



## Portraying the Premiers in Press: Appraising the Journalistic Voice in Reporting Pakistani Politics

Tazanfal Tehseem\*, Tehmina Mumtaz Malik\*\*

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**ABSTRACT:** *The research aims at addressing the burning issue of journalism promoting particular political attitudes through author's choice of particular attitudinal meanings; focusing on the portrayal of Pakistani premiers in international print media. News coverage contains the subjective voice of the authors and projects their ideology and perspectives. The study aims at showing how focused and selective coverage of Pakistan leads to an overall negative image of Pakistan in the world. The evaluative discourse analysis to look at the issue at hand, offers detailed understanding of the kind of attitude that is exhibited towards Pakistani Premiers. It reveals how language divulges the stance taken by the authors and their intersubjective positioning of their receptors. The findings show that there is a connection between the viewpoint of a newspaper and its socio-cultural perspective. Moreover there is a sense of ridicule and sarcasm in the portrayal of Pakistani Premiers.*

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**Keywords:** Evaluation, Appraisal analysis, interpersonal positioning, media discourse, Pakistani premiers

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### Introduction

The focus of this study is to address the controversial issue of journalism promoting particular political attitudes through author's choice of particular attitudinal meanings; focusing on the portrayal of Pakistani premiers in the international print media. In doing so, it explores the nature of linguistic devices invoked to portray attitudes. It is of great significance to recognise the patterns of evaluation in language that are used while communicating media reports and how far the content can be attributed to the reporter in building a textual architecture by employing strategies which reflect the viewpoint of the newspapers because the writers show their subjective presence in the journalistic discourses as they assume a stance towards the subject matter or the news events being covered, and also with the readers or consumers of that discourses (Martin and White, 2005).

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\* Assistant Professor, Department of English, University of Sargodha, Sargodha – Pakistan (Corresponding author E-mail address: [tazanfal@ymail.com](mailto:tazanfal@ymail.com))

\*\* Lecturer at the Department of English, University of Sargodha – Pakistan

The significance of the study does not merely lie in an intellectual application of a fascinating linguistic phenomenon to an important genre for exploring linguistic resources employed in news reporting but also in the fact that it explores (un)biased attitudes of the journalists and the established right- or left wing stance of the newspapers in particular and of the context in which they operate in general. This study may be rewarding in revealing some linguistic features of the news reports selected which may sound biased as a result of difference in the sociocultural background.

The findings show that the journalists invoke their attitudes by employing value-laden lexical choices. Therefore, in the light of our findings it is possible to find out the ways in which the journalists promote particular political attitudes through the author's choice of particular attitudinal meanings. Hence, convey a limited picture of what Pakistan is.

Moreover, the study intends to highlight the stance taken by these newspapers in projection of Pakistani Premiers. In doing so, the study demonstrates the ways in which language serves as a tool to build textual personas, and to control interpersonal positioning and how does the journalistic voice reveal the political affiliation of the newspapers.

## **Literature Review**

Linguistic scholars in the field of discourse studies find media discourses very rewarding in terms of linguistic resources employed to convey conflicts or the point of views. As Fairclough (1995) elucidates that media related texts can be taken as an instrument that gauges the changes in a socio-cultural milieu, hence an important document in researching that socio-political change. Such socio-cultural changes in a society become evident, that manifest themselves in the changing discursive practices of the media, in its complete diffident and inconsistent heterogeneous nature.

Media portrays the sociocultural changes of the society and helps in comprehending our world while depicting the manner in which dual concepts of ideology and power function by means of it; for example Fairclough (1995); Fowler (2003, reprint of 1991); O'Keeffe (2012); Matheson (2005); Patterson (1997); Singer, et al. (2011); Van Dijk (1988); White (1997); Wodak (1989) to quote a few, so there is large body of work which explores the media discourse from the linguistic orientation. As for the present study, the focus remains on authorial stance and

evaluation we can say while gauging authorial stance, evaluation and the attitudinal voice become a part of it Bednarek (2006); Hyland (2005); Thomson, et. al. (2008); Thompson and Hunston, (2000) to quote a few for unfolding fuller details. Performing linguistic evaluation or the appraisal framework can be misleading at times if done without considering into account the context of the study (Thomson, et. al., 2008). After years of research the linguists have reached the conclusion that the context of the word decides the ultimate judgmental value. Now no words can be taken as decontextualized lexical item, rather all the variations in textual will be analysed to see how it operates (White, 2002). For example:

*“Pakistan's president steps down after completing **historic** full term, Benazir Bhutto's widow stepped down as president of Pakistan on Sunday, winning praise for completing a full five-year term”* (The Daily Telegraph, 08 September 2013)

In the given example, the choice of word *'historic'* conveys a certain stance while not being overtly present in sourcing attitudinal assessment of the event therein referenced. It is in the context of the fact that President Zardari completed five years in office, a feat not performed by every president of Pakistan.

