

Positive & Negative Evaluative Language: A comparative Study on British News Reports about the Isis conflict in Iraq & Syria using Appraisal Theory

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Research Questions & Theoretical Approaches

- ❖ Appraisal Theory (Martin & White: 2005) has helped to answer these research questions:
 - Q1. What type of evaluative patterns and group identities do the journalistic accounts of Iraq and Syria produce?
 - Q2. Whose voices are included in the articles and for what purposes?
- ❖ However, Appraisal theory alone could not help in answering the fourth question and part of the third question. Therefore, I have adopted Fairclough's CDA (1992) three-dimensional as augmenting Appraisal.
 - Q3. What type of strategies have the journalists employed in order to position the readers in a way that aligns them with a view that is presented as common sense or natural?
 - Q4. Are the newspapers conveying similar or different ideologies?

Fairclough's (1992) three-dimensional model

Fairclough's three-dimensional model (1992) presents a framework for discourse analysis which is suitable for use in social scientific research.

The three dimensions comprises:

- ❖ discourse as text - it refers to linguistic features like the choice of vocabulary, grammar, cohesion, and text structure.
- ❖ discourse as discursive practice – it refers to the production, circulation and consumption of texts.
- ❖ discourse as social practice, which implies ideological effects and hegemonic processes in which discourse participates

- ❖ Ideologies are the ideas and belief system of a particular group of people. They are distributed so broadly among a whole community in a way that they become part of their general accepted attitude, as views, apparent beliefs, or common sense
- ❖ Intertextuality It is concerned with how texts are produced in relation to prior texts and how texts help to construct the existing conventions in producing new texts.

The main linguistic approaches

- ❑ Re-occurrence of certain evaluative patterns:
 - Positive and negative attitude evaluative patterns
 - Inscribed and invoked attitude evaluative patterns
 - Graduation patterns of force and focus
- ❑ Projection patterns (via Engagement system)
 - Mental verbs (acknowledgement sub-system)
 - Reported verbs (acknowledgement sub-system)
- ❑ Denial or negation (via Engagement system)
 - Disclaim & Proclaim

positioning the readers ideologically

HOW THESE QUESTIONS CAN BE ANSWERED?

CDA CONCEPTS

Ideology and common sense
Negation and common sense
Intertextuality

Martin and White's (2005) Appraisal Theory

Appraisal theory oriented at the linguistic resources by which a texts/speakers express, negotiate and normalise specific inter-subjective and ideological positions. The theory is concerned more specifically with the language of evaluation, attitude and emotion. It also overtly position a text's proposals and propositions interpersonally with a set of resources. The theory comprises of three main systems of Attitude, Engagement, and Graduation.

Questions

1. Any suggestion(s) regarding the linguistic choices to position the readers ideologically?
2. What do you think of the CDA concepts?