

**Strategies for Affiliation in Media Editorials:  
Persuading and Aligning Readers**

Feifei LIU

A thesis submitted in fulfilment  
of requirements for a  
Doctor of Philosophy

Faculty of Arts and Social Sciences  
University of Technology Sydney  
July 2017

## **Certificate of Original Authorship**

I certify that the work in this thesis has not previously been submitted for a degree nor has it been submitted as part of requirements for a degree except as fully acknowledged within the text.

I also certify that the thesis has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

Signature of Student:

Date: July 2017

## **Dedication**

I dedicate this thesis to my loving husband, *Changxing*.

## **Acknowledgements**

The completion of this thesis owes thanks to a large number of people who have been supporting me both personally and academically during my study. I am taking this opportunity to express my deep gratitude to them.

My deepest gratitude goes to my supervisor, Dr Susan Hood, who showed me the ways to do research and more importantly how to think critically. Her encouragement and support have accompanied me through the process of my academic study and research. She always encouraged me to go one more step further in analysing the data and to write one more draft to complete the thesis. She always considered it a pleasure to provide any reading material I needed and to guide me in my reading and thinking. Her instruction, encouragement, guidance, support and patience have been of the greatest value to me. Sue has not only been a great supervisor but, more importantly, a friend and a member of my family. She has always been here whenever I needed help.

I am also profoundly indebted to Professor Jim Martin at the University of Sydney for his help and guidance during my study in Sydney. He has been kind enough to let me sit in his classes in Functional Grammar, Analysing Discourse, and Media Discourse Analysis, where his explanations and instructions helped me to better understand the general fields of systemic-functional linguistics and of media. He has been patient in giving me advice and feedback on my presentations at meetings and conferences. I have benefitted a lot from every meeting and every talk with Jim.

I am also deeply grateful to the other scholars and my colleagues in Sydney. I would like to thank Dr John Knox and Dr Helen Caple for their comprehensive explanations of and instructions on media discourse. My thanks also go to Dr Peter White and Dr Lexie Don for their advice and support in the analysis of my data. It is my honour to thank my colleagues in Sydney, especially those frequently joining the PhD meetings: Dr Sumin Zhao, Dr Jing Hao, Dr Yaegan Doran, Dr Eszter Szenes, Dr Jennifer Blunden, Dr Bandar Alhumaidi A. Almutairi, Dr Min Xie, Dr Xi Wang, Dr Xiaoqing Yan, Dr Chen Wang, Dr Ayumi Inako, Lucy Jones, Kunkun Zhang and Muwen Yang. Their research and expertise greatly encouraged me to explore more in my own writing. My special thanks go to Dr Harni Kartika Ningsih who always accompanied me both as my best friend and as my colleague.

I would also like to offer my thanks to my teachers and friends in China. I am greatly indebted to Professor Chenguang Chang at Sun Yat-sen University, Professor Xuanwei Peng at GuangDong University of Foreign Studies, Professor Delu Zhang at Tongji University, Professor Guowen Huang at South China Agricultural University, and Professor Shizhu Liu at Shandong University. It was their lectures and conference presentations that lead me into the field of systemic-functional linguistics and motivated me to pursue this field further as a PhD student.

It is my honour to thank the China Scholarship Council for its four-year sponsorship of my studies at the University of Technology Sydney. It was with its help that I could focus fully on my PhD study.

I would also like to thank my family: my parents, my parents-in-law, and my young sister Ning Liu. Their encouragement and support have given me great strength to do more in the studies.

## Table of Contents

Certificate of Original Authorship .....	ii
Dedication .....	iii
Acknowledgements.....	iv
Table of Contents .....	vi
List of Figures.....	ix
List of Tables .....	xii
Abbreviation .....	xiv
Abstract.....	xv
<b>Chapter 1 – Introduction.....</b>	<b>1</b>
1.0 An emerging object of study.....	1
1.1 Media and rhetoric .....	3
1.2 Overview of the research design .....	4
1.2.1 Editorial texts.....	4
1.2.2 Research questions.....	6
1.2.3 Linguistic theories .....	7
1.2.4 A discourse semantic perspective .....	10
1.3 Research significance .....	12
1.4 Organisation of the thesis .....	13
<b>Chapter 2 – Foundations in Literature and Theory .....</b>	<b>15</b>
2.0 Introduction .....	15
2.1 Studies of media discourse .....	15
2.2 Linguistic study of newspaper editorials.....	19
2.2.1 Genres of editorials .....	19
2.2.2 Language of editorials: lexicogrammar features .....	20
2.2.3 Persuasion: evaluative studies of editorials .....	23
2.2.4 The writer-reader relationship.....	27
2.2.5 Consolidating the current literature on newspaper editorials .....	28
2.3 Systemic-functional linguistics (SFL).....	29
2.3.1 Metafunctions: ideational, interpersonal and textual .....	30
2.3.2 Realisation: stratifying language and context.....	31
2.3.3 Instantiation .....	37
2.3.4 Individuation.....	40
2.3.5 Affiliation strategies .....	41
2.3.6 Discourse semantic systems and structures .....	46
2.3.7 Consolidating the theoretical model.....	54
2.4 Conclusion.....	54
<b>Chapter 3 – Research Design .....</b>	<b>56</b>
3.0 Introduction .....	56
3.1 Research methods .....	57
3.2 Research data .....	59
3.2.1 Selecting newspapers .....	59
3.2.2 Identifying editorials .....	61
3.3 Building data sets.....	62
3.4 Data analysis .....	63
3.4.1 APPRAISAL analysis .....	63
3.4.2 IDEATION analysis.....	75
3.5 Consolidating the research design .....	78

3.6 Ethical considerations .....	78
<b>Chapter 4 – Proposing Communities of Readers .....</b>	<b>80</b>
4.0 Introduction .....	80
4.1 Attitudinal profiles .....	80
4.1.1 Kinds of attitude in <i>The Australian</i> .....	80
4.1.2 Kinds of attitude in the <i>China Daily</i> .....	83
4.1.3 Comparative profiles of attitudinal values .....	85
4.2 Profile of affect with ideation .....	86
4.2.1 Comparing kinds of affect .....	86
4.2.2 Triplets in <i>The Australian</i> .....	88
4.2.3 Triplets in the <i>China Daily</i> .....	94
4.2.4 Comparative profiles of affect .....	100
4.3 Profile of judgement with IDEATION .....	101
4.3.1 Comparing kinds of judgement .....	101
4.3.2 Couplings in <i>The Australian</i> .....	103
4.3.3 Couplings in the <i>China Daily</i> .....	109
4.3.4 Comparative profiles of judgement .....	115
4.4 Profile of appreciation with IDEATION .....	115
4.4.1 Comparing kinds of appreciation .....	115
4.4.2 Couplings in <i>The Australian</i> .....	117
4.4.3 Couplings in the <i>China Daily</i> .....	128
4.4.4 Comparative profiles of appreciation .....	137
4.5 Communities of values .....	137
4.5.1 Process of community construction .....	138
4.5.2 Communities in <i>The Australian</i> .....	141
4.5.3 Communities in the <i>China Daily</i> .....	144
4.5.4 Comparative profiles of communities .....	145
4.6 Conclusion .....	146
<b>Chapter 5 – Managing Communities of Readers .....</b>	<b>148</b>
5.0 Introduction .....	148
5.1 Affiliation strategies in <i>The Australian</i> .....	149
5.1.1 Closing down positive evaluations of Labor .....	150
5.1.2 Conceding and overriding positive evaluations of Labor .....	155
5.1.3 Invalidating positive evaluations of Labor .....	167
5.1.4 Evaluating Labor with sarcasm .....	171
5.1.5 Consolidating affiliation strategies and the construction of communities in <i>The Australian</i> .....	173
5.2 Affiliation strategies in the <i>China Daily</i> .....	178
5.2.1 Attitudinal harmony .....	179
5.2.2 Propagating prosodies across relation of repetition .....	180
5.2.3 Propagating prosodies across relation of antonymy .....	182
5.2.4 Propagating prosodies across relation of hyponymy .....	183
5.2.5 Propagating prosodies across relation of meronymy .....	186
5.2.6 Consolidating rhetorical strategies in managing readers in the <i>China         Daily</i> .....	188
5.3 Managing readers across whole texts – in <i>The Australian</i> and the <i>China Daily</i> .....	192
5.3.1 One sample text from <i>The Australian</i> .....	192
5.3.2 One sample text from the <i>China Daily</i> .....	197
5.3.3 Summary: comparing affiliation strategies in two sample texts .....	201

5.4 Conclusion	202
<b>Chapter 6 – Conclusion</b>	<b>204</b>
6.0 Introduction	204
6.1 Contributions to understanding persuasion as strategies of affiliation	205
6.1.1 Synoptic accounts of attitudinal preference and difference	206
6.1.2 Dynamic accounts of attitudinal preference and difference	210
6.1.3 Prosodies of evaluative couplings	212
6.1.4 Personae of the editorial writers	213
6.1.5 Consolidating the emergent contrasts of evaluative strategy in <i>The Australian</i> and the <i>China Daily</i>	214
6.2 Contributions to other fields of practice	216
6.3 Limitations and directions for future study	217
<b>Appendices</b>	<b>218</b>
Appendix I: Genre types of editorials in <i>The Australian</i>	218
Appendix II: Genre types of editorials in the <i>China Daily</i>	219
Appendix III: Expressions of lexical metaphor in <i>The Australian</i>	220
Appendix IV: Expressions of lexical metaphors in the <i>China Daily</i>	224
Appendix V: Attitude encoded in <i>The Australian</i>	226
Appendix VI: ATTITUDE encoded in the <i>China Daily</i>	241
Appendix VII: Gloss of people in editorials from <i>The Australian</i>	251
Appendix VIII: Gloss of technical terms in editorials from <i>The Australian</i>	255
Appendix IX: Gloss of people in editorials from the <i>China Daily</i>	257
Appendix X: Gloss of technical terms in editorials from <i>China Daily</i>	258
Appendix XI: Attitudinal encodings in the text of <i>Between a tragedy and a farce</i> in <i>The Australian</i>	259
Appendix XII: Attitudinal encodings in the text of <i>Caribbean co-operation in China Daily</i>	261
<b>References</b>	<b>262</b>



## List of Figures

Figure 2.1: Journalistic keys – attitudinal profile (Martin & White 2005, p. 178) .....	25
Figure 2.2: Strata and metafunctions of language.....	32
Figure 2.3: Stratified stratum of social context (Martin 1997, p. 8) .....	34
Figure 2.4: Stratification of language and context .....	34
Figure 2.5: Realisation and stratification .....	35
Figure 2.6: Language in relation to a stratified model of social context (as register and genre) (Martin 2010, p. 18).....	36
Figure 2.7: Cline of instantiation (Martin & White 2005, p. 25).....	38
Figure 2.8: Intersection of stratification and instantiation (Halliday 2005, p. 255).....	38
Figure 2.9: Realisation in relation to instantiation (all strata instantiated) (Martin 2010, p. 24) .....	39
Figure 2.10: Individuation and affiliation perspectives of individuation cline (Martin 2010, p. 28) .....	41
Figure 2.11: Levels of affiliation on the individuation cline (Knight 2010a, p. 238).....	43
Figure 2.12: Layers of Themes and News in discourse (Martin & Rose 2007, p. 199)..	48
Figure 2.13: Kinds of meaning in relation to kinds of structure (Martin & White 2005, p. 18) .....	51
Figure 3.1: Editorials in <i>The Australian</i> .....	61
Figure 3.2: Editorials in <i>China Daily</i> .....	62
Figure 3.3: A topological perspective on attitudinal resources (adopted from Martin 2000a, p. 166).....	66
Figure 3.4: Network of GRADUATION (adapted from (Hood 2015a)) .....	70
Figure 3.5: Analysis framework for ATTITUDE (adapted from Martin & White 2005) .....	73
Figure 4.1: Coupling of positive inclination with Trigger in <i>The Australian</i> .....	92
Figure 4.2: Triplets of positive inclination, Emoter and Trigger in <i>The Australian</i> .....	92
Figure 4.3: Cluster of Triplets (positive inclination+Emoter+Trigger) in <i>The Australian</i> .....	93
Figure 4.4: Affect syndrome in <i>The Australian</i> .....	94
Figure 4.5: Coupling of positive inclination and Trigger in the <i>China Daily</i> .....	99
Figure 4.6: Triplets of positive inclination, Emoter and Trigger in the <i>China Daily</i> .....	99
Figure 4.7: Affect syndrome in the <i>China Daily</i> .....	100
Figure 4.8: Opposite evaluative couplings (capacity) in <i>The Australian</i> .....	106
Figure 4.9: Judgement-Labor syndrome in <i>The Australian</i> .....	108
Figure 4.10: Judgement-Liberal syndrome in <i>The Australian</i> .....	109
Figure 4.11: Evaluative coupling (capacity) in the <i>China Daily</i> .....	113
Figure 4.12: Cluster of evaluative coupling (negative capacity+action on people) in the <i>China Daily</i> .....	114
Figure 4.13: Judgement syndrome in the <i>China Daily</i> .....	114
Figure 4.14: Evaluative coupling (reaction) in <i>The Australian</i> .....	123
Figure 4.15: Invoked evaluative coupling (judgement) in <i>The Australian</i> .....	123
Figure 4.16: Combined evaluative coupling (positive reaction-judgement) in <i>The Australian</i> .....	124
Figure 4.17: Combined evaluative coupling (negative reaction-judgement) in <i>The Australian</i> .....	124
Figure 4.18: Complex evaluative couplings (reaction-judgement) in <i>The Australian</i> ..	125
Figure 4.19: Reaction-Labor syndrome in <i>The Australian</i> .....	127

Figure 4.20: Reaction-Liberal syndrome in <i>The Australian</i> .....	127
Figure 4.21: Evaluative coupling (reaction) in the <i>China Daily</i> .....	135
Figure 4.22: Cluster of evaluative coupling (reaction) in the <i>China Daily</i> .....	135
Figure 4.23: Appreciation syndrome in the <i>China Daily</i> .....	137
Figure 4.24: ‘Gillard admirers’ bond in <i>The Australian</i> .....	138
Figure 4.25: Community of ‘Gillard admirers’ in <i>The Australian</i> .....	139
Figure 4.26: Community of ‘the Labor Party admirers’ in <i>The Australian</i> .....	140
Figure 4.27: Affiliation framework (with reference to Knight 2010a, p. 249) .....	141
Figure 4.28: General communities in <i>The Australian</i> .....	144
Figure 4.29: General Community of harmonious society in the <i>China Daily</i> .....	145
Figure 5.1: [[POS+LABOR]+NOT+[POS+AUSTRALIA]] in <i>The Australian</i> .....	151
Figure 5.2: Reinforcing the recast of [POS+LABOR] as [NEG+LABOR] in <i>The Australian</i> .....	152
Figure 5.3: [[POS+LABOR]+causes+[NEG+LABOR]] in <i>The Australian</i> .....	153
Figure 5.4: Reinforcing the shift from [POS+LABOR] to [NEG+LABOR] in <i>The Australian</i> .....	154
Figure 5.5: [[POS+LABOR]+causes+[POS+LABOR]] in <i>The Australian</i> .....	156
Figure 5.6: [POS+LABOR:role] overridden by [NEG+LABOR:performance] in <i>The</i> <i>Australian</i> .....	157
Figure 5.7: [pos+Labor:policy] overridden by [neg+Labor:practice] in <i>The Australian</i> .....	159
Figure 5.8: [POS+LABOR:in opposition] overridden by [NEG+LABOR:in government] in <i>The Australian</i> .....	161
Figure 5.9: [individual+[pos+Labor]] as Trigger of [group+[neg+Labor]] in the <i>China</i> <i>Daily</i> .....	164
Figure 5.10: [individual+[POS+LABOR]] overridden by [group+[NEG+LABOR]] in <i>The</i> <i>Australian</i> .....	165
Figure 5.11: Invalidating [POS+LABOR:future] by contrasting with [NEG+LABOR:present] in <i>The Australian</i> .....	169
Figure 5.12: Sarcasm and [POS+LABOR] in <i>The Australian</i> .....	172
Figure 5.13: Explicit contrastive prosodies in <i>The Australian</i> (adapted from Zappavigna et al. 2010, p. 159) .....	176
Figure 5.14: Implicit contrastive prosodies in <i>The Australian</i> .....	177
Figure 5.15: Propagating [POS+SOCIAL RELATIONS] across relation of repetition in the <i>China Daily</i> .....	181
Figure 5.16: Propagating [POS+SOCIAL RELATIONS] across relations of antonymy in the <i>China Daily</i> .....	183
Figure 5.17: Relations of hyponymy ( <i>challenge, financial stability and rising housing</i> <i>prices</i> ) in the <i>China Daily</i> .....	185
Figure 5.18: Propagating [NEG+SOCIAL RELATIONS] across relations of hyponymy in the <i>China Daily</i> .....	185
Figure 5.19: Propagating across relations of meronymy ( <i>Chinese economy, exports and</i> <i>consumption</i> ) in the <i>China Daily</i> .....	187
Figure 5.20: Propagating [POS+SOCIAL RELATIONS] across relations of meronymy in the <i>China Daily</i> .....	187
Figure 5.21: Prosody of consistent values in the <i>China Daily</i> .....	189
Figure 5.22: Contrastive prosodies of values about the field ‘afflicting/opposition’ in the <i>China Daily</i> .....	190

Figure 5.23: Contrastive prosodies of values about the field ‘serving/co-operation’ in the <i>China Daily</i> .....	191
Figure 5.24: Affiliation strategies in <i>Between a tragedy and a farce</i> .....	197
Figure 5.25: Affiliation strategies in <i>Caribbean co-operation</i> .....	201

## List of Tables

Table 3.1: Comparison of characteristics of <i>The Australian</i> and <i>China Daily</i> .....	60
Table 3.2: Dates for collecting the newspaper editorials .....	62
Table 3.3: Editorial texts as data for the present research.....	63
Table 3.4: Conventions for coding ATTITUDE (Martin & White 2005, p. 71).....	73
Table 3.5: Instance of attitudinal encoding (affect) .....	74
Table 3.6: Examples of attitudinal coding .....	75
Table 3.7: Kinds of entities (adopted from (Martin & Rose 2007, p. 114).....	76
Table 3.8: Taxonomic relationship in discourse (adopted from (Martin 1992a, pp. 294-309) .....	77
Table 4.1: Ratio of inscribed and invoked attitude in <i>The Australian</i> .....	81
Table 4.2: Inscribed attitude in <i>The Australian</i> .....	82
Table 4.3: Ratio of inscribed and invoked attitude in the <i>China Daily</i> .....	83
Table 4.4: Inscribed attitude in the <i>China Daily</i> .....	85
Table 4.5: Subcategories of affect in <i>The Australian</i> .....	87
Table 4.6: Subcategories of affect in the <i>China Daily</i> .....	87
Table 4.7: Classification of Emoters of positively inscribed inclination in <i>The Australian</i> .....	90
Table 4.8: Classification of non-authorial Emoters of inscribed inclination in the <i>China Daily</i> .....	97
Table 4.9: Classification of Trigger of inscribed positive inclination in the <i>China Daily</i> .....	98
Table 4.10: Clusters of evaluative triplets in the <i>China Daily</i> .....	100
Table 4.11: Subcategories of judgement in <i>The Australian</i> .....	102
Table 4.12: Subcategories of judgement in the <i>China Daily</i> .....	102
Table 4.13: Classification of the targets of capacity in <i>The Australian</i> .....	105
Table 4.14: Positive and negative instances of capacity in <i>The Australian</i> .....	107
Table 4.15: Cluster of evaluative couplings (capacity) in <i>The Australian</i> .....	108
Table 4.16: Classification of the targets of capacity in the <i>China Daily</i> .....	110
Table 4.17: Positive and negative instances of capacity in the <i>China Daily</i> .....	112
Table 4.18: Subcategories of appreciation in <i>The Australian</i> .....	117
Table 4.19: Subcategories of appreciation in the <i>China Daily</i> .....	117
Table 4.20: Classification of the appraised entities of appreciation:reaction (Performance, Policy, etc.) in <i>The Australian</i> .....	118
Table 4.21: Classification of actors of performance/policy in <i>The Australian</i> .....	120
Table 4.22: Positive and negative appreciation:reaction of <i>performance/policy</i> in <i>The Australian</i> .....	121
Table 4.23: Positive and negative evaluations of actors of <i>performance/policy</i> in <i>The Australian</i> .....	122
Table 4.24: Clusters of combined evaluative couplings (reaction-judgement) in <i>The Australian</i> .....	126
Table 4.25: Classification of the targets of appreciation:reaction (performance, situation, etc.) in the <i>China Daily</i> .....	129
Table 4.26: Classification of actors of performances in the <i>China Daily</i> .....	130
Table 4.27: Positive and negative appreciation:reaction to <i>performance/situation/economy</i> in the <i>China Daily</i> .....	131
Table 4.28: Positive and negative instances of judgement of actors of <i>performance</i> in the <i>China Daily</i> .....	133

Table 4.29: Clusters of couplings of types of experiential target with polarity of reaction in the <i>China Daily</i> .....	136
Table 4.30: Couplings, bonds and local communities in <i>The Australian</i> .....	142
Table 4.31: Clusters of couplings, local communities and general communities in <i>The Australian</i> .....	143
Table 4.32: Couplings, bonds and local communities in the <i>China Daily</i> .....	144
Table 5.1: Affiliation strategies in text 1 and text 2.....	202

## **Abbreviation**

SFL      Systemic-functional linguistics

## Abstract

This thesis is concerned with the enactment of persuasion of readers in written monologic media discourse. It characterises persuasion as the particular patterns of linguistic choices for constructing and managing communities of shared values between writers and their readers in newspaper editorial texts. The analyses and discussions in this study provide an account of the means through which editorial texts enable their readers to feel with the writers' evaluative positions.

The general linguistic theory underpinning this thesis is that of systemic-functional linguistics (SFL). Of particular relevance within this theoretical framework is the affiliation aspect of the individuation cline, which presents the evaluative couplings of [ATTITUDE+IDEATION] as the linguistic basis for constructing a community of shared values and for enacting persuasion. The thesis proposes a complementary perspective on the strategies of affiliation by treating the patterns of re-coupling of different evaluative couplings as its strategies. To capture the re-coupling process, the thesis adopts both a synoptic and a dynamic approach to explore the strategies of affiliation: distributional patterns of evaluative couplings (synoptic) and the logogenetic development of these couplings (dynamic).

The affiliation model is applied to the examination of 21 editorial texts from two national broadcast newspapers. Eleven of them are from *The Australian* and 10 are from the *China Daily*. The exploration focuses on the distributional patterns of attitudinal values both in terms of their category and their experiential targets in each data set. It also examines the patterns of re-coupling between evaluative couplings which are mediated by choices from other linguistic systems. Finally, the analysis investigates the effects of these patterns of evaluative couplings and the effects of re-couplings for persuasion between editorial writers and their readers and compares the persuasive rhetoric identified for each data set.

The analyses of coupling and re-coupling suggest that the two newspapers differ from each other in terms of their affiliation strategies. *The Australian* prefers to encode opposite evaluative couplings in each editorial text. The strategy is described as a divisive one, dividing its predominantly Australian readership into opposing communities. The *China Daily*, on the other hand, tends to express consistent evaluative couplings in every editorial text. On this basis, it can be said to function as a solidary strategy, in relation to

its global readership. This tendency attempts to unite a global populace and realises a solidary rhetoric. At a broader level the thesis makes a significant contribution to a linguistic understanding of persuasion in media discourse.



## Chapter 1 – Introduction

### 1.0 An emerging object of study

The analyses presented in this and subsequent chapters revolve around the inter-relationship of the key concepts of persuasion and media discourse. My specific interest in this as an object of study arose over time, emerging from a conflation of factors. From an intellectual perspective, as a master student of linguistics in China I had become increasingly familiar with and interested in researching within the rapidly expanding field of studies of the language of evaluation. Of particular theoretical interest was the modelling of systems of APPRAISAL<sup>1</sup> within the theoretical framework of systemic-functional linguistics. Through close engagement with Martin and White's (2005) *The language of evaluation: Appraisal in English* I was particularly drawn to the field of media discourse as an object of study. My orientation to a comparative exploration of the rhetorical nature of media texts was sharpened upon moving to Australia to commence my doctoral studies, and my personal experiences as a reader of newspaper texts from two quite different cultural contexts, in particular *The Australian* and the *China Daily*. I became aware of both similarities and differences between these two newspapers, with my focus drawn in particular to my position as reader and to the ways in which I was positioned and encouraged to align with values and stances of the newspaper. This was most apparent, perhaps not surprisingly, in the texts which most overtly express the opinions of the relevant newspaper, those of editorials. My interest grew in exploring the kinds of values that were being promoted to me as a reader, and how they were expressed and promoted, especially given the cultural diversity across the different media.

A linguistically focused concern with the nature of values expressed in the media and how they are enacted is one that connects to an expanding body of socially oriented research (as discussed in detail in Chapter 2). It also connects to current and significant discussions in the broader social context, including within media discourse itself, with the emergence of the so-called 'post-truth' age (Caple 2013; Knox 2010). A significant premise of the present research is that there is more to be understood of the nature of the

---

<sup>1</sup> Following SFL, systems are presented in small caps in the present study, such as APPRAISAL, ATTITUDE, ENGAGEMENT, and GRADUATION.

newspaper discourse as a means for construing social reality and promoting social values, and that it is of particular importance to explore further the means through which newspaper texts persuade their readers to take certain positions with respect to that construed reality, and additionally how this might vary with respect to different kinds of media outlets.

My emerging object of study was progressively sharpened to focus more explicitly on reader positioning. News media, across their diverse modes and formats, are understood as both means for reporting happenings and for shaping public opinion about those happenings. It is widely understood that the shaping of opinion is not only an issue of the expression of evaluation, but more broadly is attributed to at least the selection of events to report, the angles taken on the telling of news stories (Martin & White 2005) and the relative accessibility of the media to a public readership (Ekstrand 2002). In shaping values news media undoubtedly exert an increasing influence on the economic, social and cultural life of communities. The extent to which the shaping of social and political opinion is overt or covert, and relatively fixed or otherwise with respect to a given political or social stance, will vary both with the specific media outlet (its control or ownership) and with the kind of media text considered. Historically, early studies of media impact tended to present the mass audience/readership as passive and explored what were considered non-reciprocal effects of media on audience (Feez, Iedema & White 2008). In the latter half of the 20th century the focus shifted to the mutual relationship inherent in communication, since the putative readership also exerts influence on the shaping process. Studies of media audience as active participants have been conducted in a variety of ways, for example, via 'audiences ratings, tracking, focus groups and call-out and lifestyle research' (Feez, Iedema & White 2008, p. 38). In recent research the mass audience/readership was viewed as active participant in the production of media texts, whether the participation is real or not.

While media response research can contribute generalised pictures that can inform certain decisions in media production, what is of more interest to the field of linguistic research is the ways in which media discourse moves an audience/readership to respond in certain ways to the events reported in the public domain. How do they attract and maintain the attention of the audience? How are they textured to persuade a readership to take up the value positions taken by the texts? The research object for the present study has emerged

as a focus on the ways in which evaluative positions are constructed and managed rhetorically to effect the reciprocation of the values implied in media discourse or the alignment of readers with a given community of shared values.

### **1.1 Media and rhetoric**

Rhetoric is considered as the art of discourse through which writers/speakers aim to inform and persuade a particular group of audience. One particular site for exploring rhetoric is media discourse where the importance of language and persuasion has motivated the revival of research into rhetoric in recent times. Media discourse provides a site of research for a growing number of scholars from the fields of language, communication and media. One key reason for this growing body of studies of media discourse is the importance of the media to furthering our understanding of society, politics and culture. Its importance is manifested in a range of prominent features of the media. One feature to consider is that the media is the primary source of news for the reading public. The media texts address a larger number of social meanings ranging over different topics and issues, such as reporting new happenings, advocating the release of information or products and entertaining the public. The issues canvassed by media texts are characterised as important, objective and immediate (Feez, Iedema & White 2008). Media texts are important because they address topics which are considered newsworthy; objective in that they ensure the factualness of the topics addressed, in particular of hard news; immediate because media texts deliver issues to the public in a quick way which could overcome the division between writers and readers in terms of time and pace.

A second important feature of the media lies in its reflection of reality. The media provide a particular way of looking at and thinking about issues in daily life. Its texts, for example, represent the common usage of language within a community. A third important feature of the media is its role in expressing ideological positions. The media offers an important area for different social groups to express their opinions on issues and topics. Media texts, therefore, not only address issues and publicise views held about these issues, they also aim to change the thoughts and behaviours of their audience, or to reinforce the beliefs of an audience holding similar stances to the media. In other words, media texts provide an opportunity to negotiate the values, morals, opinions, etc. held by the public with the public, or more correctly, with their audience. Given these key features of the media and

its importance in society, politics and culture, the present study explores the ways through which media texts address issues of importance in daily life and through which they persuade the audience to adopt their opinions about given issues.

The mass media come in a range of diverse forms, including printed media (books, magazines and newspapers), digital media (computers and mobiles), broadcast media (TV and radio), and film and so on. The printed newspaper is the form with the longest history and has been the most easily accessed by the reading public, now perhaps exceeded by the online newspaper. It employs an expanding range of semiotic resources to provide information and communicate with its readers, such as photos (Caple 2008, 2009) and page design (Knox 2009, 2010). The verbal language in newspaper, being the traditional way of communication, has to interact with these forms of communication in order to survive in the modern age. It is against this background and in the modern context of printed and electronic newspapers that the thesis aims to explore how the verbal language of newspaper texts is patterned to persuade the putative readers into the institutional positions of the newspaper.

## **1.2 Overview of the research design**

### **1.2.1 Editorial texts**

Editorial text is ‘an article in a newspaper that gives the opinion of the editor or publisher on a topic or item of news’ (Sinclair & Mair 1995, p. 10), and thus constitutes highly relevant discourse for a study of persuasion in media discourse. This kind of text is intended to carry significant persuasive values (van Dijk 1992, 1995), and the value positions of editorial text are institutional rather than personal, as MacDougall (1973) points out:

When a hired editorial writer is writing editorials he is not writing out of either side of his mouth or out of the middle or any part of it. He is acting as mouthpiece(s) for the publication(s) for which he works. His job is to express the publication’s policies with all the force and skill he can summon up and without regard to his private opinions. (p. 11)

Editorial texts represent the institutional opinions of the newspaper in question about topics that are of particular importance at the time of publication (Le 2004). Editorials are therefore described as the heart of the newspaper (Almutairi 2014).

A second reason for the study of persuasion in editorial texts lies in its prominent role in constructing and changing public opinion. Editorial texts explain, interpret and comment on current events from a specific point of view (Phelan 2007) and are responsible for imposing this view upon the reader (Fairclough 1989). They describe a scene ‘in which real-life characters convincingly deliver their own lines but with the resulting effect that leaves readers with the newspaper’s own position’ (Le 2010, p. 1). These texts tell the readers how things are and should be (Caffarel & Rechniewski 2009; MacDougall 1973) and then persuade and convince the readers into these positions (van Dijk 1991, 1992, 1993). Newspaper editorials not only express the newspaper’s opinions about current affairs but more importantly aim to influence and shape public opinions (Hodge & Kress 1993; Hynds & Martin 1979). Newspaper editorials have a significant effect on forming and altering public opinion (Reah 2002; Tadros 1985).

My third reason for the study of persuasion in editorial texts is that their persuasive strategies are representative of the rhetoric of the respective newspaper. Editorial texts are written according to the stylistic conventions of the newspaper by journalists with professional experience (Fowler 1991). They communicate institutional rather than personal opinions and their features are said to represent those of the newspaper (Connor 1996; Maddalena & Alonso Belmonte 2011; Rodriguez 2007). The persuasive strategies instantiated in the editorial texts of national newspapers therefore reflect a national rhetorical style (Bonyadi 2010).

The present study analyses editorials from two significant national newspapers: *The Australian* and the *China Daily*. *The Australian*, the biggest-selling national newspaper in Australia, seeks to speak to a national readership that already is aligned with the views of the right in Australia, of people who vote for the Liberal Party (Plum 2017, pers. comm., 16 February). It is one of a suite of media outlets published by News Corp Australia. The founder of News Corp and its Chairman is the international media mogul Rupert Murdoch. The newspaper’s ideological position predominantly aligns with that of the Liberal Party, the major centre-right party in Australian politics. The *China Daily*, the most important

and authoritative national newspaper written in English in China, speaks out from China, seeking to affiliate with people all over the world. Its ideological positions are aligned with the China Communist Party, China's governing party. The *China Daily* generally reflects the position of the China Communist Party and disseminates its positions on issues and events both within China and across the world. These two newspapers were chosen partly because of their status, and partly because of their political and social influence in their respective societies (for the criteria for selecting these newspapers see Chapter 3).

One line of interest followed by these data sets concerns the similarities and differences in the rhetorical strategies across contrasting political and institutional systems and across newspapers with different readerships – one predominantly internal to one country, i.e. Australia (*The Australian*), and one predominantly external to one country, i.e. China (*China Daily*), and instead oriented to the world beyond China. These similarities and differences are identified and discussed in this thesis.

### **1.2.2 Research questions**

The purpose of the study is to describe the evaluative positions and communities proposed within editorial discourse and, more importantly, to identify the strategies by which newspaper editorials persuade their readers to join communities of shared values. In the present study the concept of rhetorical strategies refers to the patterns of linguistic choices which are employed to manage communities of shared values in the unfolding text. The linguistic choices made to enact persuasion are therefore explored as the basis for the construction and management of such communities. The thesis is designed to answer the following general question:

How are communities of shared values proposed and managed logogenetically in the discourse of editorials in the electronic versions of *The Australian* and the *China Daily*?

This general question may be broken up into a number of specific questions:

- a) What role does attitude<sup>2</sup> play in the construction of communities of shared values?
  - i) What patterns are evident in the expressions of attitude, and what are the differences across the two data sets?
  - ii) What patterns are identified in the couplings of attitude and experiential entities, and what bonds are proposed to the readers in each newspaper?
  - iii) What kinds of communities of shared values are constructed and proposed in each data set?
  
- b) How is affiliation managed dynamically in the logogenesis of the editorial texts?
  - i) What recurring rhetorical strategies are identified in the co-expressions of evaluative couplings and other linguistic choices?
  - ii) How do recurring rhetorical strategies compare across the two data sets?
  - iii) How do these rhetorical strategies contribute to the management of communities of shared values?