Focus of the study remains on 'headlines' and 'leadlines' as taking the whole article into consideration broadens the study beyond the scope of this article. The hard news report offers nothing by way of textual introductions. The opening headline directly leads the reader sharply into the basic subject matter of the report, hauling them out of their elementary sequential or rational context and thus forcing the reader to grapple immediately with some crucial aspect of social-order imbalance (White P., 1997). The lack of contextual signals, leads to humour (Bucaria, 2004). Develotte and Rechniewski (2001), worked on how headlines in position the reader's understanding of succeeding 'facts' enclosed in the article. Skilled readers spend their time reading the headlines and not the main story (Dor, 2003).

A considerable research studies have shown that there is a significant restraint on the explicit use of evaluative meanings in the journalistic discourses that helps detach journalists from employed meaning potential ( see, for example, Bednarek, 2009; Caple, 2008; Martin and White, 2005; Van and Thomson , 2008; White, 2006; for fuller detail), However, Bednarek (2008); Caple (2009) and White (2006) construe attribution as a significant news reporting feature in which a journalist avoids using linguistic patterns showing evaluation. Therefore, the present

study helps unfold linguistic choices deployed to make attitudinal meaning potential in the selected data.

As Machin and Leeuwen (2007) argue what is conveyed in the name of ‘news’ is based on certain institutional ideologies which are rooted in their socio-historical context. Therefore, the study is based on exploring linguistic resources appraising news stories which help invoke attitudinal meanings related to Pakistani socio-cultural and political contexts.

### Research Methodology

This paper makes use of qualitative and quantitative methods to analyze the employed evaluative resources in the media coverage of Pakistani political issues in the international print media. Fundamental to the study are news headlines along with their lead lines from four different newspapers of a repute; namely: New York Times, Washington Post, The Daily Telegraph and The Guardian both from the USA and UK respectively. According to the news agencies the selected newspapers have a high rate of distribution. The selection was primarily made to have a more extensive data for revealing stance. To support the research aim 400 plus news headlines were analysed (approx. 100 from the each newspaper) based on the Appraisal Framework (Martin and White, 2005). The selected data was considered deemed representative and was gathered pertaining to the socio-political issues reflecting a particular stance, positioning along and ideology. Individual approaches towards specific events engaged by the newspapers were also compared. This facilitated us in making observations regarding the differences in stance taken by the different newspapers. The distribution of data is given below.

**Table 1**

*No. of Clauses Analysed*

	No. of headlines	No of clauses	No. of words
The Guardian	100	271	3973
The Daily Telegraph	100	241	3855
New York Times	100	313	4227
Washington Post	100	255	3522
Total	400	1080	15577

The data is selected from post 9/11 scenario till date, as it marks a change in world ideological stance, rise in anti-Muslim emotion and concern with terrorism.

### ***Theoretical Framework***

Under the theoretical framework Appraisal System of Evaluation (Martin and White, 2005) has been adopted. The appraisal theory is an approach which enables to define and elucidate the ways in which language can be used for the purpose of evaluation in portraying attitudinal meanings (Bednarek and Caple, 2010), and also in construction of textual personas with respect to interpersonal positioning and relationships (Martin and White, 2005). By adopting this approach it is well conceived to ascertain attitudes, judgments besides emotional reactions through the ways in which those may be indirectly inferred, presumed or implicitly presented (Martin and White, 2005).

Appraisal theory has the background of Systemic Functional Linguistics (Halliday, 1994), therefore, recounts the categories of language employed while sharing sentiments and viewpoints. By differentiating among numerous categories of evaluation, for instance, ethics, affect, or aesthetics; discerning amongst opinions of an author and the thoughts of authors cited by that author along with the definition of the extent of evaluations, a forceful investigation of Appraisal Theory can add in many ways to computational emotive analysis (Read and Carroll, 2012)

The Appraisal framework as suggested by Martin and White (2005) is comprehensive as it contains three extensive sub-types of evaluative meaning: Attitude which deals with positive and negative perspectives; graduation which gauges the intensification or force of utterance, whether raised or lowered; and engagement which determines the authorial positioning and determines the relationship with the other voices and gives substitute value positions in the communicative context.

