables (see section 4.3) newspaper political affiliations were explored which are explained above in this section.

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