### **1.2.3 Linguistic theories**

The present research adopts a theoretical model that allows me to explore persuasion and communication in the editorial texts, i.e. the APPRAISAL framework developed by Martin (2000a), and Martin and White (2005), located within the general theory of SFL (Halliday 1994; Halliday & Matthiessen 2004; Martin 1992a; Martin & Rose 2007). The application of the theory to the study of newspaper texts also interrogates the theory itself for its utility in analysing these specific instances of language. The key tenets of the SFL theories are introduced briefly in this section. They are elaborated in detail in Chapters 2 and 3. Their relevant features are also explained in Chapters 4 and 5 when discussing the analyses of the editorial texts.

#### **1.2.3.1 Key concepts in systemic-functional linguistic theory**

Language is viewed in SFL as a social semiotic resource for meaning making. It makes meaning through choosing from systems, that is, ‘what someone writes or says gets meaning by being seen (interpreted) against the background of what could have been

---

<sup>2</sup> In the research questions, the word ‘attitude’ is shown in lower case in order to show that the question itself is not worded as though it were exclusive to SFL.

meant (said or written) in that context but was not' (Eggins 1994, p. 22). Meaning within SFL theory is organised as three complementary metafunctions: ideational, interpersonal and textual. Ideational meaning is concerned with construing experience, interpersonal meaning with enacting social relations and textual meaning with texturing the information flow (Halliday 1994, 1998; Halliday & Matthiessen 1999). In the present study it is the choices in the interpersonal metafunction that are of primary relevance for realising persuasion (Eggins 2000; Lemke 1998; Poynton 1996; Unsworth 2000). In particular, the APPRAISAL framework, as a key system of interpersonal meaning in the discourse semantics of language, provides a comprehensive system for expressing evaluation in text. This metafunctional perspective enables both the synoptic and the dynamic management of evaluative positions (Halliday 1993; Ventola 1987); for a discussion of the synoptic perspective see Chapter 4 and for a discussion of the dynamic perspective see Chapter 5.

Further, language is theorised in SFL as a tri-stratal system, involving two content planes of discourse semantics and lexicogrammar, and one expression plane of phonology/graphology (Eggins 1994; Halliday 1994; Hood 2004). These three strata are related through the cline of realisation (for a discussion of realisation see Chapter 2), that is, meanings at the level of discourse semantics are realised through choices in the system of lexicogrammar which in turn are realised through choices in the system of phonology/graphology (Lemke 1995). For example, the discourse semantic meaning of *alignment* between writers/speakers and readers/listeners can be realised through choices in the systems of MOOD (Martin 2000b) and MODALITY (Martin 1995a) at the level of lexicogrammar.

Lastly, language is analysed in SFL in relation to context. The relationship between language and context is also one of realisation, with linguistic expressions representing and constructing contextual meanings. At the same time, contextual variables exert some influence on the choices made in the systems of language. Context is presented as involving two levels: register and genre. Register is seen from the perspective of language, organised into the variables of field, tenor and mode, which reflect the metafunctional organisation of language (field to experiential metafunction, tenor to interpersonal metafunction, and mode to textual metafunction). Genre is seen from the perspective of culture, representing the cultural conventions of meanings, and realised through the patterning of register variables. Ideology, for instance, is presented as 'a semiotic system



that is realised in language through social interaction' (Caffarel & Rechniewski 2009, p. 27). Ideological positions permeate all strata of language and are expressed through choices in all three metafunctions of language (Hasan 1986; Van Dijk 1998).

Community is discussed in terms of affiliation<sup>3</sup> by SFL. Affiliation has been developed by Martin and his colleagues (Bednarek & Martin 2010; Knight 2010a, 2010b; Zappavigna 2011, 2014) with the aim of discussing the construction of communities by individual personae. The affiliation between different individuals is achieved by language and other semiotic choices, such as laughter (Bednarek & Martin 2010; Knight 2010a; Martin 2008a; Martin & Bednarek 2010; Martin & Stenglin 2007; Stenglin 2004; Zappavigna 2011, 2014). The affiliation framework involves several levels: evaluative couplings, bonds and bond networks. Personae and identities are conceptualised as bonds which are linguistically manifested as evaluative couplings in the text. Combinations of bonds form bond networks, which represent the construction of communities of shared values.

The strategies of affiliation vary with reference to the modes of the text, such as modes of face-to-face conversation and of written text. The different modes of communication, such as verbal language, image, gesture and music, have been examined as tools for establishing communities of shared values in a number of studies (Halliday & Matthiessen 1999; Knight 2010a; Kress & Van Leeuwen 2006). For instance, Knight (2010a) takes a linguistic perspective to explore the strategies by which communities are constructed in conversational texts. The present study expands the discussion of strategies for constructing communities by focusing on written texts.

### **1.2.3.2 An overview of APPRAISAL framework**

The APPRAISAL framework is one discourse semantic system within SFL. Being a development of the interpersonal metafunction, it accounts for the language of evaluation in discourse (Martin & White 2005). This framework organises evaluation from three related dimensions: ATTITUDE, ENGAGEMENT and GRADUATION. ATTITUDE is a system of choices for expressing attitudinal values. The system of ATTITUDE enables the examination of values encoded in the texts, including the kinds, expressions and polarity

---

<sup>3</sup> The concepts of affiliation, coupling, bond and bond network will be discussed further in Chapter 2.

of values. ENGAGEMENT is a system of choices for managing the dialogic space of other voices and value positions. The ENGAGEMENT system enables the dynamic management of evaluative positions. GRADUATION is a system of choices for grading attitudinal values. The GRADUATION choices also offer subjective readings by grading objective meanings (Hood 2010).

The APPRAISAL framework serves as the primary theoretical foundation informing the present study. It positions the analyses of persuasion as discussing the distributional patterns of attitudinal values and the logogenetic management of these values. Attitudinal patterns involve the combinations of attitudinal values and appraised entities. It is these evaluative combinations that provide the linguistic evidence for constructing communities (Knight 2010a, 2010b; Martin 2002a, 2002b; Martin 2004a, c; Martin & Bednarek 2010). In this sense, the evaluative expressions and the ways to organise these expressions textually are crucial to the study of persuasion (Fuller 1998; Martin 1999a, 2000a, 2004c). The discussion of evaluation constitutes the basic step for the investigation of persuasive strategies and community constructions in the current study.

To sum up, the persuasion of readers in editorial texts is achieved by the interaction of a wide range of linguistic choices rather than by one linguistic feature (Caffarel & Rechniewski 2008, 2009). The APPRAISAL framework functions as the theoretical basis of the present study, answering the question of what is the evaluative position expressed in the newspaper editorials. The other systems of language, such as POLARITY and MODALITY, are also taken into consideration in the analyses. These systems answer the question of how the evaluative positions are managed dynamically across each editorial text. They are discussed when necessary in the analysis chapters.

#### **1.2.4 A discourse semantic perspective**

A study of the rhetorical features of a text takes discourse as its object, so its analytical principles are close to those of discourse analysis. In the research design of the current study, persuasion is realised at the level of whole texts. The research is therefore concerned with how different language resources co-articulate with each other in the unfolding text. It is concerned with a detailed analysis of a small set of texts (21 texts in the current study) to explore the role of a number of features of the texts. To facilitate the

goals of the study, the research approach is both quantitative and qualitative (for a discussion of research method see Chapter 2).

The analyses presented in this thesis take a discursive perspective, that is, the current study presents text as the starting point and explores the diverse ways in which persuasion is realised in discourse. This perspective is useful to describe how meanings are realised through the distributions and combinations of different linguistic resources across the whole text. This is because ‘the contingency of one choice in relation to the next is critical to understanding the way in which texts position readers and listeners’ (Martin 2000b, p. 285). This perspective has the potential to bring together a number of lexicogrammatical constructions that are explored separately in the published literature on persuasion. This kind of research design seeks to make a significant contribution to our understanding of the dynamic development of the text.

The study is a comparative one of editorial texts of two national newspapers, *The Australian* and the *China Daily*. The editorial texts function to express the newspapers’ evaluative stances towards political issues. The data set of editorials sourced from *The Australian* offers an opportunity to explore the nature and functions of the language choices that realise persuasion in a newspaper from a country with a two-party political system (Australia). The analysis provides a reference point for an investigation of persuasive strategies in a newspaper from a country with a one-party political system (China). The study does not seek to judge which newspaper is good and which one is bad. Rather it aims to find out whether or in which aspects the two newspapers are different in their ways of persuading its readership.

Community is defined in the present study as ‘discourse community’ (Bizzell 1992). It is potential in the sense that writers are not actually interacting with the readers directly. Community construction refers to the process in which people come together around shared values. The editorial writers and putative readers of editorial texts discussed in the thesis are ‘not psycho-biological entities we are exploring, but rather the bundles of personae embodied in such entities and how these personae engender speech fellowships’ (Martin, Zappavigna & Dwyer 2012, p. 248); instead, these people are explored from a social semiotic perspective (Adendorff & de Klerk 2005; Bednarek 2010b; Halliday 2004; Knight 2010a; Martin & Bednarek 2010; Zappavigna 2014).

To sum up, the general context of this thesis is the field of media discourse, while the specific context is newspaper editorial texts written in English. The focus is on the linguistic choices employed to construct and manage communities of values from a discourse semantic perspective; attention is paid to the similarities and differences in the persuasive strategies employed by *The Australian* vs. the *China Daily*. The study represents both a study of newspaper discourse and an application of the theory with the aim to contribute to both.

### **1.3 Research significance**

In general terms the aims of the study are to contribute to a deeper understanding of the rhetorical power of newspaper editorial texts, in ways that can inform the general field of media studies as well as contributing to the linguistic appreciation of the dynamic construction of evaluation in the texts. Additionally it is anticipated that the current study will also offer support in pedagogic contexts, be that within the specialised field of newspaper texts or within teaching more generally focused on literacy where media texts are frequently deployed (Feez, Iedema & White 2008).

The study represents an investigation of media discourse from an SFL perspective. It seeks to make a number of important contributions. Firstly, the research aims to contribute to the development of affiliation in SFL. The study aims to

- extend the application of the affiliation framework developed in dialogic discourse to texts in written monologic mode;
- modify the framework of affiliation to account for features of monologic text; and
- employ the affiliation framework as one linguistic model to analyse persuasion.

Secondly, the study of newspaper editorial texts provides a basis for further investigation of media discourse. It offers a comprehensive understanding of media discourse in terms of

- the ways in which media discourse encodes evaluative positions at the discourse semantic level of language;

- the ways in which communities of values are constructed and managed dynamically in media discourse; and
- the ways in which writers identify with their readers as co-members of communities in media discourse.

Finally, the research also seeks to make a contribution to teaching media discourse from the perspective of general pedagogy. For example,

- the preference in expressing evaluations in media discourse can be useful for training students in the discipline of media studies and communication; and
- the persuasive rhetoric identified in each newspaper could serve as the foundation for the training of future media professionals.

These contributions will be explored further in Chapter 6.

#### **1.4 Organisation of the thesis**

The thesis is organised into six chapters. The present chapter (Chapter 1) provides the rationale for the investigation of editorial texts and an introductory outline of some key features of the theoretical approach taken in this study. It identifies the guiding research questions and presents a very brief introduction to some features of the research data and method, and previews the significance of the study.

Chapter 2 offers foundations for the present study with respect to theory and research. In particular, it focuses on contributions to linguistic studies of editorials from a number of perspectives, including the notion of generic structure, expressions of evaluations, and the construction of writer-reader relationship. This review positions the current study of persuasion in relation to the work in the field of media discourse. It also details the key concepts of SFL theory of relevance to the study.

Chapter 3 provides a more detailed description and justification for the research design including the general research approach and rationale for data selection and method of data analyses. It proceeds with a comprehensive discussion and exemplification of the coding of attitudinal values and the identification of the attitudinal targets in the discourse of editorials, preparing the reader for the accounts of analyses and findings in Chapters 4 and 5.

Chapter 4 takes a first step in analysing and comparing the rhetorical strategies enacted in each of the data sets, and the kinds of communities of shared values that are proposed to potential readers. The focus here is on the distributional patterns of attitude in the data from a synoptic perspective. Specifically this chapter explores and compares patterns of co-articulation in attitudinal values and the experiential phenomena that are the triggers for evaluation or that are the targets. These co-articulations are introduced and explained as the basis for what are referred to as bonds – forming the fundamental structures (the ‘DNA’) of affiliating communities. Findings in this chapter reveal interesting similarities and differences across the two data sets.

Chapter 5 builds upon the findings in Chapter 4 by extending the analyses beyond the resources for the expression of attitude to encompass additional linguistic tools for textual management of attitudinal values. This enables a dynamic analysis of how communities of values are managed within the logogenesis of the text. It is here that the rhetorical strategies favoured in each set of editorial texts are identified. The analyses of rhetorical strategies reveal the persuasive rhetoric preferred in each newspaper and propose different patterns for the development of the prosody of values.

Chapter 6 consolidates and concludes the research, summarising key contributions to the field of media discourse through this functional linguistic study of persuasion and its enactment as rhetorical strategies in editorials. The chapter concludes with a statement of the limitations of the present study and provides suggestions for future research.

## **Chapter 2 – Foundations in Literature and Theory**

### **2.0 Introduction**

The general aim of the present study is to explore the discourse of persuasion as enacted in editorial texts from two national English language printed/electronic newspapers, *The Australian* and the *China Daily*. The study examines persuasion from the perspective of the rhetorical strategies deployed by the editorial writers as they construct evaluative positions and promote these to readers in the interests of building communities of shared values. The analytical process involves the application of SFL theory. Analyses of meaning making are approached from the stratum of discourse semantics (Martin 1992a; Martin & Rose 2007).

The object of the study connects the thesis in a general sense with the very broad field of media studies. Firstly, I offer an overview of the general scope of media studies in Sections 2.1 and 2.2. The review of literature is necessarily limited. It focuses on the relevant kinds of media discourse and then more specifically on studies of newspaper texts in Section 2.1 and finally on editorial texts and their evaluative potential in Section 2.2. The disciplinary scope in this review is also constrained to allow for more sustained attention to a linguistic perspective. Finally, I draw attention to a social semiotic orientation to the discourse of persuasion, and identify and explain key linguistic concepts within the rich resources of SFL. One feature of particular relevance in the architecture of SFL is the hierarchy of affiliation. This and other core principles and dimensions of SFL theory are discussed in Section 2.3.

### **2.1 Studies of media discourse**

Media studies encompass a complex of sub-fields. In very general terms these are at least inclusive of three aspects: the historical and evolving processes of media discourse and the digital technologies that drive the evolution (Boczkowski 2004b; Paterson & Domingo 2008); the participants of media discourse (Allan 2006; Deuze, Neuberger & Paulussen 2004; Iedema, Feez & White 1994; Singer 2005); and the nature of media discourse, such as its social, political and cultural functions (Thomson & White 2008). Each of these aspects is open to a range of disciplinary orientations.

Over relatively recent times radical technological innovations have impacted profoundly on the mode of production and circulation of newspapers (Arant & Anderson 2001; Barnhurst 2002; Paterson & Domingo 2008). Online newspapers, in particular, ‘have emerged to play an important role in the institutional construction of “news” and the mass mediation of information’ (p. 1). They have already resulted in the demise of some printed versions, and are widely perceived as the future for news institutions (Knox 2009). Perhaps of most relevance in distinguishing online from printed media from the point of view of this study is the issue of wider accessibility to a mass and potentially global readership (Van Dijk 1995). Many online newspapers are also free to read, with some charging readers a small amount. The online copy of the *China Daily* is free for readers anywhere in the world while the online version of *The Australian* has been charging \$8 a week since 2013.

As with printed versions, online versions of newspapers continue to report and comment on everyday happenings around the world, constructing events as newsworthy, disseminating information and propagating values in society (Butsch 2007; Le 2009). And the genres in online modes continue to include a similar range of text types, from hard news stories to soft news pieces, editorials, Op-Ed commentaries and columns (Fellow 2010 McNair 2000, 2009). However, the profound changes in mode have given rise to a variety of what is referred to as ‘new media’, including, for example, blogs, YouTube clips, Twitter, Facebook and Instagram (Inako 2015; Zappavigna 2014). This trend has also necessarily meant attention being given to multimodal texts, especially those in which image plays a critical role alongside verbal language. Online versions of newspapers compete for news readers with the other new mediums of mass communication, so they too must employ a range of new technologies and modalities in their communication process (Boczkowski 2004a; Niblock & Machin 2006). While photographic images accompanying hard news stories began to appear in the early 20<sup>th</sup> century (Caple 2009, 2010; Knox 2009) in printed newspapers, they may now function in online versions of newspapers as a primary mode of news story, for example the galleries. The visual design of the newspapers (printed and online) is now the focus of a considerable body of research (Bednarek & Martin 2010; Caple 2009, 2013).

It has been suggested that in the research of media a primary interest in verbal communication is now giving ground to an increasing specialisation in visual and audio



communication (Dondis 1973; Knox 2007, 2010; Kress 1996). However, despite this increased reliance on visual and audio communication, the language of newspaper texts still remains a valid and important medium of communication and a critical mode in which to explore issues such as the construction of truth claims or subjectivity/objectivity (Conboy 2007; Fulton 2005) and the general issue of shaping social values. The focus of this study remains in the realm of verbal communication in online version of mass media.

The role of readers in the construction of media content has a relatively long research history (Driscoll 2005; Ekstrand 2002; Salwen, Garrison & Driscoll 2005; Stempel III & Hargrove 2004). Bell (1991, p. 107) proposes that readers prefer to choose discourse 'which moulds itself to fit comfortably their knowledge and views'. Such knowledge and views have then been sought via various techniques including of 'audiences, ratings, tracking, focus groups and call-out and lifestyle research' (Feez, Iedema & White 2008, p. 38). Given the efforts exerted in such research, responses in the shaping of news and opinion content to readers' interest would be expected. Changes in accessibility and in technologies of communication in online version of newspaper texts may also impact on the potential and nature of audience/readership interaction with the media, with more immediacy via readily accessible social media such as Twitter. While not approaching the issue of relations with readers from this perspective, it is an issue of primary interest to this study. In the present research, the focus is on the ways in which online newspapers persuade their putative readers to adopt the positions of the newspaper.

Studies within the field of media discourse also foreground other interpersonal dimensions of media texts. These include questions of newsworthiness (Bell 1991) or news values (Bednarek & Caple 2012), and the relationship between newspapers and their readers (Driscoll 2005; Ekstrand 2002; Salwen, Garrison & Driscoll 2005; Stempel III & Hargrove 2004). Such research connects to issues of power, ideology and prejudice in newspaper texts. Influential here are critical discourse studies (CDS) or critical discourse analysis (CDA). Significant contributions are found in the early work of, for example, van Dijk (1988), Fairclough (1989, 1992, 1995a, 1995b) and Kress & Van Leeuwen (1998) and is also evident in more recent studies such as Richardson (2007). These studies are all concerned with the relationship between media texts and participants.

There is a diversity in the specific objects of media study and there is also a diversity in the disciplines for whom media discourse is a legitimate focus. Beyond the field of media study itself, interest of media discourse is as well evident in different fields, including sociolinguistics (Tannen & Trester 2013), cultural studies (Bednarek 2010a), history (Conboy 2010), communication (Crystal 2011; Planchenault 2015; Seargeant & Tagg 2014) and applied/linguistics (Caple 2008, 2009, 2010, 2013; Knox 2007, 2009, 2010; Knox, Patpong & Piriyaasilpa 2010). These different foci also cross-classify. One cross-classifying feature includes the language or cultural context of media production (Royce & Bowcher 2007; Thomson & White 2008).

From a linguistic perspective, choices in lexis and grammatical structures have been explored for different research interests. For instance, these choices serve as the linguistic evidence for identifying ideological positions of newspapers and demonstrating constructions of inequality (Jaworska & Larrivéé 2011; Teo 2000; Van Dijk 2000). Additionally they inform studies of the construction of objectivity in newspaper texts (Baker, Gabrielatos & McEnery 2013). The contributions of these studies are discussed in detail in Section 2.2. While the study undertaken here does not draw specifically on the concepts of ideology or objectivity, it does address similar concerns, that is, concerns for how readers are positioned in social and political terms through the discourse of editorials.

Another research focus has to do with style and structure of newspaper texts, including analyses of genres (Johnson, Milani & Upton 2010; Johnston & Baumann 2007). The significant changes noted since the emergence of newspapers include the re-shaping of the genre of ‘hard’ news stories. Having emerged as a time-structured telling of events, ‘hard’ news has evolved into the current structure where events move back and forth in time around the crisis event (Martin 2014). Other genres identified in newspapers include media discussion, media exposition and media challenge (Feez, Iedema & White 2008; Martin & Rose 2008).

The present study continues the extension of linguistic interest in the language of media discourse, with a particular focus on the means by which language functions in the service of persuasion in specific kinds of media text. The study examines the linguistic patterns in the identification of recurring rhetorical strategies in newspaper discourse. More

specifically the study focuses on online versions of newspapers, in particular the editorial texts published in English. The data are sourced from two different cultural and political contexts (Australia and China), with specific attention on rhetorical strategies employed and the relationship of text/writer to readership. The analysis in this study employs the social semiotic tools of SFL. This general position is elaborated below with some more detailed accounts of how it informs research and theory.

## **2.2 Linguistic study of newspaper editorials**

This section discusses contributions of the literature to the study of newspaper editorials from a linguistic perspective. It considers some general frameworks that have been adopted to analyse editorial texts, and situates the present study in relation to these frameworks.

### **2.2.1 Genres of editorials**

Genre is one significant focus in the studies of editorial texts. Genre studies are attributed to a diverse set of theories and disciplines. Dating back to a paper by Hyon (1996), they have frequently been presented as inclusive of the following ‘traditions’: New Rhetoric, English for Specific Purposes and SFL. These three traditions share the common feature that analyses do take the context into consideration (Hood 2013). They differ in terms of their theoretical orientations and the constructs of ‘genre’. Their similarities and differences are not elaborated in the present study. (For a more comprehensive discussion of these traditions of genre see Hood (2004, 2010) and Martin (2014)). The discussion in this section focuses on the construct of genre relevant to the present study, that featuring in an SFL model of language (Martin 1992a; Martin & Rose 2008). From the perspective of SFL as a social semiotic theory, genre is defined in Martin & Rose (2008, p. 6) as ‘recurring configurations of meanings [...] that [...] enact the social practices of a given culture’. This definition is elaborated slightly in Martin (2014) where he notes that ‘a genre can be defined as a recurrent configuration of meaning, selecting appropriate field, tenor and mode variables and staging them as unfolding phases of meaningful discourse’ (p. 310).

Within the field of SFL, the most influential and comprehensive work on the generic structuring of media texts is that reported in Iedema, Feez & White (1994). They explain

the specific social functions of editorial texts and consider linguistic patterns as the basis for the division of a text into different stages. From this aspect, editorials are classified into three types of genre: media exposition, media challenge and media discussion. Texts of these three genres realise different social functions. Media challenge texts argue against one particular position, while media discussion texts discuss different positions within one editorial (Martin & Rose 2008). Media exposition texts argue ‘why some particular interpretation of events is in fact the case’ or ‘why something should be done – a kind of macro-modulated declarative – meaning “this should be done”’ (Martin 2001b, pp. 297-8). The former is defined as ‘analytical exposition’ and the latter as ‘hortatory exposition’ (Martin 1989). These two types of exposition differ in the positions proposed in the Thesis stage. The Thesis stage of hortatory exposition concerns ‘itself with whether a certain state of affairs is right or wrong, good or bad’ (Martin 1989, p. 67), while the Thesis stage of analytical exposition deals with the way the world is. The hortatory Thesis is moral while the analytical Thesis is factual (Almutairi 2014). The type of genre significantly influences the expressions of evaluative positions and the textual arrangement of these positions in editorial texts. The genre type therefore serves as a background for investigating the persuasive strategies employed in editorial texts.

The present study serves as complementary to the current literature. It considers linguistic features as markers for the division of stages in editorial texts and assesses how these structures influence the expressions of evaluative positions. It does not explore the genres of editorial texts in detail as a starting point. However, it does attend to the question whether the differences in persuasive strategies realise differences in the structuring of texts, which a much larger study might identify as an adequately recurring configuration to realise distinct genres. In order to facilitate the discussion of persuasive strategies in Chapters 4 and 5, I briefly present the genre type for each editorial text in Appendix I and II. The genres of editorials in this study are identified with reference to the discussions in Martin & Rose (2008).

### **2.2.2 Language of editorials: lexicogrammar features**

Brief mention was made above (Section 2.2.1) to linguistic analyses of editorials with respect to their genre type. It was noted there that theoretical differences are implicated in the nature and ultimately validate the role that the linguistic analyses play in genre

identification. Here I return to linguistic analyses of the discourse of editorial below the level of genre and mainly in the interests of identifying differences, for example, across publishers, with other media texts, or across languages or cultural contexts. Linguistically oriented studies of editorials predominantly focus on language at the level of lexicogrammar. The linguistic features analysed in the current literature include *nominalisation*, *prepositions*, *third-personal singular*, *pronouns*, *locative verbs*, *conjunctions* and *Thematic choices*.

The current literature have explored Thematic choices primarily from two aspects: synoptic and dynamic. The synoptic perspective primarily examines Thematic choices as one device that distinguishes editorial texts from other types of text in newspapers or from editorials in different newspapers. Francis (1990), for example, has compared Thematic choices in news reports and news editorials, finding that texts of different types are similar in choices of textual Theme, but differ in choices of interpersonal Theme. She concluded that editorials prefer to use more interpersonal Themes. Theme choice is also the focus in Hawes & Thomas (1996) in comparing differences between editorials from two different British newspapers: *The Times* and *The Sun*. Specifically they compared discourse participants, pronouns and modal Adjuncts in Theme position, finding that there are more content participants used in Theme in editorials in *The Sun*. A greater density of discourse participant themes creates an impression of impartiality in *The Sun*. Hawes and Thomas interpreted the complexity of Theme as an indication of hortatory rhetoric. A number of studies have considered Thematic choices from a logogenetic perspective. For example, Hawes & Thomas (1996) and Le (2009) have explored how Thematic progression works to organise editorial texts. Hawes & Thomas (1996) have explored thematisation in the organisation of hortatory rhetoric in editorials. They concluded that different patterns of thematic progression appeal to the interests of different readerships.

A second frequently discussed feature in linguistic studies of editorials is conjunction. These studies have examined the preference for conjunctive relationship in editorial texts and the rhetorical employment of conjunctions. Neff-van Aertselaer & Dafouz-Milne (2008) and Dafouz-Milne (2008) found that additives and adversatives are the dominant logical markers in English editorials, while Ben (2012) identified concession and contrast as the most frequently employed logical relations in English editorials collected from Kenyan newspapers. In general, the current literature reveals a preference for concession

as the dominant conjunctive relationship in editorials. Conjunctions are rhetorically used to develop the stages of media discourse (Santosa 2009) and to negotiate the constructions of identities and communities across stages in the unfolding editorial texts (Almutairi 2014). The thesis takes a combined approach to explore conjunctions as co-articulated with other linguistic resources in promoting communities of values in the logogenesis of the editorial texts.

A third prominent feature in this body of research is modality, with a focus on realising the interpersonal meaning of editorials. Modality choices help to construe the clause meanings as ‘non-factual, that is, about the alternative possibilities for how things could be’ (Fasold & Connor-Linton 2014, p. 153). Hence, realisations of modality can be exploited to ‘establish either a favourable or unfavourable bias throughout the text to manipulate their readers’ opinions’ (Bonyadi 2011, p. 1). They are employed by writers/speakers to naturalise a reading stance and to position readers/listeners in both monologic and dialogic texts. Of particular interest has been the role of the predictive auxiliary modals *will* or *would* (Bonyadi 2011; Caffarel & Rechniewski 2009; Morley 2004). These choices, it is claimed, express writers’ ideological positions, that is, their evaluations of the fields discussed (Martin 1995a; Sulkunen & Törrönen 1997). These realisations of modality are investigated in the present study as one means to manage the community of values in editorial texts.

As noted above, contributions to understanding differences in lexicogrammatical choices with respect to editorials may address a range of research questions. Dantas-Whitney & Grabe (1989), for example, explored the relative ‘formality’ of editorials in a comparative study of Portuguese and English texts. A dominant investigative interest however has to do with persuasion. Thompson & Mann (1987), for instance, studied concessive conjunctions as resources ‘intended to persuade, i.e. to create belief...to create an attitudinal approval or interest’ (p. 91). Le (2003, 2004, 2007) identified the tools for achieving persuasion in newspaper editorials. Le (2003) showed that the explicit presentation of external sources of information realises persuasion through facilitating and enhancing subjectivity in newspaper editorials. Le (2004) considered the frequent ambiguity of reference to the writers/readers in editorials as one persuasive strategy. In his paper, Le explored the French third person singular indefinite pronoun as one general rhetorical tool in editorials from *Le Monde*. Missing in these studies is any explicit

reference to evaluation and to the ways in which specific linguistic features might interact in its service.

The tendency in the current literature that explores editorial texts from the perspective of lexicogrammar is to focus on one or two of these lexicogrammatical expressions. This is seen as a considerable limitation in these studies when viewed through the lens of SFL. According to the SFL model of language deployed in this study, meanings at the level of text (at the stratum of discourse semantics) can be realised in choices across multiple systems at the level of lexicogrammar. So analyses of semantic constructs, such as logical relations or sequence, or aspects of interpersonal meaning such as evaluation or modality, need to take account of diverse grammatical choices. In order to explore how persuasion is realised in editorial discourse, the study intends to consider systematically the co-articulations of these expressions with the attitudinal values in the unfolding editorial texts.

### **2.2.3 Persuasion: evaluative studies of editorials**

Persuasion is a topic of relevance in all human interaction in that all usage of language can be presented as persuasive in one sense or another (Virtanen & Halmari 2005). The study of persuasion in language whether written or spoken is attributed to its dialogic nature which anticipates responses from listeners/readers and reveals the influence of what has been said/written before. It is this feature of language that motivates the exploration of persuasive strategies in the present study. The primary resource for realising persuasion in discourse is evaluative language, dating as far back as to Aristotle, who argued that emotional appeals (pathos) play an important role in the process of persuasion (Crowley & Hawhee 1999; Duke 1990). Persuasion in editorials also appeals to overt and covert evaluations. The following subsections offer an overview of the studies of evaluation in editorials from two perspectives: pragmatics and SFL.

#### **2.2.3.1 A pragmatics approach to persuasion**

The pragmatics approach investigates persuasion in terms of the functions of metadiscourse resources. It is argued that a balanced distribution of metadiscourse markers in editorials contributes to a higher degree of persuasiveness (Crismore 1989; Dafouz-Milne 2008; Hyland 1998a, 1998b; Kopple 1985). The metadiscourse

expressions, in particular, the interpersonal markers, are primarily examined in terms of their evaluative functions in discourse (Dafouz-Milne 2008; Neff-van Aertselaer & Dafouz-Milne 2008). The interpersonal markers ‘permit the writer to express their attitudes toward the proposition...and toward their readers’ (Crismore, Markkanen & Steffensen 1993, p. 40). These resources assist ‘the writer to express a viewpoint and engage with readers as members of a particular community’ (Hyland 2005, p. 37). Neff-van Aertselaer & Dafouz-Milne (2008) compared the use of interpersonal metadiscourse markers across two corpora of 12 English and Spanish editorials and show that English editorials tend to use more hedges to ‘mitigate monopolistic positions and represent a more democratic authorial identity’ (p. 97).

However, these studies taking a pragmatics approach do not explore evaluation in a comprehensive way. Almutairi (2014) discusses the limitations of the pragmatics approach towards evaluation. For instance, the pragmatics approach does not classify evaluations according to their evaluated entities. This limitation indicates that the pragmatics approach does not involve evaluations of people and things as APPRAISAL does. The theoretical foundations for discussing evaluation and persuasion in this study are theories of SFL, so the pragmatics approach is not explained in detail here. (For a more detailed discussion of the limitations of pragmatics approach see Almutairi (2014)).

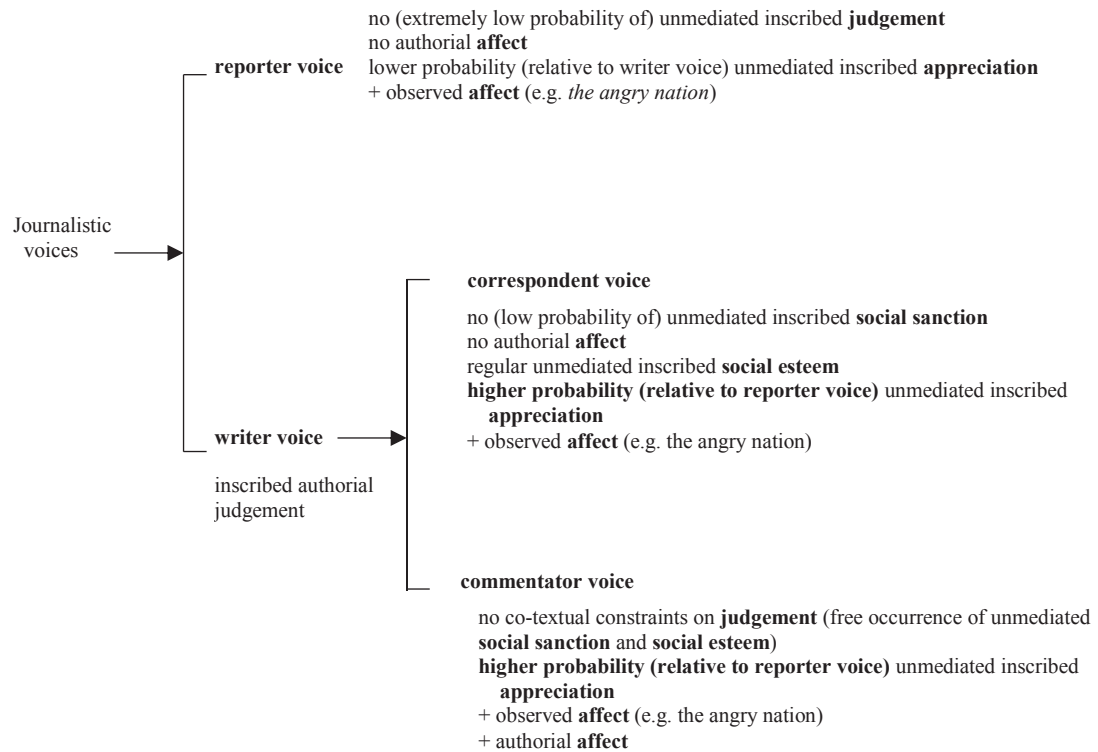
### **2.2.3.2 An SFL approach to persuasion**

From the SFL perspective, evaluation in discourse is primarily analysed with reference to the APPRAISAL framework (Martin & White 2005). This framework provides a comprehensive system to examine evaluations from three different but related aspects: kinds of evaluations (ATTITUDE), strength of evaluations (GRADUATION) and sources of evaluations (ENGAGEMENT) (Martin & White 2005). This subsection focuses on its application in exploring interpersonal meaning in editorials. The comprehensive description of this framework is presented in Section 2.3 later.