#### *Attitude*

The Attitude sub-system denotes a system of meaning and defines three areas of private state: emotion, ethics and aesthetics; affect, judgment and appreciation. Moreover, an attitude is also categorised by its positive or negative valence (Martin and White, 2005).

#### *Affect*

Emotional reaction or response is explicitly discussed through this semantic system or source. Affect recognizes feelings, specifically an author's emotions as represented by their text. For further clarification Martin and White (2005) state that it is associated with recording positive or negative emotions, whether we are cheerful

or dejected, poised or nervous, concerned or uninterested. Halliday (1994) gives three bases that form affect, they are: expression of quality, practice and observation. Reliant on his sub-categorisation, the details of affect are as follows:

- inclination: affective behavioural for example the nation rejoiced
- in/security: expressing /comment on restlessness, fear etc.
- Un/happiness: desiderative for example jubilantly, the nation rejoices
- Dis/satisfaction for example being unhappy, disappointed, etc.

### *Judgment*

We can take judgment as appraising or judging someone's character or behaviour. Judgement is concerned with a reporter's attitude towards the behaviour of people; how they approve or reproof others' antics. With judgement we mean the aspect of language which deals with our own behaviour towards other people and the manner of their behaviour and their character. In other words how much their character or behaviour conforms to the norms of the society (Martin and White, 2005). The system of judgment can be taken to have social-cultural specifications; someone's behaviour can be interpreted as being positive or it can be negative contained within the framework of societal values of ethics.

Generally speaking judgements can be further sub-categorized under two headings One is concerned 'social esteem' and other is related to 'social sanction' (Martin and White, 2005, p. 52). When we judge people, we assess them on the basis or extent of being different or away from usual "normality", how their capability under "capacity" and to the degree the person is unyielding, i.e. "tenacity". All these extents when combined constitute judgment of social esteem. On the other hand under the category of 'judgement of social esteem we gauge how faithful people are or their "veracity" and to what extent they are ethical or "propriety" (Martin and White, 2005 p. 52).

### *Appreciation*

Appreciation is related to the valuation of things—both man-made and natural phenomena. It includes affirmative and deleterious evaluations of things, objects, procedures and states of events instead of with human behaviour. In other words appreciations can be categorised into our response to things, whether they grab our interest; whether they are pleasing; nature of their constituents (equilibrium and

intricacy), and their worth i.e. how inventive, true, suitable, etc.) (Martin and White, 2005). Concerning composition of balance, it answers the question “if it all comes together or not?” and for the intricacy or complexity of composition, it determines whether it was hard to follow or not. Regarding valuation, it determines something’s worth or value.

The Table below shows the most basic division of the categories of appraisal and subgroups of the individual categories:

**Table 2**  
*Summary of Appraisal*

<b>Appraisal</b>		
Attitude	Amplification/Graduation	Source of attitude/Engagement
Affect	Force	Monogloss
Judgment	Focus	Heterogloss
Appreciation		

*Evaluation types: Inscribed and Evoked*

If Evaluation is done in a direct manner, in which the evaluative communication is expressed plainly, it is called ‘inscribed’. When the lines are blurred, in which case the evaluative meaning is implicitly expressed Martin and White (2005) use the term ‘evoked’ for it.

## **Data Analysis**

### ***The Recognition of Evaluation***

Thetela (1997) contends that albeit evaluation playing the key role in not only text but also discourse, it’s demarcation in text is not all the time up-front. While perusing evaluation, one problem that may arise can be of ambiguity in understanding what is to be considered evaluation. Several factors including socio-cultural background, context, etc. combine to decide whether the piece of language is evaluative or not.

In order to remove these issues and to render the process of evaluation a more feasible, Thompson and Hunston (2000) advocate twofold benchmarks in order to distinguish evaluation. They are ‘conceptual’ and ‘lexical’. They consider that when speaking according to conceptual evaluation is ‘comparative, subjective and value laden’ (2000 , p. 13), while according to lexical there are certain words that are

very obviously evaluative, meaning that their key role is that of evaluation (Thompson and Hunston, 2000 ), namely: verbs, nouns, adverbs along with adjectives. For example:

*“Musharraf **tightens grip** on power as **protests grow** President's role as army chief **extended**”* (The Guardian, 8 October 2001)

In this example attitudinal values of ‘disquiet and impropriety’ is conveyed through the verb ‘tightens’ and ‘extended’, noun ‘protests’ and the verb ‘grow’ in connection with it.

## Findings and Discussion

### *Evaluation in International Print Media*

The study reveals several generalized trends in the hard news reporting of these newspapers. Mostly political and economic aspects of Pakistan are covered. National events also get an immense coverage in international print media. Unfortunately, though, nearly all of it is negative. Bomb blasts, terrorism, corruption, dictatorships, coups, army dominance, political bickering and upheavals all make the headlines. Oddly academic achievements, any break-through, progress, developments, etc. virtually nothing makes the front page or international headlines.

In the Guardian ratio of authorial to attributive attitude is 77.5 % to 22.5 %; in the Daily Telegraph it is 85 % to 14.9%; in the New York Times it is 90% to 10%; while in the Washington Post it is 90.1% to 9.9%. Hence we observe that an authoritative reporting behaviour can be seen where authorial voice is generally unrestrained (see Table 3 also). Or we can say in Bakhtin’s terms that the voice is ‘monoglossic’ and ‘undialogised’ (Bakhtin, 1981), and that the communicative milieu is interpreted as single voiced; at least in the fleeting textual instant taken up by the headlines and the lead lines. For example:

- i. **(Authorial/Monogloss)** *“Pervez Musharraf leaves Pakistan after three-year travel ban lifted, Decision to remove ban seen as sign government has conceded defeat to the will of the all-powerful military”* (The Guardian, 18 March 2016)
- ii. **(Authorial/Monogloss)** *“Pakistan Erupts in Protest, Conflict between former Prime Minister Benazir Bhutto and Pakistani President Pervez”*

*Musharraf reaches a pitch as Bhattu calls for the president to resign and is placed under house arrest” (The Washington Post, 5 November, 2007)*

Here the writers have presented the given propositions as being the kind that has no other dialogistic substitutes that require be acknowledged, or engaged with, in the present communicative milieu. In other words the news headlines are dialogistically inert and therefore having the capability of being affirmed definitely. As we see in example (i) the proposition that the Pakistani government has accepted defeat in front of dominant military is understood as something which is no longer debateable. This ‘just understood’ approach yields the intensely ideological influence of construing for the text a supposed reader who has the same value positions as that of the reporter and for whom the suggestions are, similarly, far from debateable.

Though quite less in percentage, attributive reporting is also observed. Through textual contextualisation (of purported evaluative stance) and recontextualization (of purported evaluative stance) of attributed opinions/statements and given facts, the reporters cover some facts and leave out certain others. :

- i. **(Attribution)** *“Donald Trump says (attribution: acknowledge) Pakistanis are among 'most intelligent people' (Judgement: Esteem: Capacity) and he would love to visit in call with Nawaz Sharif” (The Daily Telegraph, 30 November 2016)*
- ii. **(Attribution)** *“Pakistan’s Gilani says (attribution: acknowledge) choice is democracy or dictatorship, Lawmakers introduce resolution expressing confidence in civilian government, to be debated (Judgement: Esteem: Capacity)” (The Washington Post, 13 January, 2012)*

These examples are dialogistic as they unequivocally refer to the statements and viewpoints of external voices. Indirect narration is used or in other words we observe the use of the grammar of reported speech. But even then we can see an ideology working behind this quoting of the external source It is a way of ‘endorsing’ interpretations, the authorial voice projects this suggestion as ‘correct’ or ‘sound’ and thus supports the external source that was positioned to become the foundation of the said suggestion. While in all the other examples by merely acknowledging the statement the writer leaves the space for debate and doubt as

such reported verbs are construed to be dialogically expansive – they leave open the space for dialogic alternatives.

Usually hard news reporter adopts a covert attitude, which is a salient feature of hard news reporting (White, 2009). Nonetheless, in the analysed headlines we see that The Guardian and The Washington Post follow the overt attitude, whereas The Daily Telegraph and The New York Times cover news related to Pakistani premiers covertly. Following instances will highlight the claim:

**(Overt Appraisal)** *‘Pakistan’s senior politicians rally to Nawaz Sharif amid violent protests (Irrealis: Insecurity: Disquiet) Special parliamentary session convened over ‘revolt against state’ (Irrealis: Insecurity: Disquiet) led by Imran Khan and Tahir-ul-Qadri, **as army’s role questioned**. (Judgement: Esteem: Tenacity)’* (The Guardian, 2 September 2014)