The current literature approaches the ATTITUDE system from the kinds of attitude and the polarity of attitudinal values. The seminal work on the attitudinal categories in media texts is that of Iedema, Feez & White (1994). They analyse the distributions of attitudinal values across different types of media texts, and summarise three evaluative keys (or patterns of recurring choices) with respect to the attitudinal distributions: *reporter voice*,



*correspondent voice* and *commentator voice*. Reporter voice is characterised by news report texts which do not include unmediated inscribed judgement. Correspondent voice is related to texts of news features and analysis articles which do not include unmediated inscribed social esteem of judgement. Commentator voice is associated with editorial texts which have no constraints in the choices of attitudinal values. The detailed descriptions of these three keys are shown in Figure 2.1 below.



**Figure 2.1: Journalistic keys – attitudinal profile (Martin & White 2005, p. 178)**

The distribution patterns of attitudinal values are also presented as one parameter for the classification of editorial texts (Rivers, McIntyre & Work 1988; Stonecipher 1979; Wu 2001; Yang 1998). Liu (2009c) categorised editorials into five groups with reference to the occurrence of attitudinal values: explaining, praising, criticising, appealing and celebrating. Scholars have also paid attention to the proportions of positive and negative attitudinal values in editorials. For instance, Le's (2009) analysis indicated that negative attitudinal values are encoded more frequently than positive ones in Finnish editorials. This tendency towards negative values also shows up in both Chinese and English editorials as confirmed by Shi (2011). The attitudinal distributions and polarities are of

particular relevance to the present study. They are examined and discussed as linguistic evidence for constructing communities of values in Chapters 4 and 5.

A second group of studies examines the distribution of ENGAGEMENT choices in editorials written in different languages. For example, McCabe & Heilman (2007) found that *pronounce* and *affirm* are the two dominant engagement categories in English editorials. Marín Arrese & Núñez Perucha (2006) compared the employment of engagement resources between Spanish and English editorials. They argued that Spanish editorials employ more *expansive* resources than English ones. These studies reveal that English editorials are primarily *contractive*.

A third group of studies focuses on the co-articulation of APPRAISAL choices with choices in other discourse semantic systems. Martin (2004a) provided a model to explore how the choices made in the APPRAISAL framework interact with each other in one editorial text and then how their interactions are further scaffolded by internal conjunctions as the text unfolds. Sano (2008) considered the co-occurrence of attitudinal expressions with generic stages in four Japanese editorials. Almutairi (2014) examined the distribution and co-articulation of APPRAISAL resources in different stages of editorial texts. The present study complements this group of studies by considering the interactions of attitudinal values with linguistic choices in different systems of language, including both systems of lexicogrammar and systems of discourse semantics.

A fourth group of studies compares the employment of APPRAISAL resources across different languages. Wang (2006, 2007, 2008) compared the APPRAISAL features in newspaper op-eds between Chinese and English newspapers. The comparative study has been expanded to the other languages, such as Finnish (Le 2009; Mauranen 1993), Spanish (Marín Arrese & Núñez Perucha 2006; Neff-van Aertselaer & Dafouz-Milne 2008) and Japanese (Sano 2008). This study seeks to compare not only the employment but also the distributional patterns and textual development of attitudinal values across different newspapers written in one language (English).

The current literature of persuasion lacks close attention to the co-articulations of language choices in the unfolding text, in other words, a discourse semantic perspective. A discourse semantic study of persuasion can illustrate how communication and persuasion are realised through the distribution and co-articulation of language resources

across texts. The present study therefore focuses on the features at the discourse semantic stratum of editorial texts and examines persuasion from a linguistic perspective.

Common to the studies noted above is a stronger focus on the distributions of evaluative resources in editorials. This is an interest shared in the present study. This study is to investigate their distribution in order to discover the persuasive strategies in editorials across two national newspapers. To arrive at a better understanding of how strategies for affiliation are realised it examines the co-articulation between attitudinal values and the choices in systems of lexicogrammar and discourse semantics in the unfolding text. The attitudinal distributions are discussed in Chapter 4 and the affiliation strategies as patterned attitudinal values are discussed in Chapter 5.

#### **2.2.4 The writer-reader relationship**

A number of studies have explored media discourse from the perspective of its readership. This aspect involves two main focuses: the importance of readership and the construction of readership in texts. The functions of readership have been discussed in Halmari & Virtanen (2005) who argued that the readers' value position 'forces the persuader to monitor the text in search of the best possible package that leads to the desired outcome' (p. 231). Scholars identify a range of linguistic choices when discussing the writer-reader relationship in the texts.

One choice for reflecting on the writer-reader relationship in editorials is the problem-solution textual pattern. This pattern is metaphorically presented as the ongoing dialogue between writers and readers (Alonso Belmonte 2009a, 2009b; Hoey 2001). It construes readership through posing questions and providing answers by the writers. The interaction between problem and solution responds to the persuasive strategies for realising communication with readers. A second group of linguistic features seen as impacting the writer-reader relationship comprises mood, modality and definite constructions. Jacobs (1989) examined the employment of definite and indefinite structures in editorials. Jacobs' study showed that editorial writers use definite references (for example, *the agreement*) for achieving writer-reader communication as they involve the linguistic resources which 'both speaker and listener "know already", or can identify uniquely' (Jacobs 1989, p. 528). Thompson (2012) explored the use of mood and modality for constructing readers in newspaper editorials. A third group of resources

implicated in writer-reader relationship includes those referred to in the pragmatics literature as metadiscourse. These include, for example, evidentials, person markers and relational markers. Le (2004) proposed that metadiscourse choices in editorials function to mark the active roles of readers in the communication acts which involve three different kinds of participants: ‘the editorialists, the audience, and the people linked in one way or another to the issue discussed’ (p. 688). The consideration of readers is indicated by direct references or through the socio-cultural values. These choices are re-examined in the present study in terms of how they work together with APPRAISAL resources in persuading the readers.

There is a body of studies that move writer-reader relationship into the realm of multimodality by considering the functions of both language and image. Caple (2009), for instance, explored the bonding with readers in image-nuclear news stories collected from *The Sydney Morning Herald*. In her study, readers are construed as co-members of communities of writers through foregrounding a play on words and pictures. While her study does not explore editorials, it does expand the conceptualisation of writer-reader relationship. At the same time, it raises questions of why editorial texts themselves remain mono-modal, or how they may or may not relate to images such as political cartoons or caricatures (Yan 2016).

The discussion above explores contributions to the field of study of editorial discourse that relate to the issue of readers. The current study aims to contribute further to this body of work by examining writer-reader relationship as affiliation, that is, the extent to which and how editorial writers interact with the putative readers in the unfolding text. In the present study, newspaper editorial texts are conceived as an implicit dialogue between writers and their putative readers (Hoey 1983, 2001; Maddalena & Alonso Belmonte 2011; Winter 1977, 1994). This assumption enables the writers to take the putative readers’ responses into consideration during the writing process. Writers choose the linguistic expressions which are most persuasive to their imagined readers.

### **2.2.5 Consolidating the current literature on newspaper editorials**

In summary, the literature discussed above reflects different approaches to the exploration of editorial texts. Current studies range in design from the exploration of individual text to the study of corpora of varying sizes and composition. Variation in composition

includes, for example, the languages they are written in and the newspapers they are sourced from. When reviewed as a comprehensive whole, in the interests of better understanding the evaluative work they do, a number of limitations are evident in the studies discussed in the current literature. Firstly, the current studies prefer to take a quantitative approach which is seldom supported with any qualitative method of analysis. What is left unattended to then is the question of how evaluations are expressed and negotiated logogenetically – in the flow of the discourse. In other words, these studies do not provide insights into how different choices in language interact. Secondly, the studies of attitudinal values in editorials are predominantly concerned with the preferences displayed in attitudinal categories or attitudinal polarities. They seldom focus on the attitudinal targets.

The research undertaken in this thesis aims to complement the current body of related work by focusing on a number of interrelated dimensions of the texts: how evaluations are systematically expressed in editorial texts, and how persuasion is realised in the unfolding texts through the co-articulation of attitudinal values with the choices made in the other linguistic systems. It takes a combined approach, including both quantitative and qualitative approaches, to examine the expressions and the negotiations of these co-articulations. The editorials analysed in the present study are written in the same language (English) but are from different newspapers published in different countries with different cultural backgrounds. The data sets and research method are further explained in Chapter 3.

### **2.3 Systemic-functional linguistics (SFL)**

The present research explores affiliation strategies with reference to the general theory of SFL. This section briefly reviews the key concepts of SFL that are relevant to the present study. SFL theory was developed by Halliday and his colleagues in the 1960s (Halliday 1973). It focuses on systems of language and emphasises the relationship between language and its context of use (Halliday 1985b). This theory describes language as a social semiotic or meaning making resource, with meaning lying in the relations between choices in systems of meaning.

SFL has been described as an extravagant theory (Martin et al. 2010). This descriptor refers to the way the theory acknowledges the extraordinary complexity of the social

semiotics of language in a multi-perspectival model. One implication for research is that the exploration of any specific aspect of meaning in text may need to be considered from a number of different perspectives, and the perspectives need to be located in the overall model of SFL. The focus of this study sits within the discourse semantics of evaluation. In other words, it is primarily an exploration of interpersonal meanings in text, with the specific aim to better understand the ways in which editorial writers work to affiliate a putative readership with a favoured position on an issue. The theoretical foundations of the study implicate a number of general dimensions of SFL which are introduced in the following sections of this chapter.

### **2.3.1 Metafunctions: ideational, interpersonal and textual**

The first major dimension of SFL theory underpinning this study is the complementarity of metafunctions. Language in SFL is organised to express three complementary metafunctions: ideational, interpersonal and textual. These three metafunctions focus on different aspects of language and they map onto each other in every act of communication (Halliday 1970b; Halliday 1985c; Halliday 1994).

The ideational metafunction is concerned with resources for construing experience in the world. Language serves to express the ‘speaker’s experience of the real world, including the inner world of his own consciousness’ (Halliday 1970b, p. 175). This metafunction is further divided into two aspects: the experiential and the logical. The experiential aspect focuses on the happenings, the participants and the related circumstances, while the logical aspect foregrounds the relations among these happenings.

The interpersonal metafunction is concerned with the enactment of social relations between participants. Language is used to express social roles, including the communication roles established by language itself (Halliday 1970b). The interpersonal metafunction has been examined in terms of the perspectives of the ‘inter’ and the ‘personal’. Up to about 1990, the ‘inter’ dimension was very influential due to the seminal works on grammar by Halliday (1970b, 1994). The ‘inter’ dimension has been applied to explore the interaction and turn-taking in dialogue as ‘interlocutors negotiate their positions in on-going exchanges of goods-&-services and information’ (Hood & Martin 2007, p. 740). In the 1990s scholars began to focus on the ‘personal’ dimension of interpersonal meaning (Hood & Martin 2007). The ‘personal’ dimension has been

oriented to the study of feelings and affiliation in both monologic and dialogic texts. This aspect is explored further in the discussion of the strata of discourse semantics in Section 2.3.6.

The textual metafunction is concerned with the organisation of ideational and interpersonal meanings in text. Language is deployed to provide ‘links with itself and with features of the situation in which it is used’ (Halliday 1970b, p. 175). The textual metafunction describes the ways ‘in which information is distributed to orient reader/listener and highlight new information’ (Martin 2010, p. 11). The three metafunctions are primarily explored in the two strata of language: lexicogrammar (Halliday 1994; Halliday & Matthiessen 2014) and discourse semantics (Martin 1992a; Martin & Rose 2003, 2007; Martin & White 2005). The strata of language are discussed in Section 2.3.2.

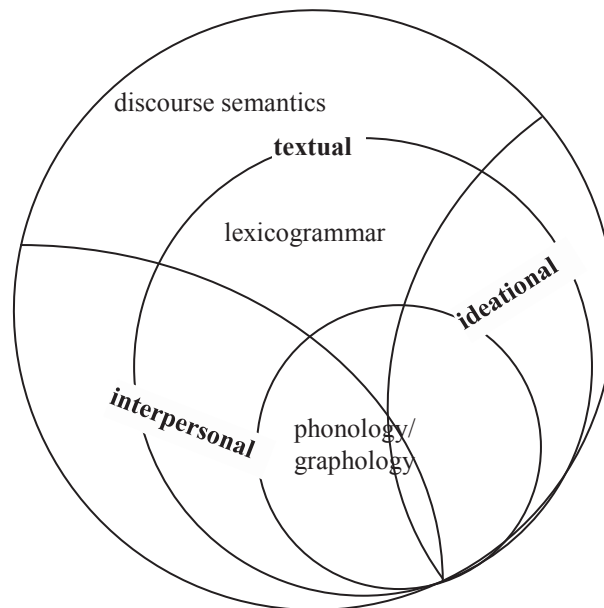
In this thesis, all three metafunctions are taken into consideration. Resources in the interpersonal metafunction provide the basis for expressing evaluative positions, while resources in the other two metafunctions function as targets of attitudinal values and to manage the evaluative expressions in the logogenesis of the text. Interpersonal resources are interpreted in relation to the ideational resources (in terms of evaluative couplings which are discussed in Section 2.3.4) in exploring the dynamic realisation of persuasion.

### **2.3.2 Realisation: stratifying language and context**

SFL theory takes a stratified approach towards language. The three metafunctions discussed in Section 2.3.1 are defined as the internal model of language, while the social contexts around which language is used are referred to as the external model of language (Martin 1992a). The different strata of language are related to each other through the realisation cline. This subsection is to explain the strata of language and those of social context.

Language is modelled as a stratified semiotic system with two planes: expression and content. The expression plane comprises the systems of graphology and phonology (Hjelmslev 1961). The content plane comprises two levels or strata as developed by Halliday (1974, 1978b): lexicogrammar and semantics. The semantic level or stratum was re-defined as the discourse semantic level by Martin and his colleagues (Martin 1992a;

Martin & Rose 2003, 2007) to ‘emphasize the fact that it is concerned with meaning beyond the clause’ (Martin & White 2005, p. 9). A tri-stratal system of language was thus developed by SFL scholars, as shown in Figure 2.2 below. Figure 2.2 also indicates the organisation of language as three metafunctions marked in bold: ideational, interpersonal and textual.



**Figure 2.2: Strata and metafunctions of language**

The three strata of language in Figure 2.2 involve abstractions of different degrees. The stratum of phonology/graphology, being the expressions of language, is the most concrete level. Phonology organises phonemes, syllables, rhythm and intonation in spoken language, while graphology deals with the organisation of letters, punctuation, layout and formatting in written discourse. The level of phonology/graphology thus relates to the re-coding of phonological/graphological patterns into words and clauses (Martin & White 2005). Lexicogrammar is itself a pattern of phonological/graphological patterns, and is thus more abstract than the level of phonology/graphology. In turn, the discourse semantic level, interpreted as the interface between lexicogrammar and social context, is the most abstract level of language.

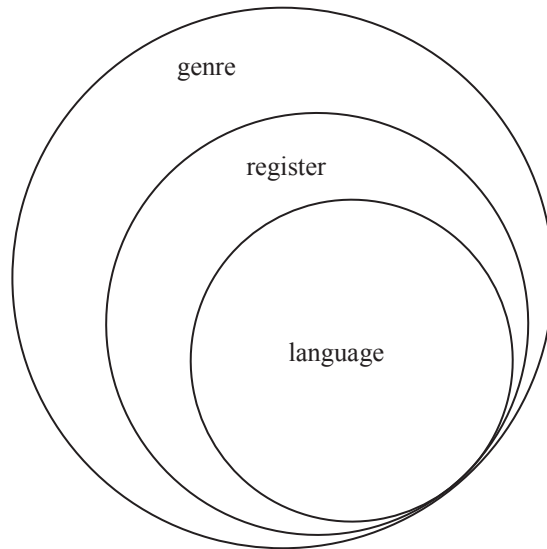
Social context is positioned above language in terms of abstraction. Context is further divided into two semiotic strata (Halliday 1996; Malinowski 1923; Martin 1997): context of situation and context of culture in Halliday (1996). Martin (1992a, 1997, 1999b) re-



define these two strata of context as register and genre. Martin's terms are adopted in the present study.

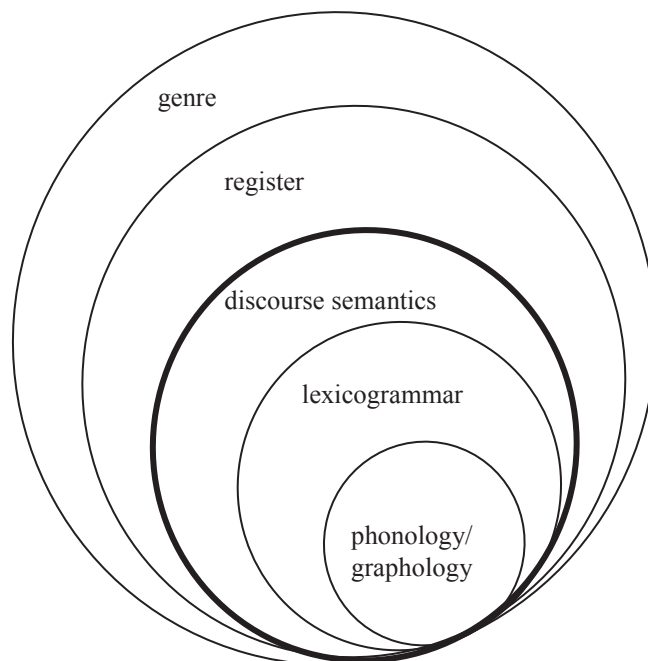
Register is concerned with discourse semantic patterns. It is categorised into three variables: field, mode and tenor (Eggins & Slade 1997; Martin 1991; Martin & Plum 1997). Field is defined as 'a set of activity sequences that are oriented to some global institutional purpose' (Martin & White 2005, p. 27). It includes the 'taxonomies of actions, people, places, things and qualities; configurations of actions with people, places, things and qualities and of people, places and things with qualities; activity sequences of these configurations' (Martin 1992a, p. 292). Tenor deals with the participants and their relative status in communication. This variable involves 'what kinds of role relations obtain, including permanent and temporary relationships of one kind or another' (Halliday 1985a, p. 12). Tenor is further categorised into two variables: power and solidarity by SFL scholars (Martin 1992a; Poynton 1989, 1991, 1996). Mode is concerned with the roles of language in realising social actions (Martin 1992a). More specifically, it refers to the channels of communication. Two channels for communication (aural and visual) are recognised and discussed in Martin (1992a).

Genre is a more abstract level of patterning beyond register. It is defined as 'a system comprising configurations of field, mode and tenor selections which unfold in recurring stages of discourse – a pattern of register patterns in the words' (Martin & White 2005, p. 32). In analysing educational discourse, Martin (1997, 2000c) defined genre as a staged, goal-oriented social process. In this stratified context plane, language is defined as the expression of register and register in turn as the expression of genre (Martin 1999b). This stratified model of context is presented in Figure 2.3 below.



**Figure 2.3: Stratified stratum of social context (Martin 1997, p. 8)**

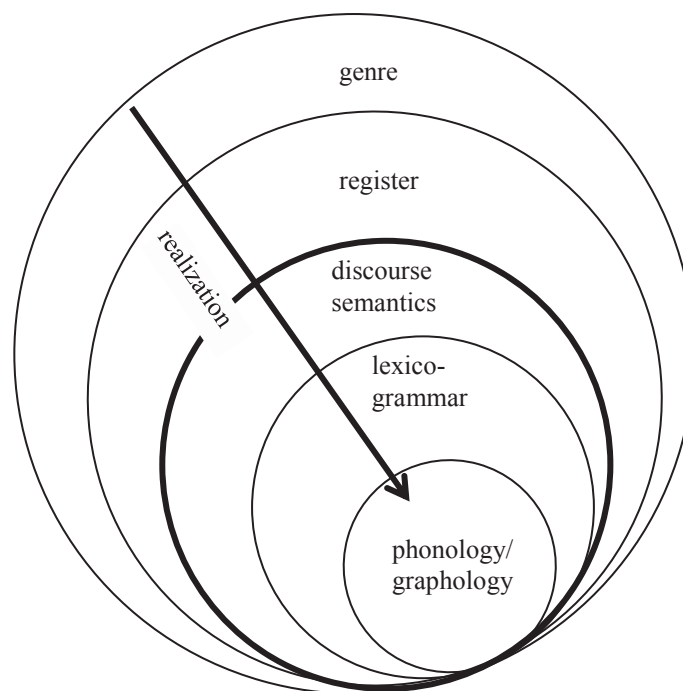
All the levels of language and context introduced above are diagrammed together in Figure 2.4 below.



**Figure 2.4: Stratification of language and context**

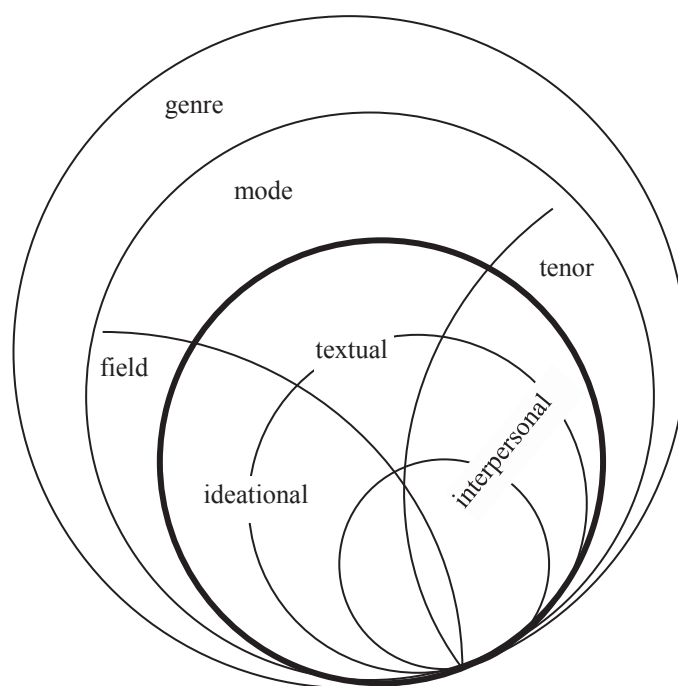
The relationship among these strata of language and context is defined as *realisation*. Halliday & Matthiessen (1999) explain this hierarchy of realisation as follows: ‘...the

system of phonology realises that of lexicogrammar; the system of lexicogrammar realised in phonology realises that of semantics; the system of semantics realised in lexicogrammar realised in phonology...’ (p. 605). Each level on the cline is not only related to the level directly realising it but also to the other levels until the level of graphology/phonology is reached. The realisation is presented as a cline ranging across all strata of language and context, as shown in Figure 2.5.



**Figure 2.5: Realisation and stratification**

The metafunctional perspective of language provides another aspect of the realisation hierarchy in that all strata of language and context are cross-classified by the three metafunctions. For example, as far as the three variables of register are concerned, ideational meaning builds field, interpersonal meaning enacts tenor and textual meaning textures these meanings together in terms of mode. Each stratum on the realisation cline is explored in terms of these three simultaneous metafunctions. The correlations between lexicogrammar, discourse semantics and register in terms of metafunctions and realisation have been discussed comprehensively by Martin (1992a, 2010), as outlined in Figure 2.6 below.



**Figure 2.6: Language in relation to a stratified model of social context (as register and genre)**  
**(Martin 2010, p. 18)**

The correlation between metafunction and realisation is modelled as a function/stratum matrix in Martin (2009a). It involves the realisation relationship between different strata of language and context, as represented in Table 2.1 below.

**Table 2.1: A function/stratum matrix for text analysis (Martin 2009a, p. 270)**

<b>Metafunction stratum</b>	<b>Ideational</b>	<b>Interpersonal</b>	<b>Textual</b>
Genre	Orbital/serial structure	Prosodic structure	Periodic structure
Register	Field – activity sequences, Participant taxonomies	Tenor – power, solidarity	Mode – action/reflection, monologue/dialogue
Discourse semantics	Ideation, external conjunction	Appraisal, negotiation	Identification, internal conjunction, information flow
Lexicogrammar	Transitivity; nominal group classification, description, enumeration	Mood, modality, polarity, comment, vocation; nominal group attitude, person	Theme and information; tense and deixis; ellipsis and substitution
Graphology/phonology	Tone sequence	Formatting, emoticons, colour; tone, voice quality, phonaesthesia	Punctuation, layout; tonality, tonicity

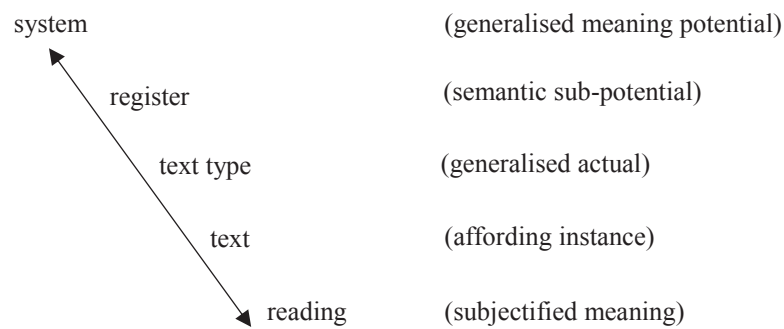
The present study adopts this model of realisation in that persuasion is a variable from context, in particular, the register variable of tenor. Persuasion and the positioning of putative readers are realised through choices in the stratum of discourse semantics which in turn are realised by resources in lexicogrammar. The persuasion process is discussed in Chapter 5.

### **2.3.3 Instantiation**

SFL theory defines the variation of meaning making resources across different texts as *instantiation*. Instantiation relates language as a system to language as an instance. This subsection explains the studies and concepts of instantiation.

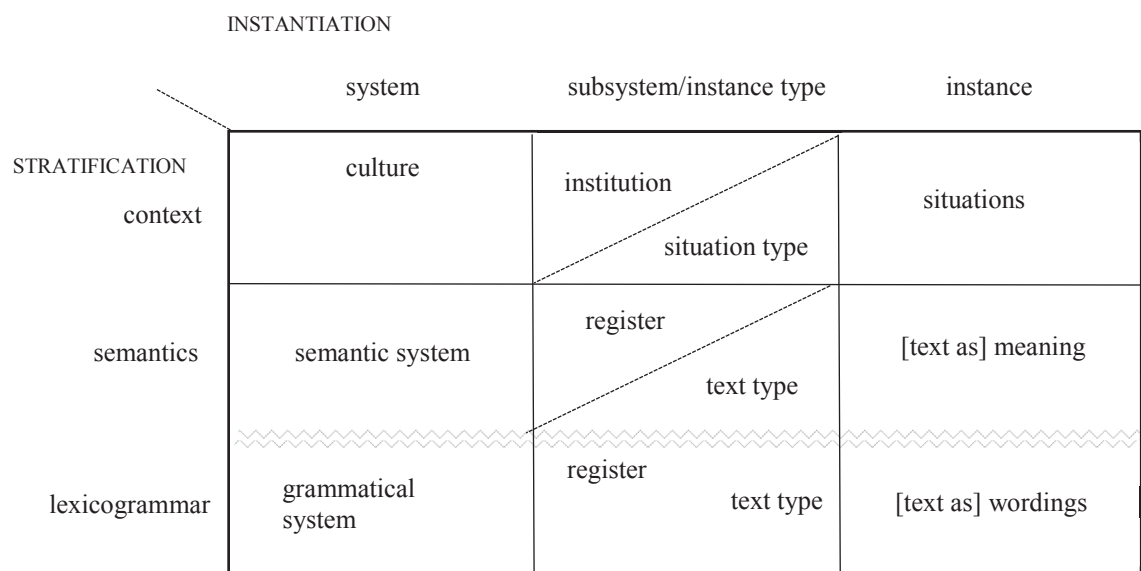
Instantiation is a hierarchy of generalisation. It contains a number of different levels, including the levels of system, register, text type, text and reading. System and instance are situated at the two ends of the cline, in fact, they represent one phenomenon which is looked at from different perspectives. System is the most general end and provides the general resources for the participants of one community. The meaning potential of system is specialised as register/genre which in turn is specialised as text type. Text type generalises recurring patterns of meanings across different texts. Texts themselves are treated as meaning potentials because they could be read in different ways by readers from different backgrounds. Reading afforded by text is the ultimate instance of the instantiation cline (Martin & White 2005).

The instantiation cline has been presented in different forms by Martin and his colleagues (Martin & Bednarek 2010). The one in Martin & White (2005, p. 25) is adopted in this study and re-stated in Figure 2.7 below.



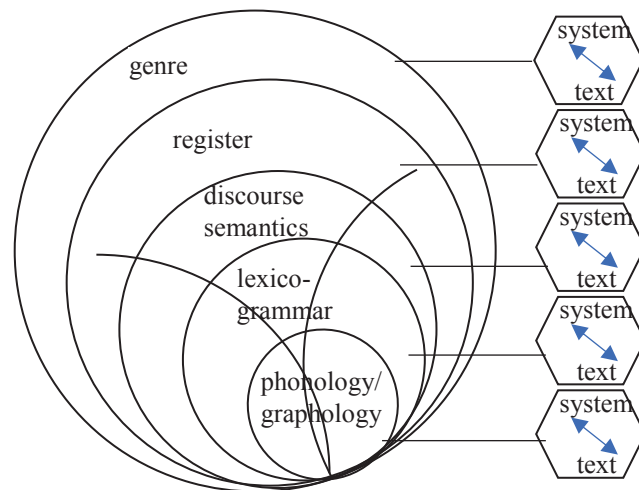
**Figure 2.7: Cline of instantiation (Martin & White 2005, p. 25)**

Instantiation in SFL is discussed in terms of the stratification of language and context by Halliday and his colleagues. Their interaction is outlined by Halliday (2005) and represented in Figure 2.8 below.



**Figure 2.8: Intersection of stratification and instantiation (Halliday 2005, p. 255)**

The interrelation between instantiation and realisation is further explored by Martin and his colleagues. Martin (2010) pointed out that these two hierarchies connect with each other at the system end because ‘all strata are designed to model comprehensively the meaning potential of a culture’ (p. 25), and so each stratum in the realisation cline involves one hierarchy of instantiation. This intersection, as diagrammed in Martin (2010, p. 24), is represented in Figure 2.9 below.



**Figure 2.9: Realisation in relation to instantiation (all strata instantiated) (Martin 2010, p. 24)**

Instantiation involves three key concepts for exploring multiple modes of communication: coupling, commitment and iconisation (Hood 2008; Martin 2006, 2008b, 2009c). Coupling refers to the combination of meanings ‘as pairs, triplets, quadruplets or any number of coordinated choices from system networks’ (Martin 2008b, p. 39). The combination occurs both within and across metafunctions, across semiotic systems, strata, or ranks (Caple 2008; Knight 2010a; Martin 2010; Zappavigna et al. 2010a). Commitment refers to the degree of specificity with which the meaning potential is instantiated in one text. Iconisation is the process in which ideational meaning is discharged and interpersonal meaning is charged. It is realised by a number of modes, such as images, artefacts and people, and playful headlines, metaphors and idioms (Chang 2004).

The concept of coupling is of particular relevance for the present study. This is because attitudinal values are always encoded as expressing an attitude towards some experiential entities. Therefore, attitudinal encodings are discussed in terms of the couplings of interpersonal and ideational meanings. The management of evaluative positions in the logogenesis of the text depends on the re-coupling of one evaluative coupling with another. The instances and patterns of evaluative couplings are exemplified and discussed in Chapters 4 and 5.

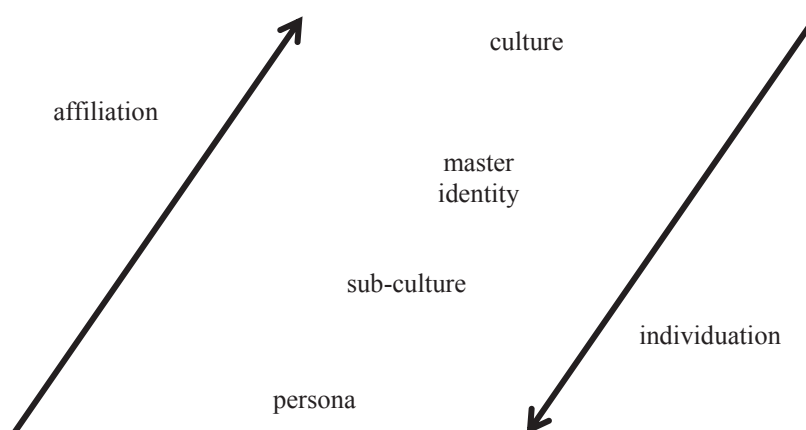
### 2.3.4 Individuation

SFL theory defines the variation of meaning making resources across different users as *individuation*, that is, individuation deals with the specialisation of meaning potential according to the users of language. Individuation represents the relationship between ‘the reservoir of meanings in a culture and the repertoire a given individual can mobilize’ (Martin 2010, p. 23), involving different levels: culture, master identity, subculture and persona. The individuation cline explores these levels in terms of classifying and negotiating identities (Knight 2010b; Martin 2010). This section focuses on these two perspectives and their relations to the present thesis.

Individuation concerns the relationship of reservoir with repertoire. In terms of classifying identities, culture as the general community is presented as composed by smaller and smaller communities. The classifying process goes through master identities and sub-cultures to the persona end (Bernstein 1996). This classifying trajectory is defined as the individuation perspective of the individuation cline. It is inspired by the work on semantic variation (Hasan & Webster 2005, 2009), where semiotic resources are differentially attributed among the users (Martin et al. 2013).