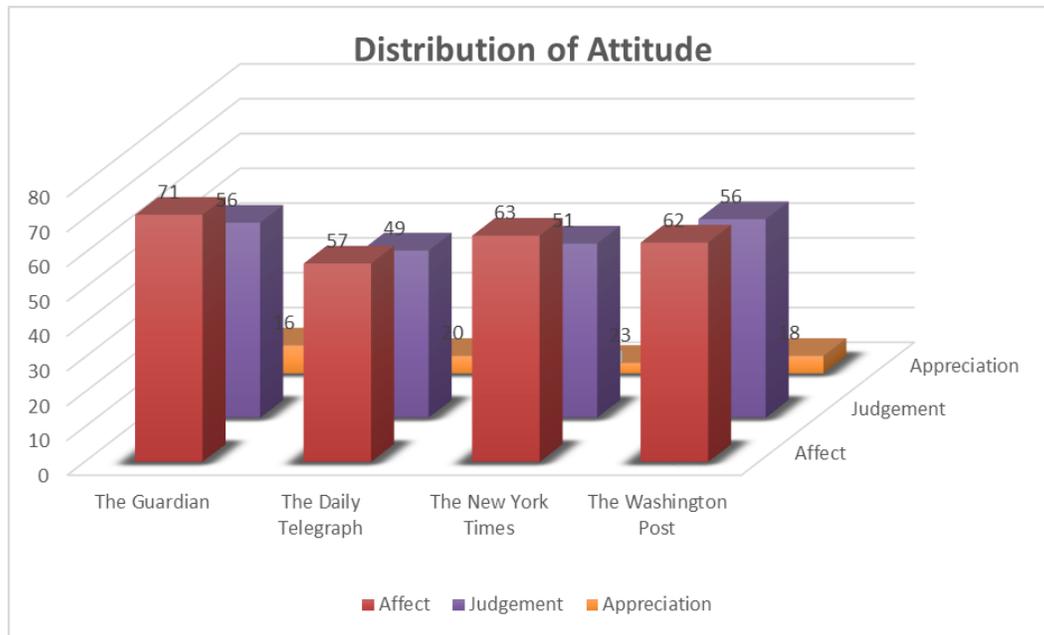
**(Covert Appraisal)** *‘Amid Crisis, President of Pakistan Visits Dubai, President Asif Ali Zardari **visited Dubai briefly on Thursday for a wedding before returning to Pakistan, as the judiciary was drawn into tensions** (-Judgement: Sanction: Propriety) *between the civilian government and the country’s powerful military*’* (The New York Times, 12 January, 2012)

**(Overt Appraisal)** *‘Pakistanis protest fuel shortages, criticize Sharif (Realis: Insecurity: Disquiet) *as they suffer through frigid winter, Pakistanis protested against severe shortages of power and fuel amid winter cold*’* (The Washington Post, 9 January, 2014)

When the reporter wants to avoid making any lexicalized realization of evaluative meaning they adopt covert attitude. On the other hand we see that these newspapers state a judgemental value in an overt manner. Where overt mannerism is utilized the newspaper presents the information in a manner where the reader either through the social context or contextualization of the information takes position either in the favour or against it.

### ***Attitudinal Values in International Print Media***

In the analysis of evaluative clauses following frequencies of attitudinal values were observed:



**Figure 1** Distribution of Attitude across All Evaluation Profiles

We can see that Affect, either overt or covert, is highest with 51.8%, followed by Judgement with 43.4% and Appreciation with 15.8 %.

#### *Distribution of affect*

With the use of Affect the reporter tries to gain the support of intended reader for the proposed position in the news report. It shows the emotions of positivity or negativity for responding to conduct, procedures, or occurrences. Generally speaking, it is exhibited in the emotions/feelings like sadness, happiness, distress, anguish, dread, fury, revulsion, compassion, amazement, or disgrace (Martin and White, 2005) For example:

- i. “A rare certainty in Pakistani politics– Nawaz Sharif is **doomed** (Realis: Insecurity: Disquiet), A combination of a rampant Imran Khan and an army that feels threatened by democracy means there is no room for Sharif” (The Guardian, 2 September 2014)

As exhibited through the above example it suggests an attitudinal position in the text with reference to the fate of Nawaz Sharif's government. The most frequently used emotional reactions or affects are Disquiet (44.5%), Displeasure (8.9%), Desire (8.9%) and Fear (7.4%) as shown in the figure below; For example:

- ii. *‘Pakistan's prime minister rebukes military chiefs (Realis: Dissatisfaction: Displeasure) for failure to combat terrorism’* (The Daily Telegraph, 6 October 2016)

Considering the rate of recurrence of sub-affect inclinations we observe a use of terms carrying negative valence as compared to positive ones. Insecurity, disquiet, dissatisfaction, displeasure, all are the expression of negativity. Inclination: Desire although having positivity in expression is realized in different ways in the selected headlines. For example:

- i. *‘Pakistani MPs say US drone strikes must end before relations improve (Irrealis: Inclination: Desire) Parliamentary committee draws up tough recommendations as basis of new partnership with US after months of tension.’* (The Guardian, 20 March 2012)
- ii. *‘6 Pakistani Army Officers, Linked to Corruption, Are Dismissed. The purge was **seen as a signal** to Prime Minister Nawaz Sharif that since the military was coming clean on wrongdoing, **he should, too** (Irrealis: Disinclination: Desire)’* (The New York Times, 21 April, 2016)

In these examples desire is realised negatively. In example (i) it is used for the inclination to stop the drone strikes.

There is an element of fear and pleading here as well. In example (ii) this desire is manifested in form of threat, hence again negative. This use of negative emotions adds to the newsworthiness of the events covered (Bednarek, 2006). This occurrence generates harshness and the effect of cross-affectations, empathised with admonishing behaviour (judgement: propriety and veracity) in selected headlines and lead lines.

#### *Distribution of judgement*

While analyzing the judgmental values we see that negative affectual inscribed appraisal also indicates invoked judgmental behaviour of the writer:

- i. “Nawaz Sharif **'more Chamberlain than Churchill'** (-Judgement: Sanction: Propriety) *as he offers Taliban fresh peace talks. Pakistan's prime minister backs down from military offensive after days of speculation that his government was ready to clear terrorist safe havens along the border with Afghanistan.* (The Daily Telegraph, 29 January 2014)
- ii. “Pakistan's Pervez Musharraf yearns to return from self-exile *A return to power for former Pakistani president? **Unlikely, even his supporters say*** (-Judgement: Esteem: Tenacity)” (The Washington Post, 23 Mar, 2013)

In the example (i) when the reporter calls Nawaz Sharif *'more Chamberlain than Churchill'* the reliability and dependability is at compromised with a provoked judgement highlighting the fact that he cannot be trusted to keep his word in the taking any concrete step in fight against Afghani terror groups; hence raising a question on the propriety and honesty of premier's behaviour.

It is pertinent to note that all these values are used negatively. For example:

- i. **(Authorial/inscribed)** “*New Courts Offer Pakistan's Generals the Power They Used to Seize\_The government of Prime Minister Nawaz Sharif is hanging on, extending a nearly seven-year stretch of nominal civilian rule, but **otherwise, the military is back in the driver's seat*** (Judgement: Sanction: Propriety)” (The New York Times, 10 January, 2015)
- ii. **(Authorial/provoked)** “*Asif Ali Zardari 'extending Pakistan political dynasty' with son* (Judgement: Sanction: Propriety)” (The Daily Telegraph, 3 September 2012)

As social norms and ethical values are depicted through judgement: Propriety, they are certain to be pertinent of human behaviours, and are generally evoked in hard news reports.

As in example (ii) it is the unsanctioned behaviour that Zardari is ‘extending his dynasty’ with the son. Reader's interpretation of provoked attitudinal assessment is given an inscribed judgemental value within the text by the use of terms that are associated with kingships, not democracies. Hence an evoked attitude has an attitudinal dependency within the text and reader's interpretation of such attitudinal values is also dependent on contextualisation of text (e.g. Pakistan political dynasty).

In example (i) and (ii) it is blatant that army or military is being considered as construed personae. For the reason that judgement is applied to mortal or man's antics only, through impersonation this sanctioned or unsanctioned behaviour of army is highlighted and made news worthy.

#### *Distribution of appreciation*

The research has observed that Appreciation tend be the least frequently used attitude type, with the ratio of 15.7% across all evaluated newspapers (see Figure 1). Appreciation is the key to determine the authorial stance in news reports as it is mostly inscribed and generally it does not come under the heading of voice curtailment (White, 1997). But in these British and American newspapers the journalistic voice is not curtailed and there is an excessive use of authorials instead of attributives in projecting appreciative stance. For example:

- i. **(Authorial/inscribed)** *"Pakistan's army instructs Prime Minister Sharif to act without violence, Protests led by Imran Khan continue – while the government is at pains to avoid **an ugly standoff** (quality) with demonstrators"* (The Guardian, 31 August 2014)
- ii. **(Authorial/inscribed)** *"Pakistan's Premier Honors Nobel Laureate from **Persecuted Minority** (Quality), Abdus Salam, a theoretical physicist, was honored by having a department of physics at one of the nation's leading public universities renamed after him"* (The New York Times, 5 December, 2016)

Here in these examples we see authorial voice working behind all these appreciative values. Frequency of value (37.7 %) is the highest across all evaluative profiles used followed by Reaction: Quality (29.9 %).