The process of negotiating identities is the opposite of classifying identities in terms of orientation. In the negotiating process, persona is conceived as aligning with sub-cultures, from master identities to culture. The negotiation trajectory is referred to as the affiliation perspective of the individuation cline. It focuses on how ‘personae mobilise social semiotic resources to affiliate with one another – how users share attitude and ideation couplings’ (Martin et al. 2013, p. 491). The two perspectives of individuation outlined in Martin (2010) are represented in Figure 2.10 below.





**Figure 2.10: Individuation and affiliation perspectives of individuation cline (Martin 2010, p. 28)**

The two perspectives of individuation cline differ in terms of their focus. The individuation perspective pays more attention to individual identities, while the affiliation perspective is more closely related to general communities (Almutairi 2014; Mahboob & Knight 2008). Affiliation describes the social process of constructing and negotiating communities through sharing values in interaction. This aspect is therefore of particular relevance to the current study. The theoretical framework of affiliation is drawn upon with the aim of focussing on how the writers of the editorials commune with their imagined readers.

Affiliation is characterised as a dynamic process. The reason for that lies in the nature of the text which is intended to be read as an ‘ongoing interdependency structure’ (Martin 1992b, p. 361). This logogenetic approach has been comprehensively explored for conversational discourse, where ‘coupling unfolds as a pattern in a prosody of bonding and laughter’ (Knight 2010a, p. 158). It is applied as well in the present study of the written monologic editorials, that is, the thesis explores editorial texts ‘dynamically as a contingent ongoing recontextualisation of meaning as it unfolds’ (Martin 2009a, p. 266). The affiliation process and the affiliation strategies are outlined in Section 2.3.5.

### **2.3.5 Affiliation strategies**

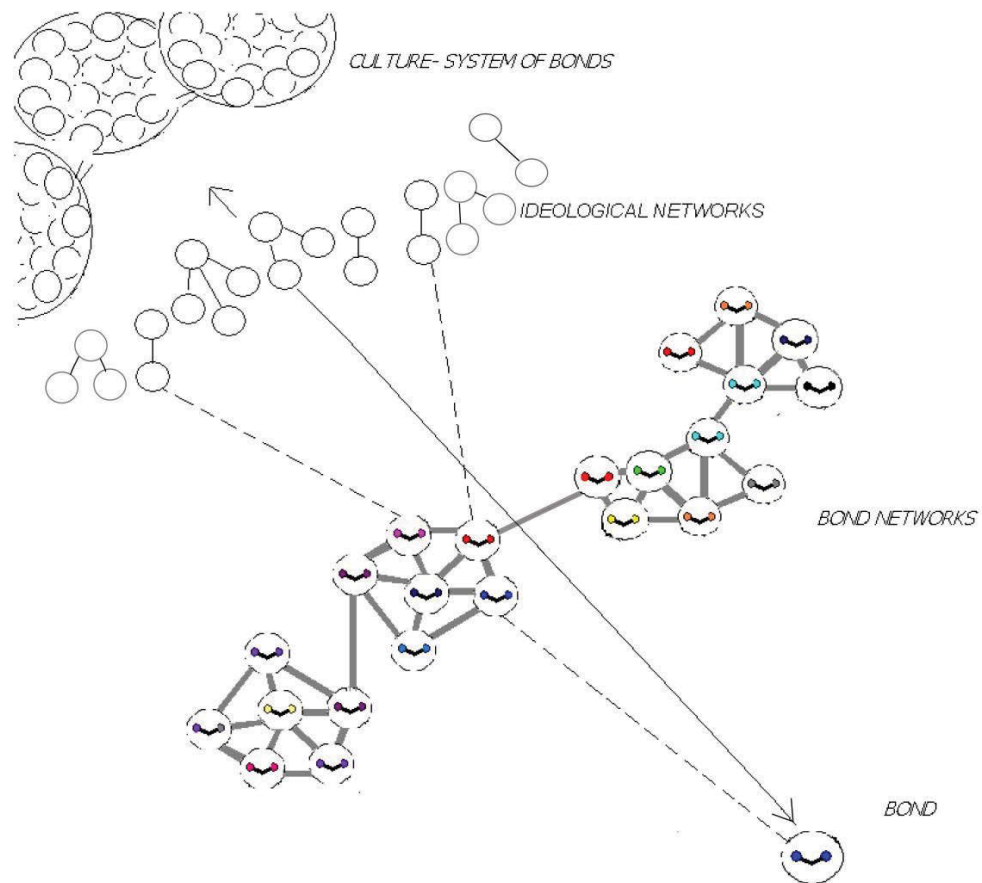
Key to the linguistic theorisation of affiliation is the work of Knight (2010a). Knight described affiliation as the ‘social process of negotiating shared values in text to construct and co-identify in communities’ (Knight 2010a, p. 204). Affiliation is deployed to

examine community construction in texts of different modes, including dialogic texts, such as face-to-face conversation (Clark, Drew & Pinch 2003; Knight 2010a, 2010b; Tracy 2002), written dialogic texts (Don 2012; Zappavigna 2011, 2014) and written monologic texts (Tann 2010a, 2010b, 2013). The mode of communication influences the choices of linguistic resources and the affiliation process (Martin 1986). This subsection reviews the affiliation strategies in dialogic and monologic texts.

### **2.3.5.1 Affiliation in spoken discourse: face-to-face conversation**

Casual conversations are discussed as involving a range of characteristics. For example, their interactants are free to take turns. They can see and hear each other as listening happens at the same time of speaking (Martin 1992a). Listeners respond to speakers during or immediately after the speaking turns. Participants try their best to commune as co-members. These features enable Knight (2010a) to identify three affiliation strategies in the texts of face-to-face conversation.

The affiliation process involves a number of levels. It begins with the instantiation of texts as evaluative couplings (Knight 2010a). The process as well includes the levels referred to as bond, bond networks, ideological networks and culture-system of bonds. The constructions of evaluative coupling, bond and bond network are discussed in detail during the analyses in Chapter 4. The different levels of affiliation identified in Knight (2010a) are shown in Figure 2.11 below.



**Figure 2.11: Levels of affiliation on the individuation cline (Knight 2010a, p. 238)**

Affiliation in conversation is realised by three strategies: communing, laughing and condemning. These strategies are differentiated from each other in terms of the occurrence of tension between participants. Tension is realised by discordant evaluative couplings (Martin 2000a) in the texts. Its existence is signalled by laughter in face-to-face dialogue. Communing affiliation does not involve any tension, while both laughing and condemning affiliations include different kinds of tension.

In communing affiliation, participants present one evaluative coupling and negotiate this coupling during their conversation. They identify themselves as co-members of one community of shared values. In laughing affiliation, participants present opposing evaluative couplings. Tension is therefore created among the participants. But this tension is non-threatening (Knight 2010a), as it does not constitute any danger to their shared values. Participants can still negotiate similarities despite the existence of difference. Speakers invite the other participants to defer the couplings that are not shared (Benwell & Stokoe 2006; Fearon 2004). Deferring happens when participants laugh off the tensions

together (Knight 2008). Deferred couplings represent communities which the speakers may affiliate with in other contexts. In condemning affiliation, a more serious tension arises between participants. The tension violates the shared values and prevents the affiliation process, with violating couplings rejected rather than only deferred (Knight 2010a).

### **2.3.5.2 Affiliation in written dialogue: Twitter**

The mode of interaction in Twitter texts differs from that of spoken conversation. For instance, participants in Twitter texts cannot see and hear each other. They communicate through reading and posting tweets to some virtual readers who follow and search their tweets. The affiliation in Twitter is therefore ambient, with affiliation between different users of Twitter realised through ‘findability’ of the tweets (Zappavigna 2011, 2014).

Tweets are searchable due to their employment of hashtags. Hashtags include a keyword which refers to the topic of the tweet, so they are described as ‘a form of metadata that can be used to indicate the “aboutness” of tweet’ (Zappavigna 2014, p. 211). They implicitly tell the putative readers to ‘search for me and affiliate with my value’ (Zappavigna 2011, p. 789). The other participants in Twitter are presumed to use hashtags involving the same keyword.

The process of searching for similar tweets proposes bonds to the putative readers. Posters of tweets identify themselves as co-members of one community with the readers who are following the keywords of the hashtag or who are using it as a search term (Zappavigna 2011). Searching via hashtags is therefore becoming a linguistic activity to build community with the followers of tweets. Hashtags assume a group of ambient readers of each tweet.

Editorial texts are similar to Twitter texts in terms of the communication process. The communication between writers and readers of newspaper editorials is implicit. They do not even know each other. Readers and communities constructed in editorials are thus presented as ambient. Editorial texts, however, differ from Twitter in terms of the textual presentation of values and communities. In Twitter, each tweet normally involves the consistent evaluation of one entity. In editorials, each text could include both positive and negative evaluations of one experiential entity, with similarities and differences in the

communication process contributing to the differences in the strategies of affiliation across the two kinds of texts.

### **2.3.5.3 Affiliation in written monologic discourse: newspaper editorials**

Affiliation in newspaper editorials differs from affiliation in dialogic texts. The differences are due to the differences in the modes of communication. Texts in written monologic mode do not involve any contact between participants. In newspaper editorials, for instance, the processes of writing and reading are not simultaneous. Editorial texts are written before the readers get them. They are read once the writing process is finished and the texts are published. The editorial writers do not even know who will be the readers. These features make the written monologic texts inherently non-reciprocal. This asynchrony in communication makes the affiliation in editorials different from that in dialogic texts.

Affiliation in editorials also shares some similarities with affiliation in conversation and in Twitter. Similar to face-to-face conversation, editorials contain opposing evaluative couplings, presenting tensions to their putative readers. The strategies of affiliation in editorials are therefore similar to affiliation by laughing and condemning in conversation. Similar to Twitter, editorial texts involve potential communication between writers and readers, as Martin (1992a) argued that ‘almost all writing reflects turn taking in some respects – most writing is expectant of some kind of response, even though it may be some time coming’ (p. 512). This makes affiliation in editorials similar to ambient affiliation in Twitter.

In editorial texts, affiliation is conducted between writers and a group of readers with similar or different positions. Readers are identified as social semiotic meaners. They are construed as ‘communities of readers positioned by specific configurations of gender, generation, class, ethnicity and in/capacity’ (Martin & White 2005, p. 62) rather than as individuals. In editorial discourse affiliation is therefore not individual-to-individual communication but community-to-community communication. The strategies of affiliation are discussed in Chapter 5.

### **2.3.6 Discourse semantic systems and structures**

The present study takes a discourse semantic approach to affiliation in editorial texts. For this reason the discourse semantic stratum of language is reviewed in this section. The discourse semantic stratum is an intermediate level, interfacing the lexicogrammatical level with the level of context in the hierarchy of realisation. The discourse semantic level 'reflects[ing] both the organisation of the lexicogrammatical resources realising its meanings as well as the organisation of context into the register variables, tenor, mode and field' (Martin 1992a, p. 403). It focuses on meanings beyond the clause, which is fundamental to discourse analysis within SFL (Martin in press).

The discourse semantic level involves a number of text oriented resources. The resources are employed to analyse cohesive relations in texts (Martin 2001a). They are metafunctionally organised as: IDEATION and CONJUNCTION (ideational metafunction), NEGOTIATION and APPRAISAL (interpersonal metafunction), IDENTIFICATION and PERIODICITY (textual metafunction) by Martin and his colleagues (Martin 1992a; Martin & Rose 2003, 2007; Martin & White 2005). The following sections explain these six systems with particular attention given to the systems of IDEATION and APPRAISAL. The explanation is from above, from around and from below.

#### **2.3.6.1 IDEATION and CONJUNCTION**

As far as the ideational metafunction is concerned, the discourse semantic level involves two systems: IDEATION and CONJUNCTION. From above, the two systems function to construe the field of text at the level of register. From below, the IDEATION system is realised by figures and the system of CONJUNCTION by relators at the level of lexicogrammar. Resources from the IDEATION system co-articulate with those from the CONJUNCTION system to texture the discourse.

The IDEATION system is proposed with reference to the work on lexical cohesion discussed in Halliday & Hasan (1976). It focuses on three closely related aspects: the sequences of activities, the taxonomic relations of people, places, things and qualities, and the nuclear relationships between these participants of people, places, and things. Taxonomic relations are realised by lexical items within one clause or between different clauses, including the relations of repetition, synonymy, antonymy, hyponymy and

meronymy. Nuclear relations are realised in nominal groups, verbal groups and clauses, including the relations of elaboration, extension and enhancement (Halliday 1994; Halliday & Matthiessen 2004b). Activity sequences are realised by a set of related activities (Martin & Rose 2007). The three aspects are explored together in terms of how they function to organise the ideational meanings of the text logogenetically and construe the field of discourse. They are discussed in detail in Chapter 3.

The CONJUNCTION system extends the work on cohesion and logico-semantic relations. It focuses on the semantic relations between different ‘figures’ in the texts (Halliday & Hasan 1976; Halliday & Matthiessen 2004b). Four types of conjunctive relations have been identified and discussed by Martin (1992a): additive, comparative, temporal and consequential. Martin (1992a) maintained the distinction between external and internal relations proposed by Halliday & Hasan (1976), but extended it to the discourse beyond the clause. External relations are treated as ‘oriented to field – they encode the institutional organisation of our culture’ (Martin 1992a, p. 180), while internal relations are ‘oriented to genre (including the conversational structure realising genre in dialogic modes) – they encode the organisation of text as it is formulated to construct our culture’ (p. 180). These relations are realised congruently by conjunctions or incongruently by participants, processes or circumstances at the clause level (Halliday 1998). The choices in this system are explained further when necessary in the analyses of the strategies of affiliation in Chapter 5.

#### **2.3.5.2 IDENTIFICATION and PERIODICITY**

As far as the textual metafunction is concerned, the discourse semantic level involves two systems: IDENTIFICATION and PERIODICITY. From above, these two systems realise the register variable mode in context. From below, the system of IDENTIFICATION is realised by lexis expressing people, place and things, and the system of PERIODICITY by thematic structures. These two systems co-articulate with other systems to texture the discourse.

The system of IDENTIFICATION is proposed with reference to the earlier study of reference (Halliday & Hasan 1976). It is concerned with the resources for presenting and tracking participants in the unfolding text. Participants are expressed through pronouns, proper names and nominal deixis (such as definite articles, indefinite articles and demonstratives). Martin (1992a) proposed a number of strategies to identify participants

in co-text and context, including anaphora, cataphora, esphora, homophora, endophora and exophora.

The system of PERIODICITY is concerned with the flow of information in discourse. It expands the study of Theme/Rheme and Old/New information structure at clause level (Francis 1989; Fries 2002; Halliday 1970a; Halliday & Matthiessen 2004b; Love 2004) to discourse. Theme/New focuses our attention on interpreting clauses, while higher level forms of Theme/New examine the information flow in different levels of texts, such a phase/stage/text. For instance, hyper-Theme predicts what will happen in the phase and hyper-New consolidates the new information in that phase. The different layers of Theme are defined as *method of development* (Crompton 2002, 2004; Fries 2009) of a text. And the different layers of New are considered the *point* of a text. The developments in the unfolding text outlined by Martin & Rose (2007) are re-stated here in Figure 2.12 below.

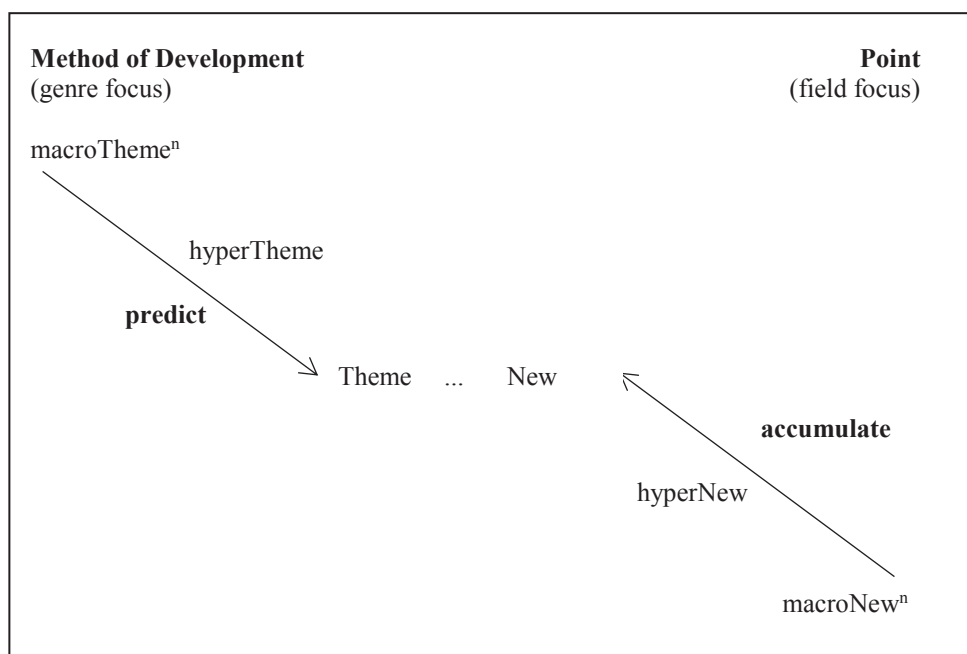


Figure 2.12: Layers of Themes and News in discourse (Martin & Rose 2007, p. 199)

The choices in the systems of IDENTIFICATION and PERIODICITY are discussed when necessary in the analyses in Chapter 5.



### **2.3.5.3 NEGOTIATION and APPRAISAL**

As far as interpersonal metafunction is concerned, the discourse semantic level involves two systems: NEGOTIATION and APPRAISAL. The system of NEGOTIATION focuses on the ‘inter’ dimension, and the system of APPRAISAL on the ‘personal’ dimension of interpersonal meanings. From above, the two systems function to enact power and solidarity relations between participants, that is, the tenor variable of register in context. From below, APPRAISAL is primarily realised by lexis and NEGOTIATION by the systems of MOOD and MODALITY at the stratum of lexicogrammar and further by intonation in phonology. They co-articulate with the other discourse semantic systems to texture the meaning of discourse.

The NEGOTIATION system is proposed with reference to the current studies of exchange structure and speech function (Halliday 1984; Sinclair & Coulthard 1975). It is concerned with the relations between adjacent moves in conversation. This system functions to negotiate how speakers adopt and assign roles and how moves are arranged with respect to each other (Martin & Rose 2007). All the data analysed in the current study are examples of written discourse, and so the system of negotiation is unavailable; for a detailed discussion of this system see Eggins & Slade (1997), Martin (1992a) and Sinclair & Coulthard (1975).

The APPRAISAL system is proposed to study the choices from the discourse semantic system as initiated by Martin and his colleagues (Martin 1994, 2000a; Martin & Rose 2003; Martin & White 2005). It is concerned with evaluation in discourse. The APPRAISAL system involves three interacting categories: ATTITUDE, ENGAGEMENT and GRADUATION. The system of ATTITUDE deals with feelings, including three subtypes: affect, judgement and appreciation. The ENGAGEMENT system involves linguistic resources to analyse the sources of attitudinal values and alternative views around one attitudinal position. The GRADUATION system deals with the strength of attitudinal values, the up-scaling and down-scaling of feelings. These choices in the APPRAISAL system are discussed further in Chapter 3.

Besides the systems of NEGOTIATION and APPRAISAL, Martin & White (2005) proposed a third system (INVOLVEMENT) for realising interpersonal meaning at the discourse semantic level. The INVOLVEMENT system complements the APPRAISAL framework by

focusing on non-gradable resources to enact tenor relations. The phonological and lexicogrammatical patterns realising these three discourse semantic systems are reviewed in Martin & White (2005), and are re-stated in Table 2.2 below.

**Table 2.2: Interpersonal semantics in relation to lexicogrammar and phonology (Martin & White 2005, p. 35)**

Register	Discourse semantics	Lexicogrammar	Phonology
<b>Tenor</b>	<b>Negotiation</b>		
	- speech function	- mood	- tone (& `key`)
	- negotiation	- tagging	
	<b>Appraisal</b>		
Power (status)	- engagement	- `evaluative` lexis	- loudness
	- affect	- modal verbs	- pitch movement
	- judgement	- modal adjuncts	- voice quality
Solidarity (contact)	- appreciation	- polarity	- phonaesthesia
	- graduation	- pre/numeration	- [formatiting]
		- intensification	
		- repetition	
		- manner; extent	
		- logico-semantics	
		- vocation	
	<b>Involvement</b>		
	- naming	- proper names	- `accent` ...
	- technicality	- technical lexis	- whisper...
	- abstraction	- specialised lexis	- acronyms
	- anti-language	- slang	- `pig latins`
	- swearing	- taboo lexis	- secret scripts
		- grammatical	
		metaphor	

#### 2.3.5.4 Structures of discourse semantic systems

In SFL system and structure are complementary to each other. System foregrounds the choices within language, while structure focuses on the ‘inherent temporality of semiotic processes’ (Martin & White 2005, p. 17). The three metafunctions of language are organised into different structures according to their realisations in texts (Halliday 1985a; Martin 2000d). The ideational metafunction is organised into particulate or orbital structure, the interpersonal metafunction is organised into prosodic structure and the

textual metafunction is organised into periodic structure. The structures are discussed in Martin (1995b, 1996b; 1997), and shown again in Figure 2.13 below.

Type of structure		Type of meaning
particulate		<b>ideational meaning</b>
- Orbital		- experiential
[mono-nuclear]		- logical
- serial		
[multi-nuclear]		<b>interpersonal meaning</b>
prosodic		
periodic		<b>textual meaning</b>

**Figure 2.13: Kinds of meaning in relation to kinds of structure (Martin & White 2005, p. 18)**

The particulate nature of ideational meaning organises text segmentally into nuclear/satellite or multi-nuclear structures. In the nuclear/satellite structure, one segment functions as nuclear, and the other segments serve as satellites. In the multi-nuclear structure, no segment serves as the centre. The periodic structure of textual meaning models meaning as waves in the texts. It organises text into a rhythm of peaks and troughs. This periodic structure is discussed at different levels, such as clause, phase, stages and the whole text/book (Martin & Rose 2003, 2007). For example, at the level of phonology, we can define ‘a syllable as a wave of sonority, a foot as a wave of stressed and unstressed syllables, and a tone group as a wave of pre-tonic and tonic feet’ (Martin & White 2005, p. 19).

The prosodic structure of interpersonal meaning is supra-segmental. It is not constrained into separate parts but resonates with the other structures across the text logogenetically (Halliday 1981; Martin & Rose 2003; Thompson 1998; Zappavigna et al. 2010). For instance, attitudinal meanings are ‘not reducible to constituent parts but instead resonate across the text as it unfolds in time’ (Zappavigna et al. 2010, p. 150). Attitudinal prosody is formed through combining different attitudinal instances in the unfolding text, as Martin (2002a) pointed out, saying that ‘lexical choices resonate with one another to

establish the mood of a phase of discourse, generally with one or another of affect, judgement or appreciation setting the tone' (p. 208).

In linguistics, prosody was firstly used to study phonology by Firth (Palmer 1970) and then extended to the study of grammar and discourse semantics (Hood 2006). At the level of grammar, modality could be realised by different parts of the clause (Martin & White 2005). For example, possibility might be realised by the mental projection functioning as explicit subjective modality (*I suppose*), by a modal verb (*might, mightn't*), and a modal adjunct (*possibly*) in the clause *I suppose he might possibly have, mightn't he?* At the level of discourse semantics, prosody refers to 'the way that interpersonal meanings resist the categorical confinement or bounded-ness associated with experiential meaning to spread across clauses or across phases of discourse' (Hood 2010, p. 141).

The prosodic realisation of attitudinal meanings has been explored in different kinds of texts. Coffin (1997) studied evaluation and evaluative prosodies in history discourse. Rothery & Stenglin (1997, 2000) explored evaluation in narratives and literary criticism. White (1997) analysed the evaluative features in news stories. Eggins & Slade (1997) investigated evaluation in casual conversation. Fuller (1998) focused on evaluation in science texts. Hood (2004, 2006, 2010, 2012) examined the dynamic aspect of evaluation in academic discourse. Hood's research of evaluation is further emphasised by the study of biology discourse (Hao & Humphrey 2009; Humphrey & Hao 2013). The present study explores prosodies of evaluations in newspaper editorials at the discourse semantic level.

### **Spread of evaluative prosodies: interruption and propagation**

There are two ways identified for developing prosodies of values in the unfolding texts: interruption and propagation. The propagation is realised by a number of linguistic resources and structures. Taxonomic relations between the appraised elements play significant roles to propagate evaluative prosodies in academic discourse (Hood 2010). Prosodies could be propagated in two opposite directions: forwards and backwards. The evaluative prosody initiated by the inscribed attitudinal values could flow forwards from the beginning to the end and predict the evaluative positions in the phase. This direction is defined as the *prospective* orientation of prosody. However, it could as well flow backwards from the end to the beginning of one phase and consolidate the evaluative position across the phase. This direction is defined as the *retrospective* orientation of

prosody. Evaluative prosodies are disrupted through a number of linguistic resources in the unfolding texts. These resources of interruption have been identified and summarised by Hood (2010) in the study of academic discourse. The fundamental ones are concessive conjunctions (Dafouz-Milne 2008; Hood 2004, 2006; Lemke 1992, 1998; Neff-van Aertselaer & Dafouz-Milne 2008; Thompson & Zhou 2000).

Together with the structure of periodicity, the propagation of attitudinal prosodies has the function of predicting and consolidating meanings in discourse (Coffin & Hewings 2004; Hood 2010; Hunston 2000; Martin 2009b; Thompson & Zhou 2000). Attitudinal prosodies ‘can create cohesive links between separated elements...that are not readily construed by the usual cohesive devices’ (Lemke 1998, p. 40). Attitudinal prosodies are examined in relation to the logogenetic enactment of affiliation in the present study. They are discussed further in Chapter 5.

### **Patterns of evaluative prosodies**

Attitudinal meanings realise three different patterns of prosody: domination, saturation and intensification. In the prosody of domination, attitudinal values could be expressed locally either at the beginning or at the end of the clause/phase. These values colour a longer stretch of text retrospectively or prospectively. When combined with periodicity, this pattern of domination means that attitudinal position ‘flows prospectively from the dominating perspective of a hyper-Theme, and perhaps retrospectively from the dominating perspective of a hyper-New’ (Hood 2010, p. 157). Attitudinal values in the domination pattern radiate from a point with textual prominence.

In the prosody of saturation, attitudinal values could be expressed where they can. A set of consistent attitudinal values are opportunistically encoded in one clause/phase. These attitudinal expressions pick up previously encoded values to reinforce the evaluative prosodies. They accumulate and resonate with each other to colour the whole clause/phase as the text unfolds. This pattern of saturation makes the relevant evaluative positions more compelling to the readers. In the prosody of intensification, attitudinal values are amplified to a certain degree either through coupling with GRADUATION choices or through repeating different kinds of attitudinal expressions in consistent values (Hood 2010). The amplification process functions to spread the values beyond the specific realisation.

The patterning of attitudinal values as prosodies contributes to the understanding of persuasion in written texts (Hood 2006). The three patterns of prosodies play an important role in interpreting the ways through which different attitudinal values operate as an ongoing cumulative motif in the unfolding text. The evaluative flow is discussed in terms of strategies of affiliation in Chapter 5.

### **2.3.7 Consolidating the theoretical model**

It is beyond the scope of this thesis to explore editorials from all of these theoretical perspectives. The focus in the current study is particularly on the evaluations expressed in newspaper editorials, that is, how one editorial text instantiates evaluations and how the writers of editorial texts affiliate the readers with the newspaper's positions through the co-articulation of different systems of language.

The model of language employed in the current study is organised metafunctionally, as ideational, interpersonal and textual meaning, and stratally as involving the levels of phonology/graphology, lexicogrammar, discourse semantics, register and genre. The strata of language and context are metafunctionally organised. The model of analysis for the present study draws on three hierarchies: realisation, instantiation and individuation. The realisation hierarchy provides the linguistic resources at various levels of abstraction; the instantiation hierarchy actualises the resources on each level of the cline of realisation as text; and the individuation hierarchy constructs various communities by deploying resources from each stratum of realisation in every instantiating text.

## **2.4 Conclusion**

This chapter positions the present study in relation to the current research in media discourse, particularly focusing attention on editorial discourse in the online versions of newspapers and concerns for interpersonal meanings and relations. The chapter aims to establish the significance of the study of editorial discourse with respect to explorations of persuasion, and to identify space for further research in this field. The chapter then argues the need for a comprehensive model of language to interpret the expressions of evaluations, and to identify how language choices combine and interact in the construction of affiliation strategies and in their deployment in the service of building communities of shared values amongst newspapers' readerships. The chapter also

introduces and explains key dimensions of the theory that informs the study, i.e. SFL. Literature that contributes in relevant ways to SFL theory, including studies of the APPRAISAL system, and of affiliation in conversational discourse and the features of evaluative prosodies are discussed.

The chapter foregrounds two crucial features of this study: firstly, that of the couplings and interactions of multiple choices in different linguistic systems in the shaping and enactment of affiliation strategies; and, secondly, that this implies a need not only for a synoptic focus (text as a product) but also for a dynamic one (text as a process). By such means the present study aims to provide a more comprehensive perspective on the language of persuasion in media texts.

## Chapter 3 – Research Design

### 3.0 Introduction

The aim of this study is to enhance understanding of the ways in which editorial writers rhetorically position their imagined or putative readers to affiliate with the evaluative stance of the editorial text. The power of the media largely rests in its potential to impact a broad public, to shape views of what is significant and the values through which events are read and interpreted (Feez, Iedema & White 2008). An academic interest in exploring more closely the means by which texts function rhetorically was enhanced by personal experiences in reading newspaper texts across different cultural contexts, and an interest in the kinds of rhetorical strategies deployed in different kinds of media from different cultural contexts. To achieve these purposes, I adopt in this research a theoretically informed method to explore the complex of linguistic choices that editorial writers deploy doing the work of persuasion. I explore how the patterns of choices and their management in the logogenesis function to reveal the ways in which they work to align readers to particular communities of shared values.

This chapter discusses in detail the research method, research data and procedures of data analysis employed in the study. The research questions for this study were introduced in Chapter 1 and are re-stated here as a point of reference for describing the research design. The general research question for this thesis is:

How are communities of shared values proposed and managed logogenetically in the discourse of editorials in the electronic versions of *The Australian* and the *China Daily*?

This general question may be broken up into a number of specific questions:

- a) What role does attitude play in the construction of communities of shared values?
  - i) What patterns are evident in the expressions of attitude, and what are the differences across the two data sets?
  - ii) What patterns are identified in the couplings of attitude and experiential entities, and what bonds are proposed to the readers in each newspaper?



- iii) What kinds of communities of shared values are constructed and proposed in each data set?
- b) How is affiliation managed dynamically in the logogenesis of the editorial texts?
  - i) What recurring rhetorical strategies are identified in the co-expressions of evaluative couplings and other linguistic choices?
  - ii) How do recurring rhetorical strategies compare across the two data sets?
  - iii) How do these rhetorical strategies contribute to the management of communities of shared values?

### **3.1 Research methods**

The present study takes a mixed methods approach to explore the strategies of persuasion and affiliation in editorial texts, combining qualitative and quantitative dimensions. In other words, there is interpretation and so a degree of subjectivity in the analysis of discourse, and at the same time there is description of comparative findings in numerical terms. The two paradigms are seen as ‘different ways of recording observations of the same world’ (Richards 2005, p. 36), and can be seen to inform or complement each other (Corbin & Strauss 1998; Miles & Huberman 1994; Sandelowski 2003). A complementarity of this kind underpins the design of this study and shapes the sequence of analyses and findings presented in the thesis. The ways in which the two approaches interact are outlined below. Before that, however, some additional explanations are needed for the ways in which the study is qualitative.

The umbrella description of ‘qualitative’ research encompasses a diversity of methods. These methods all accept a degree of subjectivity in the interpretive space between empirical data and what can be said about it. However, differences are found in the theories and practices that inform the process of interpretation. In some qualitative approaches the intuition of the researcher may be entirely valid, while in others it will be seen as inadequate. In this study the interpretative process has to do with identifying meanings in linguistic choices in texts and this is mediated with reference to a theory of meaning. The study draws on the social semiotic theory of language that is SFL. This theory advances a comprehensive multi-perspectival modelling of language as a system of systems of linguistic choices. Meaning in SFL theory is a relational concept. Inheriting

the concept of *valeur* from Saussure, meaning lies in the relations that hold between the choices in systems of meaning. The process of interpretation is therefore mediated through systems of choices.

The research begins with an interpretive dimension. This involves a close analysis of language/meaning choices in each editorial text with reference to particular systems of language as theorised in SFL. The primary interest is in how the texts function to persuade and align a readership, and this directs the researcher to explore interpersonal linguistic choices, drawing primarily on the discourse semantic system of APPRAISAL. The findings from these analyses can then inform a quantitative perspective. There the researcher examines the frequencies of occurrence and preferences with respect to each attitudinal category within and across the two sets of editorials. In this design, the qualitative approach serves to underpin a quantitative perspective (Bauer, Gaskell & Allum 2000). In other words, the quantitative analysis is embedded in and informed by the process of qualitative interpretation (Hood 2010; Virtanen & Halmari 2005). In turn these two analytical steps serve as the basis for a further phase of qualitative interpretation. The proportion for each subcategory of attitude in the data sets provides an initial basis for interpreting strategies of affiliation, but more work is needed to interpret these strategies more comprehensively. To do so, a final stage involves a detailed study of how a complex of meaning choices interrelate in the dynamic unfolding of texts across the data sets. The aim here is to reveal any recurring patterns that can be identified as dominant affiliation strategies in the data set.

Analyses involve a detailed study of the interrelations of a number of linguistic choices within texts. In this way, the design contrasts with and complements the more predominantly quantitative approach of corpus-based studies (e.g. Bednarek 2010a, 2010ba). Corpus studies generally focus on the deployment of a small number of linguistic choices across a large set of texts. Typically, the aim of corpus study is to aggregate particular features of language for the purpose of explaining the distributional patterns in a language or in a particular kind of language use. In this study, however, the intention is to explore patterns that emerge from the complex interactions within instances of text and then to consider how such patterns recur in limited but relatively coherent sets of data. In particular, the aim is to identify differing and recurring affiliation strategies realised in the logogenesis of the editorial texts. It is intended that the convergence of

numerical findings in quantitative analyses and the exploration of interactivity in qualitative analyses (e.g. Dörnyei 2007) will contribute to a deeper understanding of the complex processes of meaning making.

## **3.2 Research data**

### **3.2.1 Selecting newspapers**

The data for this research are taken from the online versions of two national newspapers, *The Australian* and the *China Daily*. *The Australian* was firstly published on the 14 July, 1964 in the form of a broadsheet. Since then, it has been published daily from Monday to Saturday. *The Australian* is the biggest-selling national newspaper in Australia, with 116,655 copies on weekdays and 254,891 on weekends (according to *Wikipedia*, 20 November 2016). The newspaper is published in three modes at present: printed broadsheet, online edition and mobile application. Its online copy can be more readily accessed by an international community, although its readership is likely to remain predominantly an Australian one. The newspaper includes foci on national and international issues.

The *China Daily* is the most popular national English-language newspaper published in China (Liu 2009a). It was initially published on the 1 June, 1981 in the form of a broadsheet. It is published daily from Monday to Saturday in three different languages: Chinese, English and French. This newspaper has the widest circulation among the English-language newspapers published in China, over 500,000 copies per issue (according to *Wikipedia*, 20 November 2016). One third of its daily circulation is published abroad in more than 150 countries and regions (Liu 2010). Among all newspapers published in China, its reporting is claimed to most closely resemble that of Western journalism (Liu 2010). At present, the *China Daily* is published as a printed broadsheet, online edition and a mobile application. All three modes of publication target an international readership.

The two newspapers are distinct from each other in terms of their national context of publication and political positions. Clancy (2004) described *The Australian* as ‘generally conservative in tone and heavily oriented toward business; it has a range of columnists of varying political persuasions but mostly to the right’ (p. 10). It predominantly aligns with

the political opinions of the Liberal Party, one of the two major political parties in Australia, and the more conservative of the two. The *China Daily* is regarded as the ‘window into China’ (Liu 2009b, p. 200) and as a guide to the official policies of the Chinese government. Its official goal is the objective presentation of ‘China and China’s news to a unique group of readers’ (Herbert 2001, p. 60). Its commentaries are to convey the central ‘government’s opinions and attitudes to the rest of the world’ (Liu 2009a, p. 60). Similarities and differences between the two newspapers are summarised in Table 3.1 below.

**Table 3.1: Comparison of characteristics of *The Australian* and *China Daily***

<b>Newspaper</b>	<b>Language</b>	<b>Circulation</b>	<b>Type</b>	<b>Format</b>	<b>Target readership</b>	<b>Public</b>
<i>The Australian</i>	English	biggest-selling	Daily	Broadsheet; Online; Mobile application	Australians	International
<i>China Daily</i>	Chinese, English, French	widest circulation	Daily	Broadsheet; Online; Mobile application	International	International

The two newspapers are chosen as data in the present study for reasons to do with both their similarities and their differences. First, both media sites connect to the researcher’s personal context and interests as a scholar from China undertaking a research study in Australia, and this connects to the related pragmatics consideration of their availability as data. Additionally, the researcher’s primary field of research is persuasive discourse in English, and both are written in English, providing a further reason for adopting the English version of the *China Daily* in this study. The two newspapers are comparable in other ways too. Importantly, as noted above, each has the status of being a national newspaper and each has a long history of publication with a well-established readership. Both are published in printed and online, allowing access to a diverse readership. The printed format of each newspaper is broadsheet, a format often associated with ‘quality newspapers’. According to Rodriguez (2007), the assumption is that broadsheet newspapers are ‘directed at readers who want full information on a wide range of public matters and current affairs and are prepared to spend a considerable amount of time reading it’ (p. 50). Finally, while both newspapers are internationally recognised as representative of the news media in the respective country, there are also clear and

important differences in their target readerships in terms of those being internal or external to the nation, an issue that is discussed further in Section 3.3.

### 3.2.2 Identifying editorials

The label ‘editorial’ has evolved over time and has a number of different interpretations in the literature of media studies. From the beginning of the 20<sup>th</sup> century English newspapers began to make a distinction between news and comments. News refers to the report of events as they occur, and comment refers to the reinterpretation of these events in news from a particular position (Bell 1991; Diamantopoulos 2010; Van Dijk 1987). The former represents factual journalism and the latter stands for opinion journalism. Bell (1991) proposed a somewhat different categorisation. He classified everything in a newspaper as belonging to one of two categories: advertising or editorial. Editorial is then further subcategorised into three broad categories: ‘service information, opinion and news’ (Bell 1991, p. 13). The term ‘opinion’ for Bell ‘includes what are often called “editorials” or “leaders” – a statement of the newspaper’s own views on an issue, usually appearing on an inside page under a reduced banner of the paper’s “masthead”’ (Bell 1991, p. 13). A more common approach, however, is to restrict the term ‘editorial’ to one kind of opinion journalism. In this sense, editorials sit beside cartoons, opinion surveys, reviews, advice columns, letters to the editor, and so on (Almutairi 2014; Bednarek & Caple 2012; Caple 2013; Kaid & Holtz-Bacha 2008). The editorial is presented in one particular section in the newspaper. This is the approach to identifying a text as an editorial in the present study.

In *The Australian* and the *China Daily*, editorials are presented as articles in the OPINION column – EDITORIALS section. It appears as in Figure 3.1 in *The Australian* and as in Figure 3.2 in the *China Daily*.



Figure 3.1: Editorials in *The Australian*



Figure 3.2: Editorials in *China Daily*

### 3.3 Building data sets

In composing the data sets for the two newspapers the present research adopts the method of constructed-week. This method ‘involves selecting days by a random process across several weeks in order to make up a composite week of days. The composite week may be five days (for a Monday to Friday composite) or six days (for a Monday to Saturday composite)’ (Bell 1991, p. 23). A five-day constructed week is adopted in the current study as both newspapers contain editorial texts from Monday to Friday, with the *China Daily* not publishing editorials in its Saturday edition.

The data collection took place between 27 March 2013 and 5 July 2013, with a resultant composite week of editorials for both newspapers. The five days within the composite week include Monday 27 May, Tuesday 4 June, Wednesday 19 June, Thursday 27 June 27, and Friday 5 July. These days are shown in boxes in Table 3.2 below.

Table 3.2: Dates for collecting the newspaper editorials

Date	Monday	Tuesday	Wednesday	Thursday	Friday
May 2013	27	28	29	30	31
June 2013	3	4	5	6	7
June 2013	17	18	19	20	21
June 2013	24	25	26	27	28
July 2013	1	2	3	4	5

More than one editorial text was collected on most of the collection days. In total, 21 texts were collected for this study: 10 from the *China Daily* and 11 from *The Australian*. The title and the date of publication for each editorial text are shown in Table 3.3.

**Table 3.3: Editorial texts as data for the present research**

Date	Texts	
	<i>China Daily</i> (10 texts)	<i>The Australian</i> (11 texts)
May 27	Protectionism hurts both	Mr. Obama's war on terror
June 4	Pushing forward reforms	Unanswered questions that make us nervous
	Caribbean co-operation	Faceless man's bid for Batman
	Safety at work a priority	Union bosses set ALP's agenda
June 19	Unite Syrian knot	NBN process should have avoided the asbestos crisis
		At least a treasurer delivers a budget we can believe in
June 27	Ward off capital risks	Independent common sense
	China-POK partnership	Rudd must drag Labor back to centre
	United against terrorism	
July 5	Ensuring mill quality	True democracy must now prevail for people of Egypt
	Solving Egyptian puzzle	Unions the elephant in caucus
		Between a tragedy and a farce

As indicated in Table 3.3, these 21 editorial texts address a diverse range of specific topics. The field of the text is discussed in the analyses in Chapter 5.

### 3.4 Data analysis

The linguistic theory informing this study was introduced in general terms in Chapters 1 and 2. These two chapters presented a number of relevant tenets of SFL theory. They discussed the metafunctional complementarity of meaning (interpersonal, ideational and textual) and the model of linguistic strata (text level discourse semantics, clause level lexicogrammar, and the expression plane of graphology/phonology). The point of entry for analysing language in this study is the stratum of discourse semantics (Martin 1992a; Martin & Rose 2003, 2007; Martin & White 2005). In this section, further details of key discourse semantic systems are provided and exemplified by the analyses of the editorial texts. Two systems are particularly foregrounded in this study of affiliation strategies: APPRAISAL and IDEATION. Some elaborations are given here of the nature of these two systems. Other relevant linguistic resources are introduced where relevant to analyses in Chapter 5.

#### 3.4.1 APPRAISAL analysis

The APPRAISAL framework was introduced by Martin (2000a) (see also Rothery & Stenglin (2000)) to expand the study of the interpersonal metafunction in SFL. It is placed at the stratum of discourse semantics (Martin & White 2005) and therefore its realisation tends to cover longer stretches of discourse irrespective of the grammatical boundaries.

This section first offers a brief overview of this framework and then turns to the encodings of attitudinal values.

The APPRAISAL framework is concerned with the analysis of evaluation in texts. Its place in the broader theory of SFL is in systematising interpersonal meaning in discourse. The system is primarily concerned with

[...]the subjective presence of writer/speakers in texts as they adopt stances towards both the material they present and those with whom they communicate. It is concerned with how writers/speakers approve and disapprove, enthuse and abhor, applaud and criticise, and with how they position their readers/listener to do likewise. It is concerned with the construction by texts of communities of shared feelings and values, and with the linguistic mechanisms for the sharing of emotions, tastes and normative assessments. It is concerned with how writers/speakers construe for themselves particular authorial identities or personae, with how they align or disalign themselves with actual or potential respondents and with how they construct for their texts an intended or ideal audience. (Martin & White 2005, p. 1)

APPRAISAL is composed of three interacting subsystems: ATTITUDE, ENGAGEMENT and GRADUATION. Its early development engaged a number of scholars, most significantly Martin (2000a) and Poynton (1989). Further development of particular dimensions also draws on applications of the emergent theory in a range of fields, including that of science and popular science (Fuller 1998; Veel 1998), history (Coffin 2000), administration (Iedema 2003), academic discourse (Hood 2004, 2010) and media (Iedema, Feez & White 1994; White 2003). Fuller (1998) and White (2003) contributed prominently to the elaboration of the ENGAGEMENT dimension, Coffin (2000) and White (2003) to the distribution of choices in ATTITUDE system to personae and Hood (2004, 2010) to an expansion of the system of GRADUATION.

The ENGAGEMENT system is concerned with identifying and managing external sources and alternative positions for the attitudinal values (Martin 2004b). Choices in the system of GRADUATION function to grade attitudinal values. They also flag subjective readings of object meanings. The system of GRADUATION is explored further here as one resource



to invoke attitudinal values. The system of ATTITUDE functions predominantly to express emotions and opinions (Zappavigna 2014). It provides the theoretical basis for the coding of values in the present study. The attitudinal values are expressed with the purpose for them to be shared and to build relationship with others (Martin 2002a). The ATTITUDE system is therefore of particular relevance to the study of persuasion in newspaper editorials. Its sub-systems and realisations are discussed in detail in the following subsections.

#### **3.4.1.1 Attitudinal categories**

The system of ATTITUDE is concerned with feelings and values in texts. It deals with three semantic regions: affect, judgement and appreciation (Martin 2000a). This classification is made with reference to the experiential triggers or targets of the attitudinal values. Affect, as a personal feeling, is triggered by behaviour, text/process and phenomenon. Judgement refers to the evaluation of a target of human character or behaviour. Appreciation is the evaluation of phenomena or events. Trigger refers to the experiential entity that gives rise to the emotion or feeling (affect). Target refers to the experiential entity with which an expression of judgement or appreciation is coupled.

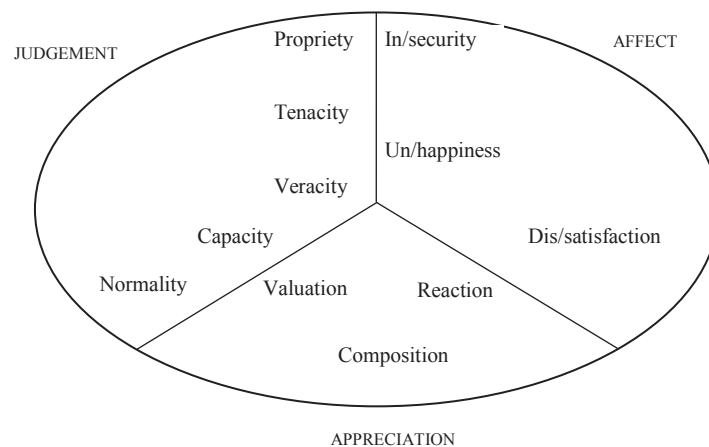
Affect, as the domain of positive or negative feelings or emotions, is the realm that we are born with. So in the ontogenesis of language it precedes our socialisation into the realms of aesthetics (appreciation) and morality (judgement) (Martin & White 2005; Painter 2003). Affect is further categorised into four sub-types: dis/inclination, un/happiness, in/security and dis/satisfaction. Dis/inclination involves the feelings of intention with respect to an unrealis Trigger (yet to happen); un/happiness involves the feelings of being happy or sad; in/security involves the feelings of peace and anxiety with respect to ecosocial well-being; and dis/satisfaction involves the feelings of achievement and frustration in relation to activities. The identification process of affect is discussed in Section 3.4.1.2.

Judgement registers positive or negative evaluations with respect to people and their behaviours. It 'reworks feelings in the realm of proposals about behaviour – how we should or should not behave. Some of these proposals get formalised as rules and regulations administered by church and state' (Martin & White 2005, p. 45). Judgement is subclassified into the general realms of 'social esteem' and 'social sanction'. Social

esteem is concerned with normality (how unusual someone is), capacity (how capable someone is) and tenacity (how resolute someone is); social sanction is concerned with veracity (how truthful someone is) and propriety (how ethical someone is). The encoding of judgement is illustrated in Section 3.4.1.2.

Appreciation categorises attitudinal values as positive or negative evaluations with respect to semiotic and natural phenomena. It reworks ‘feelings as propositions about the value of things – what they are worth or not; some of these evaluations get formalised in systems of awards’ (Martin & White 2005, p. 45). Appreciation is sub-classified into reactions (the impact of and quality of things), composition (the balance and complexity of things) and valuation (the social values of things). The process for coding appreciation is detailed in Section 3.4.1.2.

The classifications of attitudinal values into bounded subcategories of affect, judgement and appreciation represents a topographic perspective. An alternative, complementary topographic perspective on attitude can also be taken (Bednarek 2009; Hood 2010; Martin 2000a). The topographic perspective categorises attitude into ‘domains of meaning like spaces on a map, some kinds of affect are akin to some kinds of appreciation’ (Hood 2010, p. 82). The topographic perspective is illustrated in Martin (2000a) and represented in Figure 3.3 again.



**Figure 3.3: A topological perspective on attitudinal resources (adopted from Martin 2000a, p. 166)**

From a topographic perspective, the subtypes of affect, judgement and appreciation are distributed in terms of relative similarities in meaning. For example, the type of

appreciation:reaction<sup>4</sup> which has to do with evaluating a phenomenon in terms of its impact on our feeling associates closely with affect from a semantic aspect. Both appreciation:reaction and affect are experienced by humans. This dual perspective (typographic and topographic) has relevance to certain aspects of this study. The significance with respect to the editorial data is discussed in Chapter 4.

### 3.4.1.2 Attitudinal realisations

A further important consideration in the process of analysis is that choices in ATTITUDE, as a system on the discourse semantic stratum, can be realised in choices across multiple systems at the stratum of lexicogrammar, as well as at the graphological level and through other multimodalities in discourse (Kress & Van Leeuwen 2006). An attitudinal position can be expressed directly through attitudinal lexis or indirectly through the selection of ideational meanings. The direct realisation is defined as inscribed attitude and the indirect realisation is referred to as invoked attitude (Hood 2004, 2010; Martin & White 2005). Inscriptions construct a compliant reading position, while invocations construct a negotiable reading position (Martin 1996a).

#### Inscription

Attitudinal values are inscribed through a range of lexicogrammatical resources. The inscribed value is therefore interpreted as ‘largely fixed and stable across a wide range of contexts’ (White & Thomson 2008, p. 11). Halliday & Matthiessen (2004a) and Martin & White (2005) discussed comprehensively the inscribed realisations of affect from the perspective of lexis. Affect could be explicitly expressed as the modification of participants and processes, affective mental and behavioural processes, and modal Adjuncts. In the present study, inscriptions of attitude are put in bold face, as shown in examples [3.1] and [3.2].

- [3.1] Perhaps the National Party was **at fault** [-cap] for **failing to** [-cap] appreciate the **talents** [+cap] of Mr. Oakeshott and Mr. Windsor when they were members.  
(Independent common sense – TA)

---

<sup>4</sup> The subtype of appreciation, for example, the subcategory of reaction, is written in the form of appreciation:reaction. This convention is applied to the subcategories of affect and judgement.

[3.2] Xi's proposal shows China's **commitment** [+des] to carrying forward its **time-honoured** [+reac] friendship with Trinidad and Tobago as well as advancing bilateral pragmatic co-operation.

(Caribbean Co-operation – CD)

The expressions *at fault*, *failing to* and *talents* in [3.1] explicitly express the value of judgment. In the example [3.2], *commitment* inscribes the emotion of affect, and *time-honoured* encodes the value of appreciation. Identifying attitudinal inscriptions is the first step of analysis in the present study. The inscriptions provide the basis for the encoding of invoked attitude. The encodings of each kind of attitude are identified and interpreted in Chapter 4.

### **Invocation**

Attitudinal values are invoked through the selection of experiential meanings. Martin & White (2005) identified three ways for implicitly realising attitude, identified as options of *provoke*, *flag* and *afford*. Each selects differently with respect to expressions of experiential meaning.

#### *Provoking*

Attitudinal values are provoked through the expressions of lexical metaphor which construes two different fields: literal field and metaphorical field. It is the contrast between the literal and the metaphorical fields in lexical metaphors that invoke attitudinal values (Martin & White 2005; White & Thomson 2008). In the present study, expressions provoking attitude are presented in italics and underlined, as shown in [3.3] and [3.4].

[3.3] IN its eagerness to crack down on the 457-temporary work visa program, the Gillard government has become a *prisoner* [t.-prop] of the narrowly focused trade union movement, which represents just 13 per cent of private-sector workers yet remains Labour's principal benefactor.

(Union bosses set ALP's agenda – TA)

[3.4] There have been loud calls that the government should reduce its intervention in economic activities and give the market a bigger role to *inject* [t.+reac] more vigour into the economy, especially at a time when China's economy is on an irreversible trajectory of deceleration.

(Pushing forward reforms – CD)

In the above two examples, each expression of lexical metaphor involves two different fields. For example, in [3.3] the lexical metaphor *prisoner* refers literally to someone who has been incarcerated for committing a crime. In the present editorial text, it refers metaphorically to the Gillard government. This metaphorical association with the Gillard government provokes an evaluation in terms of negative judgement:propriety.

The present study takes several steps to identify the expressions of lexical metaphor in the two sets of editorials. Instances of lexical metaphor in this research are identified with reference to the procedure employed by ragglejazz group<sup>5</sup> (Semino 2008, pp. 11-12) and at the same time to the analysis of experiential field in discourse (Martin 1992a). The process for identifying lexical metaphors in the present study includes the following steps:

1. Read the editorial text and get a general understanding of its fields realised by taxonomy, configuration and activity sequence.
2. Identify the lexical units which have a more basic contemporary meaning in other contexts according to the online *Collins English Dictionary*. The basic meanings construe a field different from that of the editorial text.
3. Re-check the basic meanings of the identified lexical units with native speakers of English.

These criteria are applied to the identification of all the expressions of lexical metaphor as shown in Appendices III and IV. In these appendices, the literal field introduced by the lexical metaphor is presented in square bracket after each instance. Their encodings and persuasive functions are discussed in Chapter 5.

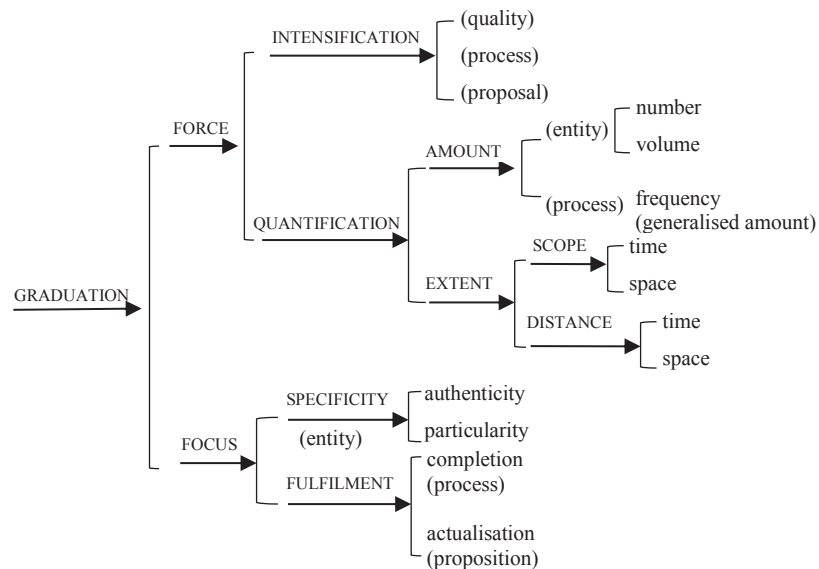
### *Flagging*

Attitudinal values are flagged through the choices from the GRADUATION system. These choices invoke subjective readings through adjusting the experiential meanings by degree. This aspect has been explored comprehensively in academic discourse by Hood (2010). Hood (2010), following Martin & White (2005), explained the evaluative potential of the graduation resources from two perspectives: force and focus. Force is examined in terms

---

<sup>5</sup> The procedure for identifying lexical metaphor by ragglejazz group is based on lexical units in the text-discourse. The comprehensive explanation of the identification procedure is discussed in Semino (2008, pp. 11-12) and not reviewed in this thesis.

of intensification and quantification, while focus is explored with respect to specification and fulfilment (Hood 2015b). The network for the GRADUATION system in Hood (2015a) is represented in Figure 3.4 below.



**Figure 3.4: Network of GRADUATION (adapted from (Hood 2015a))**

In the present study, choices in the system of GRADUATION are explored as one means by which attitudinal values are invoked. When choices of GRADUATION co-occur with instances of inscribed attitude, they function to adjust a value by degree rather than to flag evaluation. Where the GRADUATION choices adjust inscribed ATTITUDE by degree, they are shown in bold and italics. This is illustrated in *strongly* in example [3.5]. Where expressions of GRADUATION flag (invoke) an attitudinal interpretation they are presented in italics but not in bold, as in *rising*, *shot up* and *slumped* in [3.6].

[3.5] While we **disagreed** [-sat] *strongly* with the substance of her industrial relations reforms, the manner with which she implemented them showed political talent.

(Rudd must drag Labour back to the centre – TA)

[3.6] The yuan keeps *rising* [t.-reac], inter-bank rates have *shot up* [t.-reac], and foreign exchange purchases have *slumped* [t.-reac]. Such **conflicting** [-reac] trends have caused worries among puzzled China watchers.

(Ward off capital risks – TA)

In [3.5], the expression *strongly* grades the inscribed value of affect:satisfaction (*disagreed*). In [3.6], the expressions *rising*, *shot up* and *slumped* flag negative attitudinal

values. The encodings in [3.6] are contextualised by the inscribed value of negative appreciation:reaction (*conflicting*). The rhetorical functions of flagged attitude are discussed in Chapter 5.

### *Affording*

Attitudinal values are afforded through the selection of experiential meanings that carry a cultural expectation of some kind. Martin & White (2005) used the example *we brought the diseases* to exemplify how attitudinal meaning is afforded in the text. Knight (2010a) expanded the realisations of afforded attitudinal values by considering the evaluative functions of inclusive/exclusive pronouns (such as *we/they*). Expressions affording attitudinal values are underlined in the present study, as shown in [3.7] and [3.8].

[3.7] It is a measure of Labour's credibility on the issue that its stance has earned the backing of Pauline Hanson [t.-reac], who yesterday announced her **intention** [+des] to contest a Senate seat for her old party.

(Union bosses set ALP's agenda – TA)

[3.8] But reforms *move the country forward* [t.+reac], while a lack of reforms means *moving backward* [t.-reac].

(Pushing forward reforms – CD)

In example [3.7], Pauline Hanson, a far right populist politician, is expected to take a different political stance from that of the Labor Party. Her support thus affords the negative value of appreciation:reaction about Labor's credibility on the issue. In [3.8], the experiential meaning of *move the country forward* assumes a shared sense of good, and that of *moving backward* assumes a shared sense of bad. The expression *move the country forward* therefore affords positive appreciation:reaction and the expression *moving backward* affords negative appreciation:reaction. The encodings of all instances of inscribed and invoked attitude are presented in Appendices V and VI.

### **Double coding**

After distinguishing and identifying inscribed and invoked attitudinal values, Martin & White (2005) pointed out the necessity for 'double coding' of some borderline attitudinal instances. They argued that 'where players are explicitly judged in a role, an invoked appreciation of their accomplishment might be recognised; similarly, where an activity is

explicitly appreciated as a thing, a judgement of whoever accomplished it might be invoked' (Martin & White 2005, p. 67). Double coding has also been adopted by other scholars, such as Adendorff & de Klerk (2005), Bednarek (2009) and Martin (2004a). In the present study, double coding refers to instances in which one coding is an inscription and the second coding is a further interpretive step of what value is implied or invoked by the inscription. Double coding is at times applied to the analysis of inscribed appreciation. For instance, in [3.9], the inscribed appreciation about Obama's record as *commendable* can additionally be analysed as invoking judgement about the person who established the record (Obama). In [3.10], the inscribed appreciation about the decision as *fatal* at the same time invokes judgement about the European Union.

- [3.9] WITH his success in ridding the world of Osama bin Laden, President Barack Obama has a **commendable** [+reac] record in providing the leadership needed to combat global terrorism.  
(Mr. Obama's war on terror – TA)
- [3.10] While dealing a **fatal** [-reac] *blow* [t.-reac] to Chinese producers, any decision by the European Union to impose heavy taxes on China's solar panel products may backfire.  
(Protectionism hurts both – CD)

The instances for double coding are discussed in detail in Chapter 4.

In both inscribed and invoked realisations of attitude, polarity is implicated. Positive values are indicated by '+', and negative values by '-'. Categories (affect, judgement, appreciation), modes of realisation (inscribing, provoking, flagging, affording) and polarities of attitude are examined in the present study. These choices are presented in Figure 3.5 in a system network used as the schema for encoding attitudinal values in the present research. In this framework, a square bracket stands for an 'or' relation between different choices, and a brace bracket represents an 'and' relation.



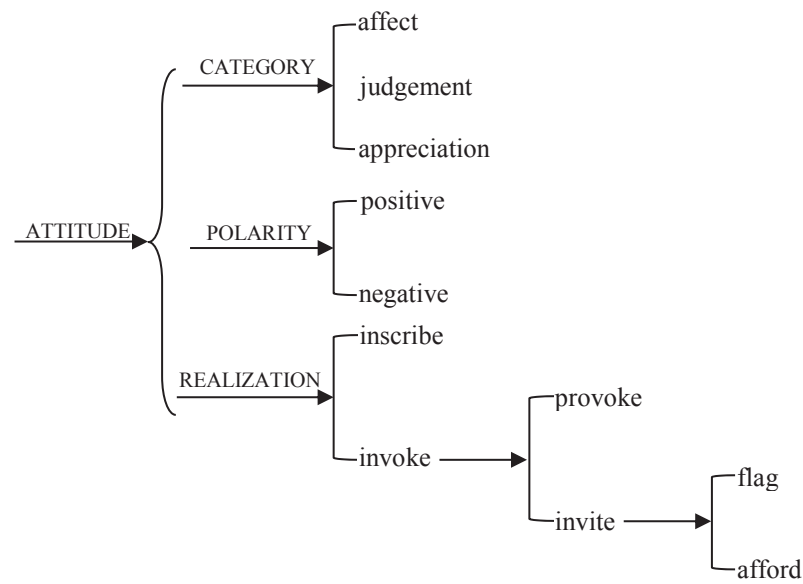


Figure 3.5: Analysis framework for ATTITUDE (adapted from Martin & White 2005)

### 3.4.1.3 Conventions for coding attitude

A series of abbreviations are used in coding expressions of attitude in the texts in the study. The abbreviations employed by Martin & White (2005) are adopted in the present study and shown in Table 3.4.

Table 3.4: Conventions for coding ATTITUDE (Martin & White 2005, p. 71)

Abbreviations	Attitude
+	'positive attitude'
-	'negative attitude'
bold	'inscribed attitude'
des	'affect:inclination'
hap	'affect:happiness'
sec	'affect:security'
sat	'affect:satisfaction'
norm	'judgement:normality'
cap	'judgement:capacity'
ten	'judgement:tenacity'
ver	'judgement:veracity'
prop	'judgement:propriety'
reac	'appreciation:reaction'
comp	'appreciation:composition'
val	'appreciation:valuation'

In addition the notation 't' (for token) is employed to represent ideational tokens of value or invocations (Martin & White 2005). These notations are evident in the examples

throughout this chapter. The analyses of instances of attitudinal value are further elaborated by additionally identifying, for each instance, the appraiser (the source of the evaluation) and the appraised (the target or Trigger). This is illustrated in the following discussion.

The process of analysis follows a number of steps. First, instances of inscribed evaluation are identified on the basis that they carry an explicit positive or negative value that can be graded up or down (Martin & Hood 2007). The identification of kind of attitude, as with all system choices in SFL, has to do with *valeur*. In other words, an attitudinal instance is identified as *affect* in relation to it not expressing judgement or appreciation. Depending on the nature of the research, the analyses can be taken to a deeper level of analysis to identify further subcategorisations of affect (dis/inclination, un/happiness, in/security, dis/satisfaction). Importantly, analyses of affect also need to identify the Emoter (the conscious participant experiencing the emotion) and the Trigger (responsible for this particular emotion). The coding is exemplified in the following extract [3.11].

[3.11] Let us **hope** [+des] Labor will finally learn its lesson from this and similar leadership spills in the states; revolving doors should be reserved as architectural features, not as a way to run a party.  
(Rudd must drag Labor back to the centre – TA)

In [3.11] the expression *hope* realises the attitudinal value of positive affect:inclination. It takes *us* as the Emoter, and the rank-shifted clause *Labor will finally learn its lesson from this and similar leadership spills in the states* as the Trigger. This coding is presented in Table 3.5.

**Table 3.5: Instance of attitudinal encoding (affect)**

Appraising items	Emoter	Trigger	Affect
hope	us	Labor...states	+inclination

The conventions for encoding all three kinds of attitudinal values (affect, judgement and appreciation) are shown in Table 3.6. As far as affect is concerned, the Emoter is treated as the appraiser and the Trigger as the appraised.

**Table 3.6: Examples of attitudinal coding**

<b>Appraising items</b>	<b>Appraiser</b>	<b>Appraised</b>	<b>Affect</b>	<b>Judgement</b>	<b>Appreciation</b>
eagerness	Gillard government	Crack down on the 457...	+inclination		
incompetent	Gough Whitlam	Labor's...executive		-capacity	
reasonable	Doug Cameron	Simon Crean's request			+reaction

The appraisers play an important role in positioning the attitudinal values in the unfolding texts. The rhetorical function of appraiser is discussed in Chapter 5.

### **3.4.2 IDEATION analysis**

The power of persuasion lies fundamentally in the coupling of values with some experiential entities. The analysis of what is being evaluated is therefore critical to the exploration of strategies of affiliation in the present study. From a discourse semantic perspective, the relevant system to deploy in analysing experiential entities is that of IDEATION. This system provides the theoretical basis for identifying the attitudinal targets or Triggers of attitude in the editorials. Ideational meaning is examined from two perspectives in this research. First, the experiential entity that constitutes the target (or Trigger) for each attitudinal value is identified. Second, these experiential entities are progressively configured into taxonomic relationships as they occur in the unfolding text. The distributional patterns of experiential targets in each data set are explored and discussed in Chapter 4. The taxonomic relations are examined as ways for managing attitudinal values in the unfolding text in Chapter 5.

#### **3.4.2.1 Entities**

ENTITY is presented as a discourse semantic system. It is realised by the expressions of places, people and things at the lexicogrammatical level. Martin and Rose (2003, 2007) identified four main classes of entities: indefinite pronouns, concrete, abstract and metaphoric. The present research applies this categorisation to analyse features of attitudinal targets across the two sets of editorials. The kinds of entities presented in Martin & Rose (2003, 2007) are re-stated in Table 3.7 below, where the entities are exemplified by examples from the editorial texts.

**Table 3.7: Kinds of entities (adopted from (Martin & Rose 2007, p. 114)**

Kinds of entity		Examples from editorials
indefinite pronouns		<i>any, some</i>
concrete	everyday	<i>workers, artists</i>
	specialized	<i>Telstra pit, asbestos</i>
abstract	technical	<i>budget, consumption</i>
	institutional	<i>policy, shuffle</i>
	semiotic	<i>issue, question</i>
	generic	<i>kind, part</i>
metaphoric	process	<i>improvement, appointment</i>
	quality	<i>weakness, safety</i>

In the current study, each attitudinal value is encoded to one experiential entity, representing one of the nine subcategories of entity in Table 3.7. For example, in [3.12], the negative appreciation:valuation encoded by *prosaic, dispiriting* evaluates the experiential entity *cultural policy* of the Labor Party. The attitudinal target is coded with double underline.

[3.12] Instead it has delivered a **prosaic** [-val], **dispiriting** [-val] cultural policy **devoid of fresh ideas, inspiration or new funding** [-[+val]].

(Between a tragedy and a farce – TA)

The entity *cultural policy* in example [3.12] is an abstract:technical type of entity. The attitudinal targets across the two sets of editorials are identified and discussed in terms of their entity type in Chapter 4. The study does not focus on the systematic categorisation of entities in editorial discourse, and the criteria for classifying entities are therefore not explained further in this section (for the discussions of entities see Martin & Rose (2007, pp. 113-4)).