Hence we see a general trend of using authorial voice while covering Pakistani Premiers by British and American media. Use of affect is more than judgement and appreciation is the least used attitudinal value.

Affectual values align the reader with the emotional response as well increasing the news worthiness and surprise and dramatization (Bednarek, 2006). Whereas attitudinal positioning is achieved through the use of judgemental values, here social contextualization is epitome in placing the reader for or against the entity being judged. Use of judgement subtype *propriety* is highest across all newspapers suggesting a cultural importance given to what is right or a society where restraints on actions are more vigorous.

### ***An Overview of the Newspapers' Representation***

The study has revealed some general trends in appraising incidents while covering news related to Pakistani premiers.

However, the study has also found that there are certain incidents where the newspaper comes with different perspectives and trends. For example,

*“Pakistan inaugurates nuclear plant built with Chinese aid Pakistan’s prime minister has inaugurated a 340 MW nuclear power plant built with Chinese aid, **the third of four** such projects **aimed at addressing** long-time energy shortages.”* (The Washington Post, 28 December, 2016)

In this example something positive, his efforts to address the ‘long-time’ energy crisis, related to Prime Minister Nawaz Sharif is reported.

*“Pakistan’s Premier Honors Nobel Laureate From Persecuted Minority Abdus Salam, a theoretical physicist, was honored by having a department of physics at one of the nation’s leading public universities renamed after him.”* (The New York Times, 5 December, 2016)

In this example something good ‘Honors Nobel Laureate’ is juxtaposed with something negative ‘From Persecuted Minority’. Although the content is varied from the other newspapers under study yet reporting style is same.

The following table portrays an overall depiction of Pakistani premiers in all the selected newspapers:

**Table 3**

*An Overview of the Newspapers' Representations*

	<b>The Guardian</b>	<b>The Daily Telegraph</b>	<b>The New York Times</b>	<b>The Washington Post</b>
Attitudinal Value				
1 Appraiser				
Authorial	79	85	90	91
Attributive	28	16	10	12
Total*	107	101	100	103
<i>*there were headlines which contained both Authorial and Attributive statements</i>				
2 Engagement				
Monogloss	79	85	90	91
Heterogloss	28	16	10	12
Acknowledge	26	15	10	10
Distance	1			
Endorse	1	1		1
Reinforce				1

3	Graduation								
	Force	11		53		37		26	
	Focus	89		48		63		74	
		Inscri	Evok	Inscrib	Evok	Inscri	Evok	Inscribed	Evok
		bed	ed	ed	ed	bed	ed		ed
4	Affect								
	Dis/Inclination								
	Fear	-3	-1	-1	-3	-1	-4	-3	-1
	Desire	+2, -2		+2, -5	-1	+1, -3		+2, -2	
	Un/Happiness								
	Misery			-2		-1			
	Antipathy	-2		-2		-1	-1		
	Cheer					+1	+1		
	Affection	+1		+1			+2	+2	
	In/Security								
	Disquiet	-27	-7	-20	-3	-17	-8	-29	-5
	Surprise	-1	-1	-2		-1	-1	-2	-1
	Confidence	+3, -2	+3	+4, -1	-1	+2	+3	+1, -3	
	Trust					-1	+2, -1	+1	
	Dis/Satisfaction								
	Ennui	-1					-1		-2
	Displeasure	-10	-2	-5	-4	-1	-3	-4	-1
	Interest	+1				-1	+1, -1		-1
	Pleasure	+1						+1, -1	
5	Judgement								
	Normality	-2				-2	-2		
	Capacity	+1, -2	+3, -	+2, -6	+1, -	-2	-2	-3	+1, -
	Tenacity	+2, -4	3	+2	7	+4, -3	-5	+1, -2	5
	Veracity	-1	-11	-3	+1, -	-1	-1	-6	-3
	Propriety	-7	+2, -	-2	1	+1, -	-15	-20	-1
			5		-8	11			-14
			+1, -		-16				
			12						
6	Appreciation								
	Reaction: Impact		-1	+1	+3	-5			-1
	Reaction: Quality	+1, -2	-1	-2	+2	+2, -5	-1	+1, -4	-2
	Composition:								
	Balance				-3		-1		
	Composition:								
	Complexity	+1, -1	-1		-3		-4		-1
	Valuation:	+1, -2	+1, -4	-3	-2		+3, -1	-3	-5

As summarised in the table above we see that there is more negative depiction than positive. The reporters overtly convey their judgement or emotional reaction towards Pakistani Premiers. The Daily Telegraph and The New York Times

exhibit an inclination towards covert coverage whereas the other two take a more direct route of overt coverage. Affectual value of *'Disquiet'* is deemed to be the highest value across all four newspapers.