### 3.4.2.2 Taxonomic relations

Taxonomic relations explain the connections among entities both within and across messages. Two main types of taxonomic relationships are identified by Martin (1992a): superordination and composition. They are further categorised into five subcategories: hyponymy, repetition, synonymy, antonymy and meronymy. In the present study, these five subcategories are employed to examine the relationship between the attitudinal targets.

The five subcategories reflect different kinds of relationships. Relations of hyponymy between entities establish hierarchical relationships of class and subclass. This is

exemplified, for example, in the relation of *cultural policy* to *The Australia Council Bill 2013*. *The Australia Council Bill 2013* is one kind of *cultural policy*. Repetition constructs the relationship of similarity through repeating one entity again and again, as in *co-operation – co-operation*. Synonymy describes the relationship of similarity in different entities but with similar meanings as in *partnership – co-operation*. Antonymy explains an opposite relationship between entities, as in *forward movement – backward movement*. Meronymy construes the hierarchical relationship between a whole and its parts, as in *Australia – New South Wales*. *New South Wales* is a part of *Australia*. The five taxonomic relations and examples illustrating them are presented in Table 3.8.

**Table 3.8: Taxonomic relationship in discourse (adopted from (Martin 1992a, pp. 294-309))**

<b>Taxonomic relations</b>	<b>Examples from editorial discourse</b>
Hyponymy	<i>cultural policy – Australia Council Bill 2013</i>
Repetition	<i>co-operation – co-operation</i>
Synonymy	<i>partnership – co-operation</i>
Antonymy	<i>Forward movement – backward movement</i>
Meronymy	<i>Australia – New South Wales</i>

The attitudinal targets encoded across the texts are taxonomically related. For example, in [3.13], attitudinal values are expressed towards the entity *new foreign exchange purchases* (*slumped to 67 billion yuan, nearly 300 billion yuan*) and the entity *stock market* (*prolonged weakness*).

[3.13] New foreign exchange purchases, which are a main gauge of money inflows, also *slumped to 67 billion yuan* [t.-reac] (\$10.9 billion) in May, compared with *nearly 300 billion yuan* [t.+reac] in April. The stock market, meanwhile, has also shown ***prolonged weakness*** [-reac] in recent trading days.

(Ward off capital risks – CD)

The two entities that are attitudinal targets in [3.13] form a compositional (meronymic) relationship to the entity *Chinese economy*. These two entities are therefore presented as co-meronyms. The rhetorical functions of taxonomic relations are examined further in Chapter 5.

On the basis of the APPRAISAL analysis, couplings are identified by locating the ideational target or trigger as in [weakness+stock market] in [3.13]. Profiles of recurring couplings are the basis for construing putative communities of shared values. For example, the

coupling in [3.13] construes the community of economic worriers. The detailed discussion of the couplings and communities are presented in Chapter 4.

### **3.5 Consolidating the research design**

In the research process described and explained in this chapter, a bi-directional relationship is assumed between discourse semantic systems, and between theory and text. More specifically, the analyses move back and forth from one discourse semantic system to another and from theory to text. For instance, the APPRAISAL framework provides opportunities for exploring the patterns of evaluation in newspaper editorial texts, which in turn offer insights into the persuasive nature of editorial discourse. The analyses move from interpersonal meaning (expressions of attitude) to experiential meaning (attitudinal targets). The interpretation of experiential targets plays a significant role in the investigation of strategies of persuasion in the logogenesis of the texts. The findings of the analyses identify similarities and differences across the editorials from *The Australian* and from the *China Daily*. Taken together, the analytical approach and findings have the potential to inform the broader body of research into the persuasive power of the media, and additionally have application to the studies of other discourses.

The subsequent two chapters apply the general description of theories and methodologies to the analyses of editorial texts. Chapter 4 offers a comprehensive account of the attitudinal patterns encoded in each set of editorials. Chapter 5 provides a detailed examination of the dynamic development of attitudinal values in the unfolding of each text. The analyses in Chapters 4 and 5 serve as the foundations for identifying strategies of affiliation in newspaper editorial discourse.

### **3.6 Ethical considerations**

I conclude with a note on ethical considerations. The present study involves negligible risks to be considered. Human subjects are not involved, and all the texts that comprise the data sets are available on media websites in the public domain. The online versions of *The Australian* and the *China Daily* were free to be read and downloaded at the time of collecting the data. The analyses in this research, while they may be interpreted differently by individual readers, neither assess nor rate the sets of data. Analyses are explanatory, undertaken with the aim to better understand the construction of affiliation

strategies in language and their function in building communities of shared values in media discourse, and to model this approach for applications in other contexts.

## Chapter 4 – Proposing Communities of Readers

### 4.0 Introduction

Chapter 4 constitutes a first step in profiling and comparing the communities construed in each data set of editorials from *The Australian* and the *China Daily*. More specifically, it explores what kinds of communities are written into the texts and proposed to the potential readers. Communities in this chapter are discussed with respect to the preferences and patterns in the expressions of couplings of ideational and interpersonal meanings, coded as [ATTITUDE+IDEATION], in each set. The analyses are conducted in five steps. In Section 4.1, the focus is on the attitudinal expressions encoded both explicitly and implicitly in each set of editorial texts. In Sections 4.2, 4.3 and 4.4, the analyses focus on the couplings of attitudinal values with their experiential targets. In Section 4.5, I examine the communities of value claimed for each data set.

### 4.1 Attitudinal profiles

This section examines the preference of attitudinal values across each set of editorial texts. The attitudinal value is discussed in terms of its modes of realisations: inscription and invocation. The relative reliance on inscriptions of attitude in the two data sets is explored with respect to implicit attitude in the following sections. The attitudinal encodings of the data are presented in Appendix V and Appendix VI.

#### 4.1.1 Kinds of attitude in *The Australian*

Attitudinal values are both inscribed and invoked in the editorial texts collected from *The Australian*. A large number of attitudinal inscriptions are identified in this set. The inscriptions ‘directly encode a positive or negative value, and that value can be graded up or down’ (Hood 2004, p. 73), as instantiated by *success* and *commendable* in example [4.1]. In the present study, inscriptions are marked by bold.

- [4.1] WITH his **success** [+cap] in ridding the world of Osama bin Laden, President Barack Obama has a **commendable** [+reac] record in providing the leadership needed to combat global terrorism.  
(Mr. Obama’s war on terror – TA)



In [4.1], both expressions of *success* and *commendable* explicitly encode positive values and these values can be graded. For example, the positive value expressed by *commendable* could be intensified by *most* in the clause *even the most commendable loyalty does not compel dishonesty*. The positive value expressed by *success* could be quantified by *some* in the clause *Sony has been labouring to keep costs down, and the studio can claim some success*.

A number of attitudinal invocations are also encoded in this set. These invocations are realised by the expressions of lexical metaphors, choices in the GRADUATION system and experiential meanings containing cultural backgrounds (Martin & White 2005). For example, in [4.2], a range of attitudinal values are invoked.

[4.2] IN its eagerness to crack down on the 457-temporary work visa program, the Gillard government has become a *prisoner* [t.-prop] of the *narrowly* [t.-reac] focused trade union movement, which represents *just 13 per cent* [t.-reac] of private-sector workers yet remains Labor’s *principal* [t.-reac] benefactor.

(Union bosses set ALP’s agenda – TA)

In [4.2], the lexical metaphor *prisoner* provokes negative judgement:propriety about the Gillard government. Graduation resources *narrowly*, *just 13 per cent* and *principal* flag appreciation:reaction about the trade union movement. In this thesis, the expression of provocation is underlined and written in italics, and that of flag is marked by italics.

Analyses show that inscriptions are the dominant mode of attitude encoded in each editorial text. The ratios, together with the polarity of all the inscriptions and invocations in the data set of *The Australian*, are illustrated in Table 4.1.

**Table 4.1: Ratio of inscribed and invoked attitude in *The Australian***

Expression: Polarity:	Inscription		Invocation	
	+	-	+	-
N (%)	142 (49)	150 (51)	53 (30)	123 (70)
Sub-total (N (%))	292 (62)		176 (38)	

As indicated in Table 4.1, inscription is the dominant way to express attitudinal values across the set of editorials. Instances of inscribed attitude account for more than half of all the attitudinal expressions, about 60%. This significant difference between inscriptions and invocations is consistent with the overtly persuasive nature of editorial texts. Editorials function to present the newspaper’s opinion about current happenings

and issues (Newsom & Wollert 1985; Zhao 2014). Their writers have considerable freedom to choose the explicit expressions of values and opinions (White 2003). The density with which inscriptions are employed works to enhance the persuasive force of the evaluative positions. Attitudinal inscriptions are the focus in the discussions of evaluative couplings and communities in the following sections in this chapter.

A large number of instances of inscription are concerned with the evaluation of phenomena/things, such as the evaluation of the \$8.3bn North West Rail Link by *logic* in [4.3].

- [4.3] There is clear **logic** [+comp] to the \$8.3bn North West Rail Link serving one of the fastest growing parts of the city.  
(At last a treasurer delivers a budget we can believe in – TA)

Some inscriptions deal with the evaluation of behaviour, for example, the evaluation of independents *Windsor* and *Oakeshott* by *harshly* in [4.4].

- [4.4] History is likely to judge Messres Windsor and Oakeshott **harshly** [-prop] for joining the Greens to prop up a government that has failed every major test it set itself and then some more.  
(Independent common sense – TA)

Some inscriptions express people’s emotions, for instance, Labor’s desire to build a vibrant cultural life in [4.5].

- [4.5] In 2007, Labor **promised to** [+des] help build a more vibrant cultural life in Australia, one that would keep faith with the regions, reward creative excellence and take the arts seriously in schools.  
(Between a tragedy and a farce – TA)

The relevant proportions for each category of attitude in the editorials from *The Australian* are presented in Table 4.2 below.

**Table 4.2: Inscribed attitude in *The Australian***

Attitude: Polarity:	Affect		Judgement		Appreciation	
	+	-	+	-	+	-
N (%)	35 (57)	26 (43)	44 (41)	63 (59)	63 (50)	63 (50)
Sub-total (N (%))	60 (21)		106 (36)		126 (43)	

As shown in Table 4.2, appreciation is frequently encoded in this data set, accounting for about half of all the inscriptions. Affect is the least frequently employed category in this

set, accounting for 20%. A comparison across individual editorials does not reveal any significant differences between the proportions in which each category of attitude occurs. This distributional pattern of attitude is interpreted as an indication of the nature of this newspaper. That is, the editorial writers have the power to comment on both people and things. The political context underlying the attitudinal distributions are discussed and explained in Chapter 5 below.

#### 4.1.2 Kinds of attitude in the *China Daily*

A number of inscriptions are as well identified in each text in the set of editorials from the *China Daily*, as realised by *courage* and *confidence* in [4.6].

[4.6] That the commission on Friday made public 22 major tasks in seven key fields in a guideline to deepen economic reform demonstrates the authorities' greater **courage** [+ten] and **confidence** [+sec] in putting themselves under public oversight.  
(Pushing forward reforms – CD)

In this example [4.6], *courage* inscribes positive judgement:tenacity with respect to the authorities and *confidence* expresses explicitly positive affect:security of the authorities.

A variety of invocations are included in this set of editorials, for example in [4.7].

[4.7] Admittedly, a tit-for-tat strategy will not benefit either side. Total trade between the two sides was *down 3.7 percent* [t.-reac] year-on-year in 2012 and it has *continued to drop by 1.3 percent* [t.-reac] year-on-year in the first four months of this year.  
(Protectionism hurts both – CD)

In [4.7], the graduation choices of *down 3.7 percent* and *continued to drop by 1.3 percent* flag negative appreciation:reaction of the total trade.

The number of inscriptions and invocations encoded in this set of editorials, together with their polarity, are presented in Table 4.3.

**Table 4.3: Ratio of inscribed and invoked attitude in the *China Daily***

Expression: Polarity:	Inscription		Invocation	
	+	-	+	-
N (%)	82 (49)	83 (51)	70 (45)	85 (55)
Sub-total (N (%))	165 (51)		155 (49)	

As illustrated in Table 4.3, the *China Daily* shows slightly less reliance on inscribed attitude than *The Australian*. The proportion of inscribed attitude is more or less equivalent to that of invocations. Instances of inscriptions are explored further in the discussions of evaluative couplings and communities in the following sections.

A large number of instances of inscriptions in this data set encode evaluations of phenomena/things, for example, the evaluation of *meeting* and *China's diplomacy* in [4.8].

- [4.8] The meetings, though **informal** [-comp] in nature, were a manifestation of China's **balanced** [+comp] diplomacy, which gives importance to advancing ties with both developing and developed partners.  
(Caribbean co-operation – CD)

In [4.8], the inscriptions of *informal* and *balanced* express values of the performances. *Informal* encodes negative appreciation:composition of the *meetings*, and *balanced* encodes positive appreciation:composition of *China's diplomacy*. Some inscriptions deal with the evaluation of behaviours, such as the evaluation of terrorists killing innocent people in [4.9].

- [4.9] Terrorists **slaughtered** [-prop] 17 people, including nine policemen and security guards and eight civilians, before police opened fire and killed 10 of them in a remote township of Shanshan county, Northwest China's Xinjiang Uygur autonomous region on Wednesday.  
(United against terrorism – CD)

This expression *slaughtered* expresses explicitly negative judgement:propriety of *terrorists*. Some inscriptions express people's emotions. For example, *believe* in [4.10] encodes positive affect:satisfaction of the co-operation between Beijing and Seoul.

- [4.10] We **believe** [+sat] Beijing and Seoul are ready to contribute more to this positive trend and together will push for more dialogue and contact to stabilize the peninsula.  
(China-POK partnership – CD)

The proportions for each category of attitude in the *China Daily* are presented in Table 4.4.

**Table 4.4: Inscribed attitude in the *China Daily***

Attitude: Polarity:	Affect		Judgement		Appreciation	
	+	-	+	-	+	-
N (%)	18 (78)	5 (22)	17 (63)	10 (37)	47 (41)	68 (59)
Sub-total (N (%))	23 (14)		27 (16)		115 (70)	

As shown in Table 4.4, the *China Daily* shows similar patterns to those found in *The Australian* in terms of the proportions taken by each category of attitude. In other words, appreciation accounts for the dominant part of all the inscriptions, about 70%. However, in the *China Daily* data set the rate of appreciation outnumbers those of affect (14%) and judgement (16%). This unbalanced distribution of attitudinal categories in the *China Daily* is interpreted in terms of its political status in China. As discussed in Chapter 3, the *China Daily* represents the political opinions of China. Its editorial writers are taking a somewhat objective stance in expressing values. This aspect is further discussed in Section 4.4 below.

#### **4.1.3 Comparative profiles of attitudinal values**

In summary, both of the two newspapers investigated in this study employ a range of attitudinal lexis to express their respective stances. Inscriptions are the dominant mode of attitude in each data set. They account for more than half of all the evaluative expressions in the editorials in each newspaper. Both newspapers prefer to encode inscriptions of evaluation as appreciation, with affect the least preferred. Appreciation is the ‘least overtly interpersonal’ (Painter 2003, p. 201) category of attitude. As the dominant choice in both sets of editorials it makes the discourse of the editorials appear more objective (Bednarek 2009; White 2001, 2004; Zhao 2014). Affect, as expression of personal feelings, is the most subjective attitudinal category (White 2001, 2004). Its less frequent employment in both sets of editorial texts avoids ‘personalizing the editorial texts too much’ (Zhao 2014, p. 52), and in turn makes the persuasion seem reasonable. The patterns and preferences of attitudinal resources confirm the ‘commentator voice’ identified in editorial discourse by White and his colleagues (Iedema, Feez & White 1994; White 1998, 2003) (for the discussion of the three journalistic voices see Chapter 2). The patterning of attitudinal categories represents a preference for the evaluation of phenomena and people’s behaviour more than of people’s feelings. This distribution illustrates that values in editorials are institutionalised to a large extent (Hood & Martin 2007).

## 4.2 Profile of affect with ideation

Further questions to ask in this chapter are which subcategories of inscribed attitude are preferred in each data set and what experiential entities are coupled with these values. The following Sections 4.2, 4.3 and 4.4 discuss each attitudinal category in terms of evaluative couplings, that is, what values are expressed towards what experiential entities. The present section examines the couplings of affect with experiential entities. The exploration process involves two steps: the kinds of affect encoded in each data set and then the evaluative couplings.

### 4.2.1 Comparing kinds of affect

In theoretical terms, affect is distinguished into four subcategories: +/-inclination, +/-happiness, +/-security and +/-satisfaction (Martin 2000a). Patterns of preferences across the two data sets are reported, exemplified and interpreted in the discussions below.

Across the two sets of editorials, affect is realised by nouns, verbs and adverbs. For example, in [4.11] the noun *eagerness* expresses the positive feeling of affect:inclination. The verb *disagree* in [4.12] expresses the negative feeling of affect:satisfaction. The verb *worry* in [4.13] expresses the positive feeling of affect:security. The adverb *happily* in [4.14] expresses the positive feeling of affect:happiness.

[4.11] IN its **eagerness** [+des] to crack down on the 457-temporary work visa program, the Gillard government has become a prisoner of the narrowly focused trade union movement, which represents just 13 per cent of private-sector workers yet remains Labor's principal benefactor.  
(Union bosses set ALP's agenda – TA)

[4.12] In a gushing tweet, yesterday, Mr. Oakeshott described the Prime Minister as "focused and still smiling ... impressive". Mr. Windsor praised Ms Gillard on Monday for doing "an extraordinary job" getting through the current parliament. Many in the Labor caucus, however, **disagree** [-sat].  
(Independent common sense – TA)

[4.13] It is advisable for policymakers to closely monitor the international capital market changes. Still, it is premature to **worry** [-sec] about any immediate dangers from capital outflows.  
(Ward off capital risks – CD)

[4.14] Xinjiang is home to 47 ethnic groups, and the peaceful coexistence of people from all groups is necessary if everyone in the region is to live **happily** [+hap] and prosper.  
(United against terrorism – CD)

The analyses show that all four subcategories of affect are encoded in each set of editorials, if not in every editorial text. The distributions of each subcategory and their polarities encoded in both sets are illustrated in Table 4.5 and Table 4.6.

**Table 4.5: Subcategories of affect in *The Australian***

Affect: Polarity:	inclination		security		satisfaction		happiness	
	+	-	+	-	+	-	+	-
N (%)	25 (96)	1 (4)	3 (30)	7 (70)	7 (35)	13 (65)	∅	5 (100)
Sub-total (N (%))	25 (43)		10 (16)		20 (33)		5 (8)	

**Table 4.6: Subcategories of affect in the *China Daily***

Affect: Polarity:	Inclination		security		satisfaction		happiness	
	+	-	+	-	+	-	+	-
N (%)	10 (100)	∅	2 (67)	1 (33)	4 (57)	3 (43)	1 (33)	2 (67)
Sub-total N (%)	10 (43)		3 (13)		7 (30)		3 (13)	

As shown in Tables 4.5 and 4.6, the subcategory of affect preferred in both newspapers is inclination. Inclination accounts for more than 40% of all instances of affect in each set, and it is overwhelmingly expressed in positive polarity. This patterning of inclination with positive polarity enables the newspaper to orient the readers positively towards ‘a stimulus that is unrealis’ (Martin & White 2005, p. 48). Satisfaction is another frequent choice of affect in each data set. While primarily coded as negative in *The Australian*, it shows a more balanced representation of positive and negative encodings in the *China Daily*. Instances of inclination and satisfaction account for more than 70% of all the affect expressions in each set. These preferences indicate a shared orientation to a preferred future, with some variation in the extent of negativity about the present. Emotions as ‘affairs of the heart’ are rarely expressed.

To this point, I have reported on analyses of affect without accounting for the Emoters, that is, the sources of the attitudinal expressions, or the Triggers, that is, the phenomena or events that give rise to the expressions. When these additional elements are taken into consideration, a complex picture emerges. Here I refer to this complex of elements as triplets. The following sections focus on these features, firstly in *The Australian* and then in the *China Daily*.

## 4.2.2 Triplets in *The Australian*

The dominant choice of affect in *The Australian* is positive inclination. The exploration in this section primarily focuses on such instances.

### 4.2.2.1 Emoters: participants experiencing emotion

Expressions of affect, whether attributed to the writer or to external sources as an individual or group, have the potential to propose couplings and to elicit shared emotional responses from readers (Gallardo & Ferrari 2010; Martin 2004a). However, it is interesting to explore any preference with respect to sources. The primary focus here is to explore exactly whose feelings are primarily expressed in *The Australian*.

Some instances of inclination are attributed directly to the editorial writers as illustrated in *us* in [4.15] and *we* in [4.16] and [4.17]. Emoters are shown here and elsewhere in the study with dotted underlining.

[4.15] Let us **hope** [+des] Labor will finally learn its lesson from this and similar leadership spills in the states; revolving doors should be reserved as architectural features, not as a way to run a party.

(Rudd must drag Labor back to the centre – TA)

[4.16] There is an inherent logic in his argument and we **hope** [+des] that Senator Conroy, having missed earlier opportunities for proper process, will not hesitate to consider the safety and cost benefits of fibre-to-the-node in appropriate areas.

(NBN process should have avoided the asbestos crisis –TA)

[4.17] Two thirds of the appointees live in Sydney or Melbourne, hardly the sort of commitment to regional diversity we were **expecting** [+des].

(Between a tragedy and a farce – TA)

In the above examples, editorial writers' responsibility for the emotions is revealed in the inclusive *we/us* (Harwood 2005; Thorne 2006). The pronominal reference can be read as inclusive of both writers and readers, hence in this case as Australians. Their deployment therefore assumes the writers stand together with a broad readership of Australians (Beldarrain-Durandegui 2012; Durant & Lambrou 2009; Halmari 2005; Knight 2010a; Norman 1989). These instances of affect are referred to as authorial affect (White 2001; Zhao 2014). They occur infrequently in the editorials in *The Australian*, in fact, only three



instances are identified in the data. Most instances of affect are non-authorial, that is, they express feelings attributed to participants other than the editorial writer.

Instances of non-authorial affect are illustrated in [4.18] where the feeling is attributed to the *Gillard government*, and in [4.19] where it is attributed to *Labor*.

[4.18] IN its **eagerness** [+des] to crack down on the 457-temporary work visa program, the Gillard government has become a prisoner of the narrowly focused trade union movement, which represents just 13 per cent of private-sector workers yet remains Labor's principal benefactor.  
(Union bosses set ALP's agenda – TA)

[4.19] Almost six years of the Rudd and Gillard administrations, however, offer further evidence that faith is misplaced. In 2007, Labor promised to [+des] help build a more vibrant cultural life in Australia, one that would keep faith with the regions, reward creative excellence and take the arts seriously in schools.  
(Between a tragedy and a farce – TA)

Where affect is expressed as inclination, as in the above examples, all instances are encoded as non-authorial.

The dominant preference for attribution of affect to sources other than the writer functions to encode a degree of impersonalisation in the discourse, but also importantly it opens space for the writer to manage the couplings of affect and ideation and potentially to propose alternative bonds to readers. This issue is taken up below in this chapter.

We can then consider the fields with which the Emoters of non-authorial affect are associated (Hao 2015; Martin 1992a). In *The Australian* data these include, for example, the Labor Party and the Liberal Party in Australia, as well as people and institutions from the other countries. (For a comprehensive discussion of identifying experiential fields see Hao 2015) The proportions of different kinds of Emoters are shown in Table 4.7.

**Table 4.7: Classification of Emoters of positively inscribed inclination in *The Australian***

Country of Emoter	Field of Emoter	Specific Emoter	N	Sub-total N (%)	
Australia	the Labor party	Gillard government	1	13 (65)	
		Labor members	8		
		the Labor party	3		
	People: independents	Windsor	1		7 (35)
		the Liberal party	O'Farrell government		
		Liberal members	1		
	People: other political members	Paulin Hanson; commentators	2		
People: Australians		Australians	3		
Others <sup>1</sup>	leaders	Sisi	1	3 (60)	
		Obama	2		
	country institution	Egypt Army	1	2 (40)	

*Note:*

1: 'Others' refers to countries other than Australia.

Table 4.7 reveals that the editorial texts from *The Australian* mainly attribute feelings to entities from Australia, as people or as institutions. Emoters from the field 'the Labor Party' account for nearly half of all sources of expressions of inclination. This distribution pattern reinforces the general pattern of field construed in the newspaper (see the discussion of field in Chapter 3). As a newspaper taking a centre-right political position, *The Australian* generally construes the Labor Party as the field in its editorial texts.

#### 4.2.2.2 Triggers: phenomena giving rise to emotion

All the instances of inclination are 'construed as directed at or reacting to some specific emotional Trigger' (Martin & White 2005, p. 47). The next step is to consider what kinds of phenomena are responsible for triggering expressions of affect. Given that Emoters were predominantly associated with the field 'the Labor Party', the relevant Triggers are explored here. Triggers are double-underlined in examples [4.20] and [4.21] and elsewhere in the thesis.

[4.20] Yet by going back on her unambiguous **commitment** [+des] not to introduce a carbon tax, Ms. Gillard stretched the bonds of trust to breaking point.  
(Rudd must drag Labor back to the centre – TA)

[4.21] In 2007, Labor **promised to** [+des] help build a more vibrant cultural life in Australia, one that would keep faith with the regions, reward creative excellence and take the arts seriously in schools.  
(Between a tragedy and a farce – TA)

The inclination expressed in [4.20] and [4.21] directs feelings towards activities and phenomena (Hood 2010). The experiential Triggers are concerned with the policies of the Labor Party, such as *economic policy* in [4.20] and *policy towards cultural life* in [4.21]. Analyses show that all feelings of inclination are triggered by entities from the field ‘the Labor Party’, and are reactions to the policies of the party itself.

In summary, the triplets proposed to the putative readership of *The Australian* are predominantly ones of Labor’s positive feelings about its own policies. When re-contextualised as Triggers for inclination, Labor’s policies are construed as irrealis, that is, as not yet realised. These expressions of an irrealis affect suggest a degree of negativity associated with the lack of realisation. The rhetorical effect of an irrealis Trigger is discussed further in Chapter 5.

#### 4.2.2.3 Evaluative triplets: inclination, Emoter and Trigger

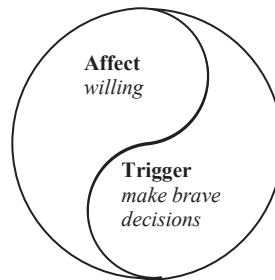
This section builds on the discussions of Emoter and Trigger above to focus on how interpersonal values combine with experiential entities in editorials. The theoretical concept drawn on here is that of ‘coupling’. In a general sense coupling is concerned with how different meanings are combined (Martin 2008b; Knight 2010a). It is presented as foundational to an analysis of how people affiliate and how communities are formed (Knight 2010a). (For a more comprehensive discussion of couplings see Chapter 2) Couplings in this study specifically involve combining choices from the discourse semantic systems of ATTITUDE and IDEATION. This binding of ATTITUDE with IDEATION is referred to as an ‘evaluative coupling’ (Knight 2010a, p. 159). In the context of this study, couplings are employed by editorial writers in the service of proposing communities of readers. While the term may suggest just two elements, technically it is possible to include more than two. In the case of evaluative couplings the IDEATION aspect can include both Emoter and Trigger, as is illustrated and discussed below.

In [4.22] positive inclination (*willing*) is coupled with its Trigger, in this case the activity *make brave decisions*.

[4.22] In education, Mrs. Gillard grasped the importance of reform and appeared **willing** [+des] to make brave decisions.

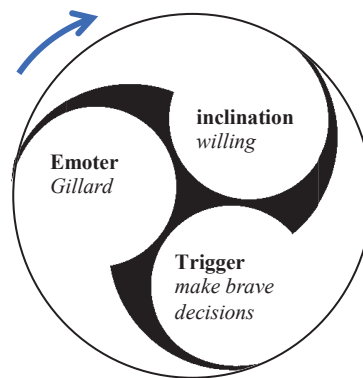
(Rudd must drag Labor back to the centre – TA)

Attitudinal couplings are represented by a yin/yang figure (Hood 2010). The coupling of positive inclination with its Trigger in [4.22] is shown in Figure 4.1.



**Figure 4.1: Coupling of positive inclination with Trigger in *The Australian***

This kind of yin/yang figure captures the relationship between ATTITUDE and its Trigger (or target as relevant to attitude as appreciation or judgement), that is, *make brave decisions*. However, it does not show the source of the affect, that is, the Emoter *Ms. Gillard*. The model of a triplet (Martin 2008b) is employed in Figure 4.2 to represent the relations between all three interacting elements, i.e. affect, Emoter and Trigger, as shown. The arrow on the left indicates the direction of the feeling, that is, sourced from *Gillard* and propagated to *make brave decisions*.



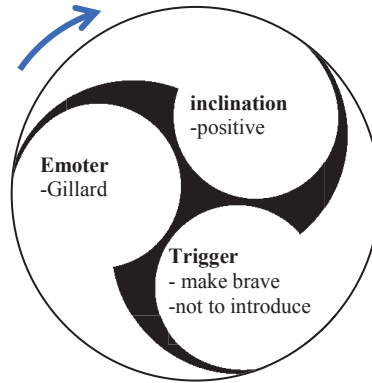
**Figure 4.2: Triplets of positive inclination, Emoter and Trigger in *The Australian***

In [4.23] the evaluative triplet illustrated is that of [Gillard+commitment+not to introduce a carbon tax]. In the current research, couplings, including those as triplets, are presented in square brackets.

[4.23] Yet by going back on her unambiguous **commitment** [+des] not to introduce a carbon tax, *Ms. Gillard* stretched the bonds of trust to breaking point.

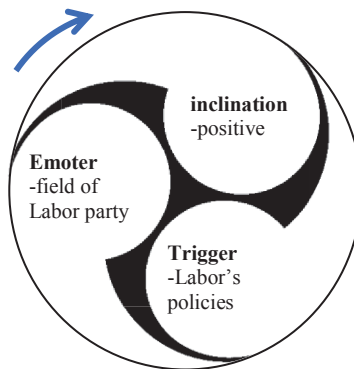
(Rudd must drag Labor back to the centre – TA)

What we see in the examples of triplets above, in [4.22] and [4.23], is that they are concerned with the same kind of attitudinal meaning, that is, Gillard’s positive inclination, differing only in terms of the Trigger. This relationship connects the two triplets together to form a cluster of triplets (Caldwell & Zappavigna 2011), as presented in Figure 4.3.



**Figure 4.3: Cluster of Triplets (positive inclination+Emoter+Trigger) in *The Australian***

In *The Australian* data most of the instances of inclination are encoded as positive, the Emoters are predominantly from the field ‘the Labor Party’, and the Triggers are primarily policies of the Labor Party or their impact. In this sense a relationship builds dynamically amongst the triplets as the text unfolds. It also builds from text to text across the data set, instantiating a kind of syndrome (Caldwell & Zappavigna 2011). Here the syndrome is one of “positive inclination+Emoter(the Labor Party)+Trigger(Labor policies)”, as shown in Figure 4.4. This syndrome is defined as ‘affect syndrome’, to distinguish it from the other syndromes formed around the values of judgement and appreciation. (The logogenetic development of attitudinal values is explored in more detail in Chapter 5.)



**Figure 4.4: Affect syndrome in *The Australian***

To sum up, in *The Australian* editorial writers construe entities from the field ‘the Labor Party’ as having positive feelings about entities from the same field. These feelings are predominantly directed towards the policies of the Labor Party itself and their impact. When viewed at a local level, the evaluative triplets of [the Labor Party+positive inclination+Labor policies] have the potential to be shared as a bond with readers who hold positive attitudes towards the policies of the Labor Party.

### **4.2.3 Triplets in the *China Daily***

As discussed in Section 4.2.1, all the instances of inscribed inclination in the *China Daily* are coded as positive. Here these expressions are explored further from the perspectives of Emoter and Trigger, and of patterns of triplets.

#### **4.2.3.1 Emoter: participants experiencing emotions**

Inscriptions of inclination in the *China Daily* may be attributed to the writer of editorials, or attributed to another textual participant, and in that case they may be mediated, that is, assigned to that participant by the writer or unmediated as a quote or reported quote (White 2000; Martin & White 2005, p. 177). For example, the feeling in [4.24] is attributed to the editorial writer by *we* and in [4.25] it is attributed to another textual participant, i.e. *China*.

- [4.24] However, we **hope** [+des] the process will be peaceful and orderly, and the disruption to civilian well-being kept to a minimum.  
(Solving Egyptian puzzle – CD)

[4.25] Xi's proposal shows China's **commitment** [+des] to carrying forward its time-honoured friendship with Trinidad and Tobago as well as advancing bilateral pragmatic co-operation.  
(Caribbean co-operation – CD)

However, as with *The Australian*, authorial inclination is minimally expressed in the *China Daily*, with only three instances attributed to the writer or a group of people including the writer, as shown in [4.26], [4.27] and [4.28].

[4.26] However, we **hope** [+des] the process will be peaceful and orderly, and the disruption to civilian well-being kept to a minimum.  
(Solving Egyptian puzzle – CD)

[4.27] The commission's all-inclusive guideline offers an alluring prospect of pushing forward the reforms and we **hope** [+des] they [the reforms] will be effectively implemented within the given time frame.  
(Pushing forward reforms – CD)

[4.28] It is widely **anticipated** [+des] that the two leaders will also discuss the situation on the Korean Peninsula, and the world will be watching closely to see what consensus the two leaders reach.  
(China-POK partnership – CD)

Instances of first-person plural pronouns (*we*) are considered as inclusive of both the editorial writer and the putative readers (Knight 2010a). The specific referents where not explicitly named can typically be inferred from the field of the associated editorial text. For instance, the Emoter in [4.28] is not explicitly identified, but can be inferred to refer to a group of people all over the world experiencing a feeling of anticipation, given the field of the text is international relationships. Such an inference also applies to the analysis of *we* in [4.26], with *we* in [4.26] potentially referring to the people of China and Egypt if not to a group of people all over the world. By contrast, *we* in [4.27] implies people in China. These instances of authorially sourced inclination co-operate across the whole data set in implying an international readership for the newspaper.

Non-authorial inclination is the dominant coding of sources in the *China Daily*. Many instances are attributed to entities from the field 'China'. In [4.29] the Emoter is *China* as a country, in [4.30] it is its *policy*, and in [4.31] it is its *leaders*.