#### *Value positions and alignment*

The research also sets to reveal how particular political attitudes are promoted through author's choice of particular attitudinal meanings. The framework utilized for these means of intersubjective positioning is focused on moulding the main dialogistic effects linked to such connotations. It is seen that the writer negotiates a relationship of alignment/disalignment with reference to the numerous value positions cited by the text along with formation of a meaning making processes and therefore, concerning the socially-constructed groups of communal attitude and faith related to those positions. By 'alignment/disalignment', the researcher means agreement/disagreement in terms of both attitudinal assessments and to dogmas or suppositions about the kind of world we live in, its historical past, and how the things should be in it. In connection to this, it was noted that once the newspapers proclaim their own attitudinal positions they not only express their own position, but concurrently bid the readers to approve and to reciprocate the feelings or endorse the judgemental values that are being covered in these headlines. Consequently assertions of attitude dialogically align the recipient into a community with shared values and believes. Thus by analyzing them we can construct a putative addressee. The intended reader of all these newspapers is without any doubt a westerner. We can see that the writer aligns themselves with these readers and away from their subjects:

- i. "*'Terrific guy, fantastic country'*(+ inscribed), **Esteem: Capacity**): *Trump heaps praise on Pakistan's leader (+ inscribed, Realis: Satisfaction: Pleasure), Pakistan's government has released details of an extraordinary telephone call (- inscribed, Esteem: Normality) between the US president-elect and Pakistan's Prime Minister Nawaz Sharif*" (The Guardian, 1 December 2016)
- ii. "*Asif Ali Zardari 'extending Pakistan political dynasty' with son (-provoked, Sanction Propriety)*" (The Daily Telegraph, 3 September 2012)
- iii. "*6 Pakistani Army Officers, Linked to Corruption, Are Dismissed ((-inscribed), Sanction: Propriety). The purge was seen as a signal to Prime Minister Nawaz Sharif that since the military was coming clean on wrongdoing, he should, too (- provoked,*

**Irrealis: Disinclination: Desire.)”** (The New York Times, 21 April, 2016)

- iv. *“Pakistani Government Suspends License of ARY News, Analysts said that the 15-day suspension seemed aimed at curtailing coverage that has been increasingly critical of Prime Minister Nawaz Sharif (-evoked, Sanction: Propriety)”* (The New York Times, 20 October, 2014)

These headlines exposed a consonance of a great degree amid author and anticipated reader and it, in doing so, recognized a system of value loaded, linguistically potent dogmas along with valuations. May be to the extent of exclusion of any other alternative picture or opinion other than negativity. These elements are measured against the social values and norms of those societies.

Another aspect that the research addressed is revelation of political affiliation of the newspaper with Pakistan. We see a pattern of anti-Pakistani stance. The theme of these of the matter related to Pakistan is also to be blamed for this negativity, but we also see a configuration of linguistic arrangements and choices that ultimately casts Pakistan in a deleterious light. Apart from these verdicts, we also see that in the coverage of news events related to Pakistan the newspapers do not show their left or right wing stance or whether the support republican or democrats; nevertheless we sense contempt at the instability and corruption in the governments of all these premiers alike. Furthermore, even while attributing the news to an external, the newspaper is fully responsible for choosing the fragment of other person’s dialogue is to be included in the news article. So we can say that, the reporter is in the place to steer the direction of the evaluation.

## **Conclusion**

The overall findings as given above show that the data marks similar categories of linguistic resources to invoke negatively attitudinal meanings as reported in (Bednarek, and Caple, 2010). Invoked appraisal strategies have been employed to construct diverse ideological positions for the rage of readership. In addition, the study presents the ways in which Pakistani Premiers are ideologically portrayed in international print media with the interconnection of socio-cultural perspectives. This is in anticipation of the paper that the attitudinal meanings are overtly constructed to promote a point of view as discussed earlier.

This study revolves around the depiction of Pakistani premiers, hence leads to the question of our national identity as being construed as per the themes being endorsed and highlighted. However, there is a huge scope for working on different aspects of electronic or print media with a focus on Pakistan representation. Discoursal aspect of media studies lends rich insight into personae building and attitudinal positioning (Bednarek, 2006) so, this study has showcased the recognisable findings (see the subsequent sections above) on the ways journalists portray intended meanings and strategies construing socio-political identity. Moreover, it is also anticipated that this research will motivate the scholars in the field to further explore generic moves, rhetorical techniques etc., deployed to appraise the representations in journalistic texts.

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