[4.29] Xi's proposal shows China's **commitment** [+des] to carrying forward its time-honoured friendship with Trinidad and Tobago as well as advancing bilateral pragmatic co-operation.  
(Caribbean co-operation – CD)

[4.30] At the same time, *it* also **pledges** [+des] reform of the hukou, or household registration system, the expansion of the personal property tax being piloted in Shanghai and Chongqing to other regions, as well as a push for a gradual integration of the urban-rural basic healthcare system.

(Pushing forward reforms – CD)

[4.31] *Xi* **pledged** [+des] that China will scale up assistance to Caribbean nations in an effort to give fresh impetus to the co-operation between China and the region through such initiatives as establishing one or two demonstration centres in the next three years to showcase agricultural technologies and sending 100 medical staff to the region.

(Caribbean co-operation – CD)

There are some instances of feelings attributed to Emoters from other countries, such as the *leader Park* [4.32] and *Morsi* [4.33].

[4.32] In a written interview with *China Daily* prior to her visit, *Park* expressed the **hope** [+des] that the two countries will elevate their relationship to new heights, reaching beyond what they have achieved over the past 20 years.

(China-ROK partnership – CD)

[4.33] *Morsi* had **promised** [+des] to tackle the country's woes - a security vacuum, fuel shortages, soaring prices and a crumbling economy - within his first 100 days in office. But those promises turned out to be more difficult to honour than *Morsi* had **anticipated** [+des].

(Solving Egyptian puzzle – CD)

The analyses indicate that Emoters (other than the writer) in the *China Daily* data set belong to a range of different fields, both within and outside China. As shown in Table 4.8, none of the Emoters gets more than two encodings in the *China Daily*, that is, the Emoters do not re-occur as a preferred pattern, as they do in *The Australian*.



**Table 4.8: Classification of non-authorial Emoters of inscribed inclination in the *China Daily***

Country of Emoter	Specific Emoter	N	Sub-total N (%)
China	China as the country	1	5 (50)
	Policy	1	
	Chinese	1	
	Leader (Xi Jinping)	2	
Others <sup>1</sup>	Leaders		3 (30)
	- Park	1	
	- Morsi	2	
Everyone <sup>2</sup>	People all over the world	2	2 (20)

Notes:

1: 'Others' refers to countries other than China.

2: 'Everyone' refers to people all over the world.

Table 4.8 shows that in the *China Daily* there is a balanced representation of non-authorial Emoters from China and from other countries. This responds to the international readership of the newspaper, extending beyond China, with the *China Daily* having a global reach. The attributing of emotions to participants from all over the world functions as a means of offering potentially shared couplings or bonds for affiliation with that international readership.

#### 4.2.3.2 Triggers: phenomena giving rise to emotion

In the *China Daily* there are just two instances of inclination that direct feelings towards China's policies. One is shown in [4.34].

[4.34] At the same time, it also **pledges** [+des] reform of the hukou, or household registration system, the expansion of the personal property tax being piloted in Shanghai and Chongqing to other regions, as well as a push for a gradual integration of the urban-rural basic healthcare system.  
(Pushing forward reforms – CD)

However, there are many instances of inclination that deal with feelings about international relations, as illustrated in [4.35] and [4.36].

[4.35] Xi **pledged** [+des] that China will scale up assistance to Caribbean nations in an effort to give fresh impetus to the co-operation between China and the region through such initiatives as establishing one or two demonstration centres in the next three years to showcase agricultural technologies and sending 100 medical staff to the region.  
(Caribbean co-operation – CD)

[4.36] In a written interview with *China Daily* prior to her visit, Park expressed the **hope** [+des] that the two countries will elevate their relationship to new heights, reaching beyond what they have achieved over the past 20 years.

(China-ROK partnership – CD)

A further set of instances of inclination are concerned with propositions construing the meaning of ‘serving the people’ (Feng 2013, p. 261), as shown in [4.37].

[4.37] Morsi had **promised** [+des] to tackle the country’s woes - a security vacuum, fuel shortages, soaring prices and a crumbling economy - within his first 100 days in office. But those promises turned out to be more difficult to honour than Morsi had **anticipated** [+des].

(Solving Egyptian puzzle – CD)

Triggers of positive inclination in this set of editorials are discussed with respect to the above three categories. The associated proportion for each category of Trigger is illustrated in Table 4.9.

**Table 4.9: Classification of Trigger of inscribed positive inclination in the *China Daily***

Trigger	N (%)
International relations	6 (60)
China’s policy	2 (20)
Serving the people	2 (20)

As indicated in Table 4.9, the *China Daily* is predominantly concerned with inclinational feelings triggered by issues of international relations. This functions to position the putative readership to share couplings of values and global happenings. The resulting dominant message in the *China Daily* editorials is that China prioritises the interests of a global community.

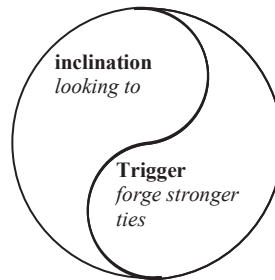
#### 4.2.3.3 Evaluative triplets: inclination, Emoter and Trigger

This section explores how attitudinal values combine with experiential entities. The attitudinal value of inclination connects with its Trigger into a coupling, as exemplified in [4.38].

[4.38] What Xi’s visit has achieved so far shows China’s new leadership is **looking to** [+des] forge stronger ties with the Caribbean region.

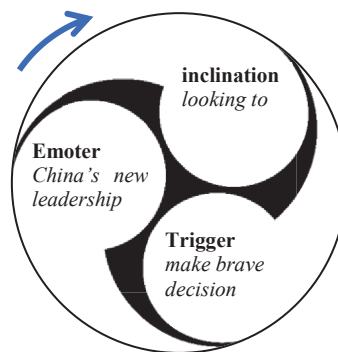
(Caribbean co-operation – CD)

The attitudinal coupling of [looking to+forge stronger ties] in [4.38] is presented in Figure 4.5.



**Figure 4.5: Coupling of positive inclination and Trigger in the *China Daily***

The combination of inclination, Emoter and Trigger in [4.38] forms an instance of an evaluative triplet [China's new leadership+inclination+ forge stronger ties], as shown in Figure 4.6.



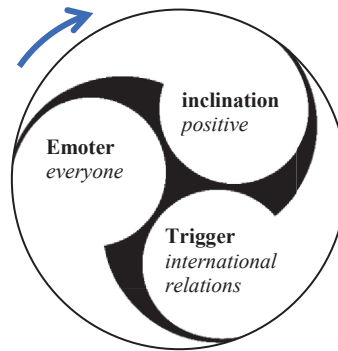
**Figure 4.6: Triplets of positive inclination, Emoter and Trigger in the *China Daily***

Emoters of inscribed positive inclination in the *China Daily* can be categorised into three field-based groups: China, foreign countries and everyone. Triggers are also categorised into three groups: China's policies, international relations and action on people. The Trigger *China's policies* exclusively couples with the Emoter *China*, and the Trigger *action on people* exclusively combines with the Emoter *foreign countries*. The Trigger *international relations* couples with all three kinds of Emoter. This distribution categorises evaluative triplets into three clusters, as shown in Table 4.10.

**Table 4.10: Clusters of evaluative triplets in the *China Daily***

Cluster (#)	Emoter	Affect:inclination	Trigger
1	China	positive inclination	China's policies; international relations
2	foreign countries	positive inclination	action on people; international relations
3	everyone	positive inclination	international relations

As Table 4.10 shows, these three clusters are internally related in two perspectives. Attitudinally, all the three clusters are concerned with positive inclination, while experientially, their Emoters are entities from all over the world. These triplets co-operate in forming one affect syndrome of 'positive inclination+Emoter(everyone)+Trigger (international relations)', as presented in Figure 4.7.



**Figure 4.7: Affect syndrome in the *China Daily***

As shown in Figure 4.7, the *China Daily* generally expresses international desires towards international relations.

In summary, in the *China Daily* editorials the writers address an international readership through the use of inclusive first-person plural pronouns which constructs this readership as Emoters. The international readership is predominantly positioned to share couplings related to international issues, in particular, international relations. This co-articulation presents the ideological stance of the *China Daily* as being in the interest of people all over the world.

#### **4.2.4 Comparative profiles of affect**

To sum up, this section has discussed the patterns of affect encoded in each set of editorials. The two sets show a similar tendency to code inclination as the dominant subcategory of affect and to express inclination predominantly as positive. However, the

two sets differ from each other in terms of the patterns of evaluative triplets. *The Australian* mainly expresses feelings attributed to entities from Australia, and most of these feelings are directed towards policies of the Labor Party. In the *China Daily* writers principally express feelings attributed to entities from around the world and these feelings are primarily directed towards international relations. This difference is also manifested in the relationship between Emoters and Triggers. In *The Australian*, the Emoters and Triggers are from the same field, and this relationship allows the positive affect to be part of a negative construal. In *China Daily*, the Emoters are varied but they all express positive feelings of the international relations as the Trigger. These differences reflect and construe the different foci of the two newspapers, *The Australian* as internally focused, and the *China Daily* as externally focused. Their similarities and differences are further examined from the perspective of another subcategory of attitude, that of judgement, in the following section.

### **4.3 Profile of judgement with IDEATION**

This section explores the patterns of another category of attitude, i.e. attitude:judgement, across the two data sets. The exploration of expressions of attitude as judgement firstly involves the identification of the subcategories of judgement and how each combines with experiential targets.

#### **4.3.1 Comparing kinds of judgement**

Judgement concerns the evaluation of people and their behaviour. It is divided into two general categories of social esteem and social sanction (Martin 2000a). Social esteem involves three subcategories: +/-normality, +/-capacity and +/-tenacity, and social sanction involves two subcategories: +/-veracity and +/-propriety. The distributional patterns in each data set are discussed in the following subsections.

Expressions of judgement in both subcategories may be realised as nouns, adjectives, adverbs or verbs. For example, judgement:tenacity is encoded in the noun *fortitude* in [4.39]. The value of judgement:propriety is realised in the noun *corruption* in [4.40]. Judgement:capacity is realised in the adjective *capable* and *effective* in [4.41]. Judgement:veracity is expressed in the adjective *sincere* in [4.42].

[4.39] The extent of the party’s bloodletting and the animosity by some towards Mr. Rudd should not blind us to the strengths he brings to the job, and in particular the internal **fortitude** [+ten] he has displayed over the past three years.

(Rudd must drag Labor back to the centre – TA)

[4.40] Yet as Julia Gillard lurched from crisis to crisis over border protection failures, the **corruption** [-prop] charges against former MP Craig Thomson and the travails of former Speaker Peter Slipper, Mr. Windsor and Mr. Oakeshott stuck with her through thick and thin.

(Independent common sense – TA)

[4.41] In opposition and as deputy prime minister, Ms. Gillard was **capable and effective** [+cap].

(Rudd must drag Labor back to the centre – TA)

[4.42] She will find her sentiments well received by Chinese leaders, as Beijing is **sincere** [+ver] about deepening mutual trust and raising its interaction with Seoul to a higher level, so that the two neighbours can not only benefit more from their practical cooperation but also contribute more to regional peace and development.

(China-POK partnership – CD)

Relevant proportions and distributions for each subcategory in the data set are shown in Table 4.11 and Table 4.12 below.

**Table 4.11: Subcategories of judgement in *The Australian***

Judgement: Polarity:	Normality		Capacity		Tenacity		Veracity		Propriety	
	+	-	+	-	+	-	+	-	+	-
N (%)	∅	1 (100)	36 (46)	42 (54)	2 (50)	2 (50)	3 (60)	2 (40)	5 (28)	13 (72)
Sub-total (N (%))	1 (2)		78 (73)		4 (4)		5 (5)		18 (16)	

**Table 4.12: Subcategories of judgement in the *China Daily***

Judgement: Polarity	Normality		Capacity		Tenacity		Veracity		Propriety	
	+	-	+	-	+	-	+	-	+	-
N (%)	∅	1 (100)	8 (53)	7 (47)	1(100)	∅	1 (100)	∅	7 (78)	2 (22)
Sub-total (N (%))		1 (4)	15 (55)		1 (4)		1 (4)		9 (33)	

As illustrated in Table 4.11 and Table 4.12, all subcategories of judgement are encoded in both sets of editorial texts. Interestingly, the subcategory of capacity takes up more than half of all the inscriptions of judgement in each set. Second to capacity is the subcategory of propriety. Nonetheless, the two sets show different patterns in terms of the polarity of these two subcategories. In *The Australian*, capacity and propriety are more often coded as negative, while in the *China Daily* they tend to be encoded as positive. The patterns of judgement are examined further from the perspective of capacity, the dominant category of judgement in each data set.

### 4.3.2 Couplings in *The Australian*

In *The Australian* expressions of capacity account for more than 70% of all the instances of judgement. This section explores expressions of capacity in terms of the entities they couple with as experiential targets.

#### 4.3.2.1 Appraised entities of capacity

Capacity is concerned with the evaluation of the behaviours of humans or institutions in terms of how capable they are. In *The Australian* a large number of appraised entities are from the general field ‘the Labor Party’, including its members (*Labor’s union-dominated and faction-ridden federal executive*) in [4.43], its government (*Gillard government*) in [4.44], its policy (*NBN*) in [4.45], the party itself (*Labor party*) in [4.46] and its leaders (*Gillard*) in [4.47]. References to governments in the data mainly refer to the Gillard government and the Rudd government (Gillard and Rudd were both Labor Prime Ministers of Australia at the time of collecting the data).

[4.43] In describing Mr. Crean’s reasonable request as “a bit rich”, left-wing Labor senator and former Australian Manufacturing Workers Union boss Doug Cameron, himself a migrant, showed little has changed since 1966 when Gough Whitlam described Labor’s union-dominated and faction-ridden federal executive as “**incompetent** [-cap] and **irresponsible** [-cap] men”.  
(Union bosses set ALP’s agenda – TA)

[4.44] Meanwhile, only one state - NSW - has signed on to the government’s school reform agenda. The Gillard government has **not yet won** [-[+cap]] the agreement of the two Labor states - South Australia and Tasmania – although this is possible in coming weeks.  
(Unanswered questions that make us nervous – TA)

[4.45] The asbestos issue will undoubtedly play into the policy debate about the NBN’s failure [-cap] to meet its fibre-to-the-premises rollout targets, potential for cost overruns and the political contest over the opposition’s cheaper fibre-to-the-node alternative.  
(NBN process should have avoided the asbestos crisis – TA)

[4.46] Next, Mr. Rudd must develop a plan that looks beyond the next election. He must build himself a platform from which to reform the Labor Party, which in its current sorry state is **incapable** [-cap] of reforming the nation.  
(Rudd must drag Labor back to the centre – TA)

[4.47] Yet the willingness of her colleagues to dismiss her in the face of Labor’s atrocious polling reflects the overwhelming popular verdict that Ms. Gillard has **failed** [-cap] to live up to expectations.  
(Rudd must drag Labor back to the centre – TA)

Some appraised entities are from the general field ‘the Liberal Party’, including for example its federal (national) leader (*Abbott*) in [4.48], its state (New South Wales) leader (*O’Farrell*) in [4.49] and its government (*O’Farrell government*) in [4.50].

[4.48] He must recognize that Mr. Abbott is now an opposition leader of **experience** [+cap] and **stature** [+cap] who, like Mr. Rudd himself, has been strengthened by the experience of the past three years.

(Rudd must drag Labor back to the centre – TA)

[4.49] A landslide **victory** [+cap] in 2011 bequeathed Mr. O’Farrell considerable reserves of political capital that he has been reluctant to spend.

(At last a treasurer delivers a budget we can believe in – TA)

[4.50] These are early days, but the O’Farrell government is building a **reputation** [+cap] for fiscal discipline and cautious management.

(At last a treasurer delivers a budget we can believe in – TA)

A few examples deal with the evaluation of entities from other fields. For instance, the entity *National Party* in [4.51] is a political institution distinct from the Labor Party or the Liberal Party.

[4.51] Perhaps the National Party was **at fault** [-cap] for **failing to** [-cap] appreciate the talents of Mr. Oakeshott and Mr. Windsor when they were members.

(Independent common sense – TA)

There are also some instances of capacity which evaluate entities from other countries, such as *Obama* in [4.52].

[4.52] WITH his **success** [+cap] in ridding the world of Osama bin Laden, President Barack Obama has a commendable record in providing the leadership needed to combat global terrorism.

(Mr. Obama’s war on terror – TA)

The distribution and proportion of the targets for expressions of capacity in *The Australian* are shown in Table 4.13.



**Table 4.13: Classification of the targets of capacity in *The Australian***

Country of target	Field of target	N	Sub-total N (%)
Australia	Labor		54 (78)
	- Members	12	
	- Leaders	27	
	- Party	5	
	- Government	9	
	- Policy	1	
	Independents <sup>2</sup>	1	1 (1)
	Liberal		9 (12)
	- Leaders	2	
	- Members	5	
	- Government	2	
	National party	2	2 (3)
	Australians	2	2 (3)
	Australia	1	1 (1)
Others <sup>1</sup>	- Leaders	6	8 (100)
	- Terrorists	1	
	- Common	1	

*Notes:*

1: 'Others' refers to countries other than Australia.

2: 'Independents' refers to people supporting the Gillard government, in particular, Mr. Oakeshott and Mr. Windsor.

As shown in Table 4.13, the appraised entities of capacity range across different fields, but are mainly from Australia. These entities are primarily politicians or political institutions. The preferences for attitudinal targets illustrate the institutional position of *The Australian*, a national newspaper circulating primarily within Australia, and concerned with political issues in Australia.

To sum up, *The Australian* expresses opinions about entities mainly from the fields of its two dominant political parties, the Labor Party and the Liberal Party. This patterning of appraised entities for capacity reinforces the internal focus of *The Australian* (see the discussion in Section 4.2). The preference in attitudinal targets functions to position the putative readers predominantly with respect to issues in Australia.

### 4.3.2.2 Evaluative couplings: capacity and experiential targets

In *The Australian* a given experiential entity could be evaluated both positively and negatively in one editorial text. For instance, Gillard's behaviours are positively evaluated (*capable and effective*) in [4.53] but negatively (*incapable, unable*) in [4.54]. These two instances form opposing attitudinal values (Almutairi 2014; Hood 2010) about Gillard.

[4.53] In opposition and as deputy prime minister, Ms. Gillard was **capable and effective** [+cap].

(Rudd must drag Labor back to the centre – TA)

[4.54] ...she [Gillard] proved **incapable** [-cap] of stepping up to the office of prime minister, **unable** [-cap] to secure the political high ground and too willing to demean herself by scrapping with Tony Abbott and playing the politics of division when she should have united Australia from the centre.

(Rudd must drag Labor back to the centre – TA)

Expressions in [4.53] construe the evaluative coupling of [positive capacity+Gillard], while those in [4.54] form the evaluative coupling of [negative capacity+Gillard]. Couplings instantiated in the above two instances formulate opposite evaluative couplings. These couplings are shown in Figure 4.8, where a 'not equal' marker is added in the middle to show the reverse relationship in polarity between the two couplings.

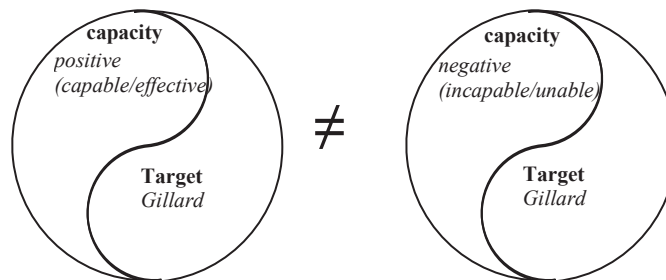


Figure 4.8: Opposite evaluative couplings (capacity) in *The Australian*

The relative proportions for positive and negative expressions of capacity are presented in Table 4.14 below. In accordance with the discussion of affect, Table 4.14 only illustrates instances concerning the evaluation of entities from the fields 'the Labor Party' and 'the Liberal Party'. This selection also depends on the fact that entities from these two fields account for the dominant part of the targets of capacity.

**Table 4.14: Positive and negative instances of capacity in *The Australian***

Field of target	Target	Polarity	N (%)	Total (N)
Labor Party	Members	+	3 (25)	12
		-	9 (75)	
	Leaders	+	13 (48)	
		-	14 (52)	
	Party	+	∅	
		-	5 (100)	
	Government	+	1 (12)	
		-	8 (88)	
	Policy	+	∅	
		-	1 (100)	
Liberal Party	Leaders	+	2 (100)	2
		-	∅	
	Members	+	4 (80)	
		-	1 (20)	
	Government	+	2 (100)	
	-	∅		

As indicated in Table 4.14, entities from the field ‘the Labor Party’ are mainly encoded as negative, while those from the field ‘the Liberal Party’ are predominantly encoded with positive polarity, except for one instance of negative evaluation of *Mr. O’Farrell* in [4.55].

[4.55] The contrast with the gung-ho Newman administration has been striking, and those impatient for reform have had occasion to find **fault** [-cap] with NSW’s leader, who is uncharismatic to a fault. (At last a treasurer delivers a budget we can believe in – TA)

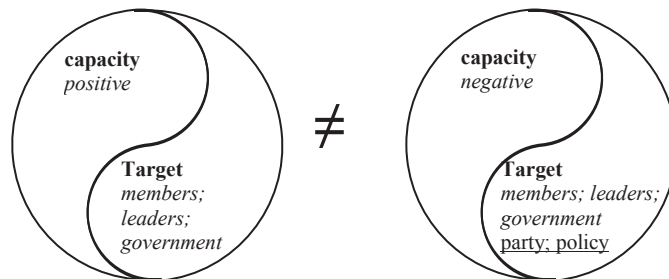
The negative value in [4.55] is attributed to people who are impatient for reforms (*those impatient*), rather than the editorial writers. Attribution is explored further in the discussion of affiliation strategies in Chapter 5. The tendency to code the field ‘the Liberal Party’ as positive reflects the political position of the newspaper. Taking a centre-right position, *The Australian* argues for stances similar to those of the Liberal Party.

As shown in Table 4.14, a cluster of evaluative couplings is formed around each experiential target. For example, there is a cluster of evaluative couplings of [positive capacity+Labor members] and a cluster of evaluative couplings of [negative capacity+Labor members]. These clusters are presented in Table 4.15 where clusters around the same experiential target get the same cluster number, with the positive cluster marked with an ‘a’ and the negative one with a ‘b’. For instance, Cluster 1 is concerned with the evaluation of Labor members, with Cluster 1a referring to the positive instances and Cluster 1b to the negative ones.

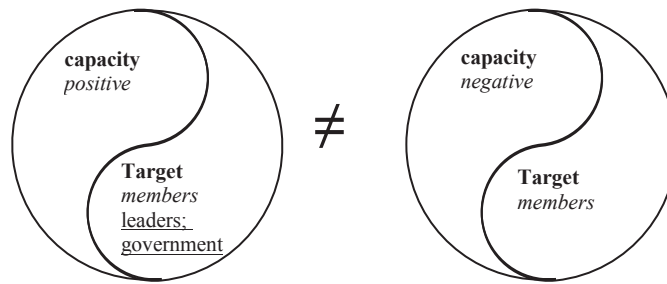
**Table 4.15: Cluster of evaluative couplings (capacity) in *The Australian***

Cluster (#)	Experiential target	Capacity
1a	Labor members	positive capacity
1b	Labor members	negative capacity
2a	Labor leaders	positive capacity
2b	Labor leaders	negative capacity
3b	the Labor party	negative capacity
4a	Labor government	positive capacity
4b	Labor government	negative capacity
5b	Labor policy	negative capacity
6a	Liberal leaders	positive capacity
7a	Liberal members	positive capacity
7b	Liberal members	negative capacity
8a	Liberal government	positive capacity

As indicated in Table 4.15, most of the evaluative couplings tend to appear in a pair, that is, a pair of positive and negative evaluations about the same experiential target. These evaluative couplings are closely related in two respects. First, they all belong to the category of capacity, with either positive or negative polarity. Secondly, the targets of Clusters 1-5 are from the field ‘the Labor Party’, and those of Clusters 6-8 from the field ‘the Liberal Party’. This relationship helps to form two syndromes of evaluative couplings around these clusters. One syndrome is about the evaluation of entities from the Labor Party (as illustrated in Figure 4.9) and the other is about the evaluation of entities from the Liberal Party (as illustrated in Figure 4.10). In these two figures experiential targets that do not involve opposite values are underlined.



**Figure 4.9: Judgement-Labor syndrome in *The Australian***



**Figure 4.10: Judgement-Liberal syndrome in *The Australian***

In summary, *The Australian* prefers to code opposite values for entities from the field ‘the Labor Party’, but mainly positive values for those from the field ‘the Liberal Party’. This patterning of the appraised elements and evaluative polarity illustrates the newspaper’s political stance. Holding a centre-right position, *The Australian* aims to promote a negative image of the Labor Party to its Australian readership. However, as a national newspaper, it also needs to consider a readership of broader political backgrounds. This is reflected in the balance of positive and negative expressions of the alleged capacity of the Labor Party which it sells to putative readers. The way in which these opposing values are managed is discussed in Chapter 5.

### 4.3.3 Couplings in the *China Daily*

In the *China Daily* expressions of capacity constitute more than 50% of all the instances of judgement. This section examines the evaluative couplings that these instances enter into, that is, the couplings of capacity with its experiential targets.

#### 4.3.3.1 Appraised entities of capacity

In the *China Daily* a large number of appraised entities are from the general field ‘China’, including *China* as a country in [4.56], Chinese *companies* in [4.57], its *authorities* in [4.58] and its *producers* in [4.59].

- [4.56] Despite a capital drain, the world’s second-largest economy remains **capable** [+cap] of handling it given its sound fundamentals.  
(Ward off capital risks – CD)

[4.57] While they are generally **weaker** [-cap] than their foreign competitors in terms of financial strength, technological capability and marketing skills, Chinese companies are primarily **uncompetitive** [-cap] because most of them have **yet to win back public trust** [-[+cap]].

(Ensuring milk quality – CD)

[4.58] That the commission on Friday made public 22 major tasks in seven key fields in a guideline to deepen economic reform demonstrates the authorities' greater **courage** [+cap] and confidence in putting themselves under public oversight.

(Pushing forward reforms – CD)

[4.59] However, policymakers and regulators should also be aware that the alleged violations of the country's anti-monopoly laws by these brands have been partially encouraged by domestic producers' **lack of competitiveness** [-[+cap]].

(Ensuring milk quality – CD)

Some appraised entities are from other countries, including both Western and Eastern, for example, *US and its allies* in [4.60], and *Morsi and Muslim Brotherhood* in [4.61].

[4.60] The US and its Western allies cannot be so **blind** [-[cap]] that they are **unable** [-[cap]] to foresee the tricky situation that lies ahead when they set out to remove the last obstacle to arming the rebels, as some of the weapons they intend to provide will very likely end up in the wrong hands and help al-Qaida expand its influence in the war-torn country and even the region at large.

(Untie Syrian knot – CD)

[4.61] He and his group, the Muslim Brotherhood, have **failed** [-cap] to usher in reconciliation and unite all political forces to realise social stability and economic recovery.

(Solving Egyptian puzzle – CD)

The distributions and proportions for each category of targets are illustrated in Table 4.16.

**Table 4.16: Classification of the targets of capacity in the *China Daily***

Country of target	Field of target	N (%)	Sub-total N (%)
China	China as a country	4 (45)	9 (60)
	Authorities	1 (11)	
	Producers	1 (11)	
	Companies	3 (33)	
Others <sup>1</sup>	EU producers	1 (17)	6 (40)
	US and its West allies	3 (50)	
	Morsi and Muslim Brotherhood	2 (33)	

*Note:*

1: 'Others' refers to all countries other than China.

Table 4.16 reveals that expressions of capacity in the *China Daily* evaluate the behaviours of people or institutions from around the world. Appraised entities from China account

for two-thirds of all instances, with one-third from the other countries. This distributional pattern reflects the putative international readership of the newspaper.

To sum up, the *China Daily*, as the national English language newspaper of China, reports and comments on issues happening in China, but also expresses opinions about global events and participants. It is also circulated and read widely online around the world, and presents China's evaluative positions to an international readership (Liu 2009a, 2009b). The editorial texts include a significant focus on judgement of the capacity of a wide range of experiential targets.

#### 4.3.3.2 Evaluative couplings: capacity and experiential targets

In the *China Daily* the particular categories of experiential targets of capacity are coupled with either positive or negative value. Unlike in *The Australian*, we do not see a particular category sometimes coupled with positive and sometimes with negative value. For instance, the experiential entity of *China* as a country always couples with positive value across the whole set of editorials. An example is provided in [4.62].

[4.62] Despite a capital drain, the world's second-largest economy remains **capable** [+cap] of handling it given its sound fundamentals.  
(Ward off capital risks – CD)

The experiential entity of *Morsi and his group* is negatively evaluated across the whole set. An example is provided in [4.63].

[4.63] He and his group, the Muslim Brotherhood, have **failed** [-cap] to usher in reconciliation and unite all political forces to realise social stability and economic recovery.  
(Solving Egyptian puzzle – CD)

The proportions for target categories of positive and negative couplings are shown in Table 4.17 below.

**Table 4.17: Positive and negative instances of capacity in the *China Daily***

Country of target	Specific target	Polarity of capacity	N (%)	Sub-total N (%)
China	China as a country	+	4 (100)	4 (45)
		-	∅	
	authorities	+	1 (100)	1 (11)
		-	∅	
	producers	+	∅	1 (11)
		-	1 (100)	
companies	+	∅	3 (33)	
	-	3 (100)		
Others <sup>1</sup>	EU producers	+	∅	1 (17)
		-	1 (100)	
	US and its Western allies	+	3 (100)	3 (50)
		-	∅	
	Morsi and Muslim Brotherhood	+	∅	2 (33)
	-	2 (100)		

*Note:*

1: 'Others' refers to all countries other than China.

Table 4.17 shows that at the most general level of field (*China, other countries*), targets are coupled with both positive and negative instances of capacity across the data set. However, for more specific categories of target (e.g., *producers in China, authorities in China*) evaluations of capacity are either positive or negative across the data set, never both. In other words, at this level values are not re-negotiated with readers in the flow of text. The distribution pattern suggests the need to explore further the kinds of behaviours that are positively or negatively evaluated in the *China Daily* editorials.

The discussion of Trigger for inclination in the *China Daily* in Section 4.2.3.2 illustrates that the entities of *international relations* and *action on people* are construed as desirable. This is reflected in this section in the evaluation of capacity with respect to behaviours of people/institutions, that is, whether capacity is encoded as positive or negative depends on the nature of the behaviour exhibited by the person/institution that is the target. For instance, the entity of *Chinese authorities* in [4.64] is positively evaluated. The behaviour is elaborated as action on people in putting themselves under public oversight. The behaviour is wave-underlined in [4.64] and in other instances.

[4.64] That the commission on Friday made public 22 major tasks in seven key fields in a guideline to deepen economic reform demonstrates the authorities' greater **courage** [+cap] and confidence in putting themselves under public oversight.

(Pushing forward reforms – CD)



Similarly in [4.65], *China and Seoul* are evaluated positively with respect to behaviours related to international relations (wave-underlined).

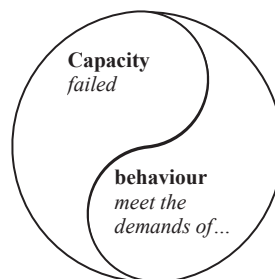
[4.65] She will find her sentiments well received by Chinese leaders, as Beijing is sincere about deepening mutual trust and raising its interaction with Seoul to a higher level, so that the two neighbors can not only **benefit** [+cap] more from their practical co-operation but also contribute more to regional peace and development.  
(China-POK partnership – CD)

The entity *US and its Western allies* in [4.66] is negatively encoded because the behaviour opposes international co-operation. In [4.67] *Morsi* is negatively evaluated due to his behaviour in failing to meet the expectations of the people.

[4.66] The US and its Western allies cannot be so **blind** [-[-cap]] that they are **unable** [-[-cap]] to foresee the tricky situation that lies ahead when they set out to remove the last obstacle to arming the rebels, as some of the weapons they intend to provide will very likely end up in the wrong hands and help al-Qaida expand its influence in the war-torn country and even the region at large.  
(Untie Syrian knot – CD)

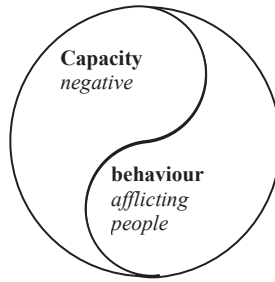
[4.67] Defense Minister and head of Egypt’s armed forces General Abdel Fattah al-Sisi said Morsi had “**failed** [-cap] to meet the demands of the people”.  
(Solving Egyptian puzzle – CD)

In the above examples, evaluative couplings are formed by the combination of attitudinal value (in this case, capacity) and targeted behaviour, as in [failed+meet the demands of the people] in [4.67]. It is the behaviour not the actor that influences the polarity of capacity, so couplings are as shown in Figure 4.11.



**Figure 4.11: Evaluative coupling (capacity) in the *China Daily***

All instances of negative capacity coupling with the behaviour of action on people can be seen as forming one cluster of evaluative couplings, that is, the cluster of ‘negative capacity+action on people’, as presented in Figure 4.12.

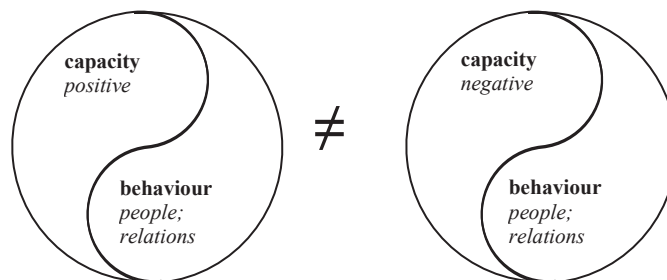


**Figure 4.12: Cluster of evaluative coupling (negative capacity+action on people) in the *China Daily***

Following this procedure, four clusters of evaluative couplings around capacity are constructed in the data set of the *China Daily*:

- Cluster 1: positive capacity+action on people
- Cluster 2: positive capacity+international relations
- Cluster 3: negative capacity+action on people
- Cluster 4: negative capacity+international relations

These four clusters are closely related in two respects. First, the values all belong to one attitudinal category, that of capacity. Secondly, the positively evaluated behaviours are semantically related to the negatively evaluated ones (Martin 1992a). These relations help to form two syndromes of evaluative couplings, that is, a syndrome of ‘positive capacity+international relations/action on people’ and a syndrome of ‘negative capacity +international relations/action on people’. These are illustrated in Figure 4.13.



**Figure 4.13: Judgement syndrome in the *China Daily***

In summary, the *China Daily* editorials promote a consistent image of the world to its putative readers. They construct four positions through the clusters of evaluative couplings: serving people, afflicting people, international co-operation and international

opposition. The particular patterning of appraised behaviour and evaluative polarity reinforces a set of ideological principles of peaceful co-existence both within China and with other countries. Behaviours construed as counter to this principle are negatively evaluated. Thus the newspaper attempts to align its putative readers with a position of valuing a harmonious society.

#### **4.3.4 Comparative profiles of judgement**

To sum up, patterns of expressions of judgement in both sets of editorials have been explored and compared in this section. The two sets show similarities in terms of coding judgement predominantly as capacity, but differ, as might be expected, with respect to experiential targets. *The Australian* evaluates entities mainly from Australia, while the *China Daily* is concerned with the evaluation of entities from all over the world. This difference in target reflects the internal focus of *The Australian* and the external focus of the *China Daily* as discussed in Section 4.2.

More interesting comparative patterns emerge when the nature of couplings of [capacity+target] are examined more closely. *The Australian* presents opposing evaluations of entities from the general field ‘the Labor Party’. This presentation depicts a controversial image of Labor to its putative readers. The *China Daily*, on the other hand, does not encode opposing evaluations of any specific entity, as shown in Table 4.17. These similarities and differences are complemented by the discussion of another attitudinal category, i.e. appreciation, in the following sections.

#### **4.4 Profile of appreciation with IDEATION**

This section focuses on the patterns of appreciation in the two sets of editorials. The analytical processes are conducted in two steps: first, identify the kinds of appreciation preferred in each set, and, secondly, identify the couplings of appreciation with their experiential targets.

##### **4.4.1 Comparing kinds of appreciation**

Appreciation is concerned with institutionalised feelings as the evaluation of things (Martin 2000a; Martin & White 2005). Appreciation involves three more delicate

subcategories: reaction, composition and valuation. Here I report on and discuss patterns of appreciation expressed in both sets of editorials.

In *The Australian* data set expressions of appreciation are realised as adjectives as in *powerful* in [4.68], as nouns as in *logic* in [4.69], and as qualities as in *invaluable* in [4.70].

[4.68] Julia Gillard and Mr. O'Connor want to pander to the agenda of Australia's most **powerful** [+reac] unions, including the Construction Forestry Mining and Energy Union, headed by the minister's brother, Michael O'Connor, who has been at the forefront of the charge against 457 visas for months.

(Union bosses set ALP's agenda – TA)

[4.69] There is clear **logic** [+comp] to the \$8.3bn North West Rail Link serving one of the fastest growing parts of the city.

(At last a treasurer delivers a budget we can believe in – TA)

[4.70] In some respects, he has expanded it by making far greater use of unmanned drones, which have proved **invaluable** [+val] in attacking terrorist targets.

(Mr. Obama's war on terror – TA)

In the *China Daily* data set expressions of appreciation are realised as verbs as in *backfire* in [4.71], as adjectives as in *informal* and *balanced* in [4.72], and as nouns as in *significance* in [4.73].

[4.71] While dealing a fatal blow to Chinese producers, any decision by the European Union to impose heavy taxes on China's solar panel products may **backfire** [-reac].

(Protectionism hurts both – CD)

[4.72] The meetings, though **informal** [-comp] in nature, were a manifestation of China's **balanced** [+comp] diplomacy, which gives importance to advancing ties with both developing and developed partners.

(Caribbean co-operation – CD)

[4.73] With the two sides poised to mark next year's 40th anniversary of their diplomatic ties, Xi's visit, the first by a Chinese president, has historic **significance** [+val] as it has lifted bilateral relations and mutually beneficial co-operation to a new height.

(Caribbean co-operation – CD)

Analyses indicate that all the three subcategories of appreciation are encoded in each set of editorials. Preferences and distributions are illustrated in Table 4.18 and Table 4.19 below.

**Table 4.18: Subcategories of appreciation in *The Australian***

Appreciation: Polarity:	Reaction		Composition		Valuation	
	+	-	+	-	+	-
N (%)	50 (45)	61 (55)	4 (100)	0	9 (82)	2 (18)
Sub-total (N (%))	111 (88)		4 (3)		11 (9)	

**Table 4.19: Subcategories of appreciation in the *China Daily***

Appreciation: Polarity:	Reaction		Composition		Valuation	
	+	-	+	-	+	-
N (%)	33 (35)	61 (65)	3 (38)	5 (63)	11 (85)	2 (15)
Sub-total (N (%))	94 (82)		8 (7)		13 (11)	

As shown in Table 4.19 and Table 4.20, both newspapers show a similar tendency for coding appreciation predominantly as reaction. Reaction accounts for more than 80% of all instances of appreciation in each set of editorials. The majority of instances of appreciation:reaction are expressed with negative polarity in both sets of editorials. The other subcategories are much less frequently encoded with similar distributions in each set. A closer study of appreciation therefore focuses on instances of reaction and the coupling relations they enter into.

When a topographic perspective is taken to considering the boundaries between attitudinal categories (Martin & White 2005), appreciation:reaction sits closest to the realm of affect (see also Bednarek 2009; Love 2006). It approximates affect in the sense that affect expresses an emotion or feeling, and appreciation:reaction evaluates something in terms of the emotion or feeling it gives rise to. Even though affect is rarely inscribed in either set of editorials, this kind of appreciation (as reaction) covertly raises the potential for affiliation around the nature of that emotional response. In the following sections, reaction is examined further in terms of the couplings it enters into.

#### **4.4.2 Couplings in *The Australian***

In *The Australian* data set the subcategory of reaction accounts for nearly 90% of all expressions of appreciation. The primary issues to be considered in this section are the kinds of things that are targeted in this set of editorials and the kinds of evaluative couplings that are realised.

#### 4.4.2.1 Appraised entities of appreciation:reaction

In deploying resources of appreciation:reaction things are evaluated in terms of whether ‘they catch our attention’ or ‘please us’ (Martin & White 2005, p. 56). The phenomena evaluated may include natural or artificial ones, and additionally the phenomenon of human performance.

In *The Australian* a large number of expressions of reaction are concerned with the evaluation of performance, as in *ascension* in [4.74] and *cultural policy* in [4.75].

[4.74] Ms. Gillard’s name will be recorded as the nation’s first female prime minister, and her ascension was therefore an **important** [+reac] moment.

(Rudd must drag Labor back to the centre – TA)

[4.75] In 2007, Labor promised to help build a more vibrant cultural life in Australia, one that would keep faith with the regions, reward creative excellence and take the arts seriously in schools. Instead it has delivered a **prosaic** [-val], **dispiriting** [-val] cultural policy devoid of fresh ideas, inspiration or new funding.

(Between a tragedy and a farce – TA)

Some instances are concerned with evaluating institutions, as in *the Labor party* in [4.76] and general situations as in *the world outlook* in [4.77].

[4.76] He must build himself a platform from which to reform the Labor Party, which in its current **sorry** [-reac] state is incapable of reforming the nation.

(Rudd must drag Labor back to the centre – TA)

[4.77] The world outlook is **fragile** [-reac] and confidence is ebbing away from the national economy.

(At last a treasurer delivers a budget we can believe in – TA)

The number and proportion of instances of reaction with respect to categories of appraised phenomena in *The Australian* are shown in Table 4.20.

**Table 4.20: Classification of the appraised entities of appreciation:reaction (Performance, Policy, etc.) in *The Australian***

	Performance	Policy	Institution	Situation	People	Economy
N (%)	54 (48)	38 (34)	12 (11)	3 (3)	2 (2)	2 (2)

As shown in Table 4.20, the entity types of *performance* and *policy* constitute the majority of appraised entities, accounting for more than 80% in total. The appraised category of *performance* accounts for nearly half (48%) of all the experiential targets coupled with

appreciation:reaction. Again, if we consider the categories from a topographic perspective, the evaluation of performance sits closest to the category of judgement of someone or their behaviour. Hence the inscribed appreciation of an activity as a thing (appreciation:reaction) has the potential to invoke judgement of the associated actors and/or their behaviours (Martin & White 2005). The preference for *performance* as the primary experiential target of appreciation:reaction realises the primary evaluative focus of *The Australian* in terms of either people's behaviour (judgement) or their performance (appreciation).

To get a more complete picture of the function of choices of appreciation:reaction, I explore further the actors associated with the *performance* or *policy*. (As was explored in analyses of judgement above, I focus here on the actors in Australia in this section.) Analyses indicate that a large number of actors come from the field 'the Labor Party', such as *the Labor Party* itself in [4.78], its leaders Ms. *Gillard* in [4.79] and *Maurice Iemma* in [4.80], and the Labor *government* in [4.81]. In this study, the actors associated with *performance/policy* are dashed underlined.

[4.78] In 2007, Labor promised to help build a more **vibrant** [+reac] cultural life in Australia, one that would keep faith with the regions, reward creative excellence and take the arts seriously in schools.

(Between a tragedy and a farce – TA)

[4.79] Labor now finds itself defending seats in western Sydney and Victoria it once thought were its birthright, and Ms. Gillard's **poor** [-reac] political choices have made matters worse.

(Rudd must drag Labor back to the centre – TA)

[4.80] With apologies to another uncharismatic NSW premier, allow us to plagiarise Maurice Iemma's 2007 campaign slogan by way of **encouragement** [+reac]: "More to do, but we're heading in the right direction".

(At last a treasurer delivers a budget we can believe in – TA)

[4.81] Just over 100 days until the voters go to the polls, and with only four weeks of parliamentary sittings left before then, the government has its work cut out if it is to secure agreement from the states on one of its **flagship** [+reac] policies.

(Unanswered questions that make us nervous – TA)

Some actors are from the field 'the Liberal Party', as in *government* of the Liberal Party in [4.82].

[4.82] Even so, the government has set itself a **sensible plan** [+reac] to close the long-term fiscal gap by bringing recurrent spending and revenue into line.  
 (At last a treasurer delivers a budget we can believe in – TA)

The proportion for the kinds of categories of actor associated with couplings [reaction+ performance/policy] in *The Australian* are shown in Table 4.21.

**Table 4.21: Classification of actors of performance/policy in *The Australian***

Field of actor	Specific actor	N (%)	Sub-total N (%)
Labor party	Labor	35 (57)	61 (79)
	Labor leaders	13 (21)	
	Labor government	6 (10)	
	Labor members	5 (9)	
	Independent <sup>1</sup>	2 (3)	
Liberal party	Liberal members	10 (91)	11 (14)
	Liberal government	1 (9)	
Other parties in Australia	Coalition	1 (100)	1 (1)
Australia	Australian	4 (80)	5 (6)
	Australia	1 (20)	

*Note:*

1: 'Independents' refers to people supporting the Gillard government, in particularly, Mr. Oakeshott and Mr. Windsor.

As shown in Table 4.21, the entities of *performance/policy* performed by participants from the field 'the Labor Party' are the main targets of appreciation:reaction, accounting for nearly 80% of all instances. The evaluated *performances/policies* are predominantly undertaken by the Labor Party itself and its leaders. The entities of *performance/policy* enacted by participants from other fields in Australia are relatively few in this set of editorials.

To sum up, the editorials from *The Australian* evaluate explicitly entities of *performance/policy* where those entities are mainly performed/formed by participants from the two major political parties in the country, the Labor Party and the Liberal Party. Overtly the evaluation is of their performance/policy, but covertly there is judgement of the actors involved. The recurring couplings of [reaction+performance/policy] function to construe a somewhat more objective stance.



#### 4.4.2.2 Evaluative couplings: appreciation:reaction and experiential targets

In the editorials in *The Australian* the two major categories of experiential targets for reaction, *performance* and *policy*, receive both positive and negative evaluations. For example, they are positively evaluated in *good* in [4.83] and in *encouraging* in [4.84].

[4.83] KEVIN Rudd's intervention on Labor Party reform is **good** [+reac] politics.

(Unions the elephant in caucus – TA)

[4.84] That said, the NSW Treasurer's third budget yesterday produced an **encouraging** [+reac] set of numbers.

(At last a treasurer delivers a budget we can believe in – TA)

They are negatively evaluated in *eroded* in [4.85] and in *slated* in [4.86].

[4.85] Ms. Gillard's fraternisation with the union movement **eroded** [-reac] her authority and raised the profile of the faceless men.

(Rudd must drag Labor back to the centre – TA)

[4.86] That these reforms were **slated** [-reac] to be self-imposed at the next NSW state conference goes some way to demonstrating the politicking at play.

(Unions the elephant in caucus – TA)

The proportions for positive and negative evaluations of *performance/policy* are shown in Table 4.22.

**Table 4.22: Positive and negative appreciation:reaction of *performance/policy* in *The Australian***

Experiential targets	Polarity	N (%)	Sub-total (N)
Performance	+	24 (44)	54
	-	30 (56)	
Policy	+	20 (53)	38
	-	18 (47)	

As shown in Table 4.22, where *performance/policy* are appraised, there is a similar proportion for positive and negative appreciation:reaction. As noted above, positive appreciation of these entities invokes positive judgement of the related actors (Martin & White 2005), and vice versa. This distributional pattern invokes both positive and negative values of the actors of the *performance/policy*. The relevant proportions for invoked evaluations of actors are shown in Table 4.23.

**Table 4.23: Positive and negative evaluations of actors of *performance/policy* in *The Australian***

Party of actors	Specific actor	Polarity	N	Sub-total N (%)
Labor Party	Labor Party	+	7	35 (57)
		-	28	
	Labor members	+	1	5(9)
		-	4	
	Labor government	+	2	6 (10)
		-	4	
	Labor leaders	+	7	13 (21)
	-	6		
	Independent <sup>1</sup>	+	1	2 (3)
		-	1	
Liberal Party	Liberal members	+	10	10 (91)
		-	∅	
	Liberal government	+	1	1 (9)
		-	∅	

*Note:*

1: ‘Independent’ in this corpus refers to Mr. Oakeshott and Mr. Windsor who support the Gillard government, so they are included in the field ‘the Labor party’.

As shown in Table 4.23, each actor from the field ‘the Labor Party’ is coupled with both positive and negative values, that is, the actor *the Labor Party* itself is evaluated both positively and negatively across the data set of editorials. Actors from the field ‘the Liberal Party’ only couple with positive values across the set.

The potential for inscribed appreciation:reaction to invoke judgement promotes a discussion of invoked couplings. In [4.87], for example, *good* encodes a positive reaction of Labor’s performance of *economic management*.

[4.87] Labor’s record for **good** [+reac] economic management, patiently built over 20 years under Bill Hayden, Bob Hawke and Paul Keating, has been trashed by this government despite Australia’s strong economic performance.

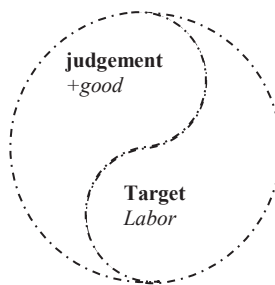
(Rudd must drag Labor back to the centre – TA)

This constructs the evaluative coupling of [positive appreciation:reaction+performance], as shown in Figure 4.14.



**Figure 4.14: Evaluative coupling (reaction) in *The Australian***

This inscription of positive reaction in [4.87] also invokes positive judgement of the actors (*Labor*), giving rise to an invoked coupling of [positive judgement+*Labor*]. The invoked coupling is presented in Figure 4.15 below. In Figure 4.15, the boundary of the yin/yang figure is marked by dash dot to show that this coupling is invoked.



**Figure 4.15: Invoked evaluative coupling (judgement) in *The Australian***

Each inscription of appreciation:reaction of *performance/policy* in this thesis therefore involves two evaluative couplings, an explicit one, [inscribed appreciation:reaction+*performance/policy*], and an associated implicit or invoked one, [invoked judgement+actor] (Feng 2013; Martin 2013). These two associated couplings are shown in Figure 4.16. They are referred to as a *combined evaluative coupling* in the present research. In Figure 4.16, the connection between the two evaluative couplings is marked by a four-point star.

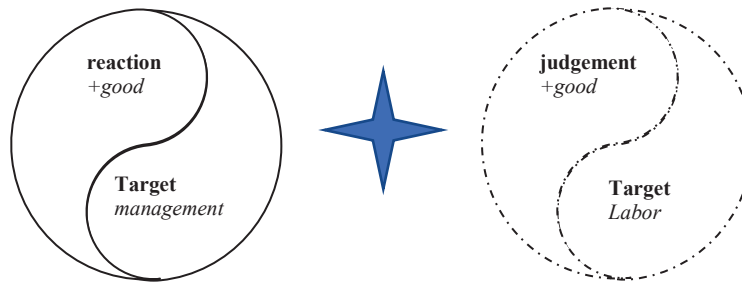


Figure 4.16: Combined evaluative coupling (positive reaction-judgement) in *The Australian*

The performance of the Labor Party is also evaluated negatively in this set of editorials. For example, the attitudinal lexis *disaster* encodes negative values about Labor's performance *overspending and overpromising* in [4.88].

[4.88] Overspending and overpromising turned the promised return to surplus into a **disaster** [-reac] that will tarnish Wayne Swan's legacy irredeemably.  
(Rudd must drag Labor back to the centre – TA)

This inscription invokes negative judgement of the behaviour of the Labor Party. Two evaluative couplings, an inscribed one and an invoked one, are constructed in [4.88]. The combined coupling is shown in Figure 4.17 below.

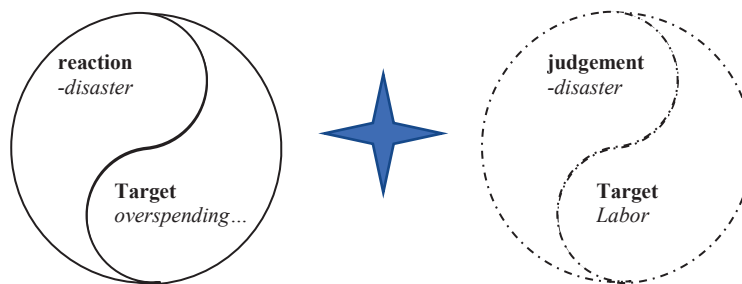
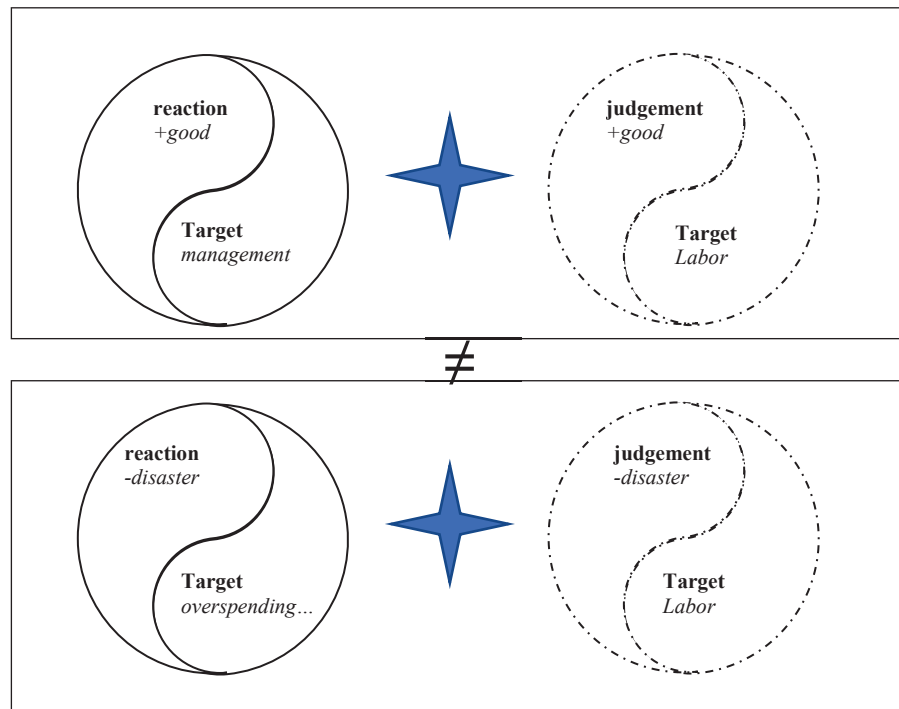


Figure 4.17: Combined evaluative coupling (negative reaction-judgement) in *The Australian*

In *The Australian* data set most of the instances of inscribed appreciation:reaction are implicated in opposing couplings, that is, each inscription is encoded as a separate instance in the text with the same experiential Target being coupled with positive value in some instance and negative values in others. They are also implicated in combined couplings, that is, each inscription of appreciation:reaction of performance/policy also invokes judgement. This phenomenon is described in this study as a *complex evaluative coupling*, and is illustrated in Figure 4.18. In Figure 4.18, the two combined evaluative

couplings (*reaction-judgement*) are horizontally arranged. They are in an opposing relation (indicated with the ‘not equal’ sign) to two other combined evaluative couplings owing to the difference in evaluative polarity.



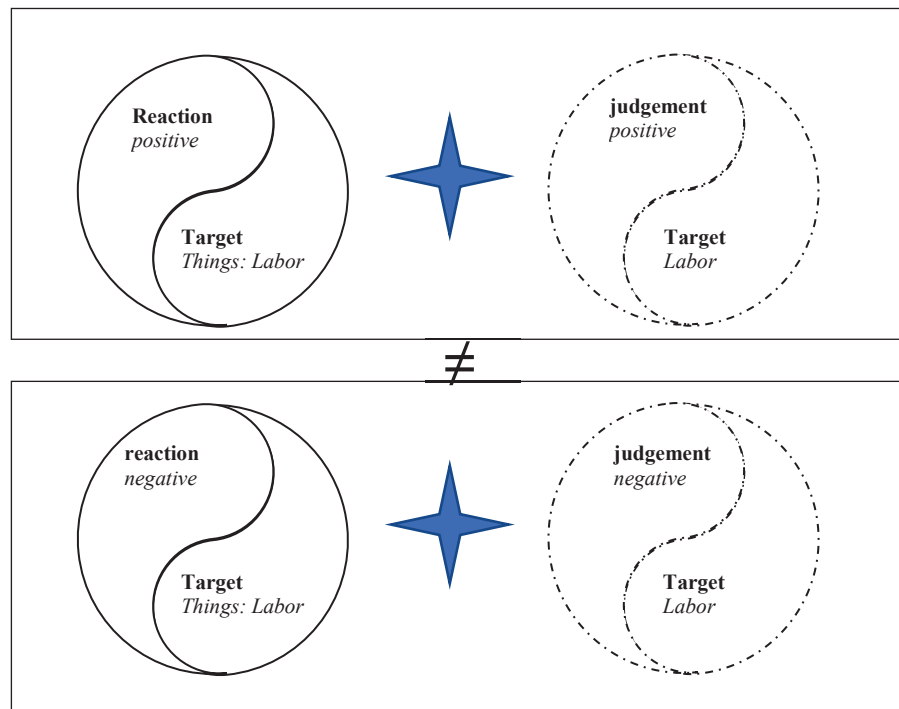
**Figure 4.18: Complex evaluative couplings (*reaction-judgement*) in *The Australian***

Taken together, the couplings in Table 4.22 and Table 4.23 form a series of clusters of evaluative couplings. These are identified in Table 4.24, where the target ‘thing’ refers to either *performance* or *policy*. Each evaluative cluster formed around the same experiential actor (target of judgement) is given the same cluster number, that is, cluster 1, 2, 3, 4 and so on. For each cluster number, positive couplings are assigned ‘a’ and negative ones assigned ‘b’, as in Cluster 1a, 1b, Cluster 2a, 2b and so on.

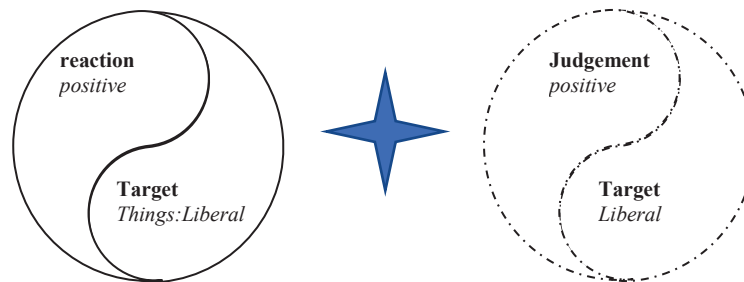
**Table 4.24: Clusters of combined evaluative couplings (reaction-judgement) in *The Australian***

Cluster (#)	Inscribed coupling		Invoked coupling		N
	Target	Reaction	Target	Judgement	
1a	thing	positive	Labor Party	positive	7
1b	thing	negative	Labor Party	negative	28
2a	thing	positive	Labor members	positive	1
2b	thing	negative	Labor members	negative	4
3a	thing	positive	Labor government	positive	2
3b	thing	negative	Labor government	negative	4
4a	thing	positive	Labor leaders	positive	7
4b	thing	negative	Labor leaders	negative	6
5a	thing	positive	Independent	positive	1
5b	thing	negative	Independent	negative	1
6a	thing	positive	Liberal members	positive	10
7a	thing	positive	Liberal government	positive	1

According to Table 4.24, the actors associated with *thing* (as in phenomena of *performance/policy*) are presented as the target of invoked judgement. These actors are mainly from two general fields: ‘the Labor Party’ and ‘the Liberal Party’. Clusters 1-5 are concerned with the evaluation of actors from the Labor Party, while Clusters 6-7 concern evaluation of actors from the Liberal Party. From this perspective the clusters form two syndromes of couplings. Syndrome one is about the evaluation of things conducted by entities of the Labor Party, as shown in Figure 4.19. Syndrome two is about the evaluation of things conducted by entities of the Liberal Party, as shown in Figure 4.20.



**Figure 4.19: Reaction-Labor syndrome in *The Australian***



**Figure 4.20: Reaction-Liberal syndrome in *The Australian***

In summary, editorials in *The Australian* tend to express an explicit reaction towards the phenomena of *performance/policy*. These phenomena mainly associate with participants from the two major political parties in Australia, the Labor Party and the Liberal Party. With respect to participants of the Labor Party, values of opposing polarity are expressed. This functions to present a dual-perspective on the Labor Party to the putative readership. From the synoptic perspective taken in this chapter this might suggest some degree of even-handedness, although this is interpreted through the analysis taking a dynamic perspective in Chapter 5. At least it can be interpreted as suggesting recognition of the potential scope of relative values held by the readership. Interpretations around the representation of the Labor Party also need to account for the fact that participants of the Liberal Party, while considerably fewer in number, are in all cases valued positively.

### 4.4.3 Couplings in the *China Daily*

When instances of evaluation as appreciation, that is, the evaluation of phenomena, are explored in the editorials from the *China Daily*, the subcategory of appreciation:reaction accounts for more than 80% of all the instances. Such instances are the focus here. They are more closely considered in terms of the kinds of experiential entities they evaluate, that is, their targets, and so the kinds of evaluative couplings they contribute to.

#### 4.4.3.1 Appraised entities of appreciation:reaction

An exploration of the experiential targets of appreciation:reaction in the *China Daily* editorials reveals a number of generalised categories. One significant category is that of *performance*. In this category an action or activity is construed as a thing or entity (a phenomenon). This is evident in [4.89] in *any decision* and in [4.90] in *check-up*.

[4.89] While dealing a fatal blow to Chinese producers, any decision by the European Union to impose heavy taxes on China's solar panel products may **backfire** [-reac].

(Protectionism hurts both - CD)

[4.90] In April, the Jilin authorities carried out a province-wide work-safety check that lasted one month. It is discomforting and thought provoking that the check-up still **failed** [-reac] to prevent Monday's accident.

(Safety at work a priority – CD)

A second generalising category of experiential targets is referred to as *situation*. This captures meanings to do with broad complexes of activity. These may refer to China or some other part of the world. This category is exemplified in [4.91] in *reality*, and in [4.92] in Syria.

[4.91] The accidents happened within a week of each other and bring home the **harsh** [-reac] reality that China has much to do to improve workplace safety.

(Safety at work a priority – CD)

[4.92] The crisis [-reac] in Syria is **worsening** [-reac] with every passing day, miring the country in bloodbaths and fuelling widespread concern from the international community.

(Untie Syrian knot – CD)

Another generalising category links to the field *economy*, as exemplified in [4.93] in *European sovereign debt* and in [4.94] in *stock market*.



[4.93] Since the start of the European sovereign debt crisis [-reac], China has offered Europe a helping hand.

(Protectionism hurts both – CD)

[4.94] The stock market, meanwhile, has also shown prolonged **weakness** [-reac] in recent trading days.

(Ward off capital risks – CD)

The proportions for each category of experiential target of appreciation:reaction are shown in Table 4.25 below.

**Table 4.25: Classification of the targets of appreciation:reaction (performance, situation, etc.) in the *China Daily***

Target:	Performance	Situation	Economy	Policy	Institution	Product	People	Relation
N (%)	43 (46)	16 (18)	12 (13)	7 (7)	5 (5)	5 (5)	4 (4)	2 (2)

Further analyses and discussions focus only on the dominant categories of evaluative targets, that is, *performance*, *situation* and *economy*.

As shown in Table 4.26, the entity type of *performance* accounts for almost half (46%) of all targets appraised as appreciation:reaction. Some closer attention to this category is needed. As noted in parallel analyses of *The Australian*, *performance*, while an experiential phenomenon, invokes underlying activity by actors, and these instances also invoke judgement of the actors involved. In this sense in the *China Daily* attitudinal targets predominantly concern people, either in terms of behaviour (judgement) or performance (appreciation:reaction). The actors invoked in the evaluation of performance are discussed in more detail below, once again as generalised categories.

A number of instances of targets as performance implicate the actor *China* as a country as in [4.95], or as *terrorists* within China as in [4.96].

[4.95] Statistics show the Eurozone economy shrank 0.2 percent year-on-year during the first quarter of this year, the sixth consecutive quarterly contraction, and retaliatory measures from China will only **worsen** [-reac] the situation.

(Protectionism hurts both – CD)

[4.96] The terrorists, separatists and extremists perpetrate **violent** [-reac] acts to sow the seeds of hatred and fear among local residents in order to facilitate their own selfish goals.

(United against terrorism – CD)

Another significant category of actors implicated in performance are countries other than China, as in *European Union* in [4.97].

[4.97] While dealing a fatal blow to Chinese producers, any decision by the European Union to impose heavy taxes on China’s solar panel products may **backfire** [-reac].  
(Protectionism hurts both – CD)

The relevant proportions for each category of actors across the editorials are presented in Table 4.26.

**Table 4.26: Classification of actors of performances in the *China Daily***

Field of actor	Specific actor	N	Sub-total N (%)
China	Country <sup>1</sup>	9	22 (50)
	Terrorist	6	
	Institution	3	
	Leader (Xi) <sup>2</sup>	2	
	Common people	2	
Foreign	Countries <sup>3</sup>	13	19 (43)
	Leaders <sup>4</sup>	4	
	Common people	2	
China and foreign countries	China and the other countries	3	3 (7)

*Notes:*

- 1: ‘Country’ refers only to China.
- 2: ‘Leader of China’ refers to its President, Xi Jinping.
- 3: ‘Countries’ includes all countries except China.
- 4: ‘Leaders’ refers to the leaders in the other countries of the world.

As shown in Table 4.26, the target of *performance* in the *China Daily* editorials is enacted by actors from all over the world. The proportion for actors from China versus from other countries is roughly similar across the set of editorials, a pattern that reflects and reinforces the international orientation of the newspaper.

#### 4.4.3.2 Evaluative couplings: appreciation:reaction and experiential targets

The focus in this subsection is on patterns of couplings in the evaluation of experiential targets in the *China Daily* editorials.

The target of *performance* is both positively and negatively encoded. For example, in [4.98] China’s performance of *retaliatory measures* is negatively evaluated in *worsen*.

[4.98] Statistics show the eurozone economy shrank 0.2 percent year-on-year during the first quarter of this year, the sixth consecutive quarterly contraction, and retaliatory measures from China will only **worsen** [-reac] the situation.

(Protectionism hurts both – CD)

Xi Jinping’s performance of *visiting Trinidad and Tobago* is positively evaluated as having *eye-catching* results in [4.99].

[4.99] It is heartening to see President Xi Jinping’s visit to Trinidad and Tobago, the first leg of his three-nation state visit to Latin America and the Caribbean, has already achieved **eye-catching** [+reac] results.

(Caribbean co-operation – CD)

In the second category of target, that of *situation*, the evaluation is always found to be a negative reaction. For example, in [4.100] the inscription of *harsh* expresses negative evaluation of the general situation (*reality of workplace safety*) in China, and in [4.101] the situation in Syria is negatively evaluated in *crisis*.

[4.100] The accidents happened within a week of each other and bring home the **harsh** [-reac] reality that China has much to do to improve workplace safety.

(Safety at work a priority – CD)

[4.101] Yet Washington’s claim that Syrian government forces have used chemical weapons, which it says crossed the line and is a game changer for the two-year-old **crisis** [-reac], is, at the very least, one-sided if proved true.

(Untie Syrian knot – CD)

The proportions for positive and negative instances of appreciation:reaction of the targets of performance and situation, as well as the third category of economy are presented in Table 4.27.

**Table 4.27: Positive and negative appreciation:reaction to *performance/situation/economy* in the *China Daily***

Targets (things)	Polarity	N (%)	Sub-total (N)
Performance	+	16 (36)	44
	-	28 (64)	
Situation	+	∅	16
	-	16 (100)	
Economy	+	3 (25)	12
	-	9 (75)	

Table 4.27 reveals that the targets of *performance* and *economy* may be evaluated as either positive or negative appreciation:reaction, although in both cases there are considerably more expressions of negative value. This unbalanced distribution invites us to explore further the kinds of activity (or behaviour) underlying the actors implicated with the targets of *performance* and *economy* and the kinds of behaviour they perform. The analyses show that the entities of *performance* are achieved by *China* as a country in [4.102] and [4.103], and by the *authorities* in China in [4.104].

[4.102] But any appeasement on China's part will only send the **wrong** [-reac] signal and invite more protectionism.

(Protectionism hurts both – CD)

[4.103] Since the start of the European sovereign debt crisis, China has offered Europe a helping hand. If its **goodwill** [+reac] moves are only repaid with growing protectionism, it is entitled to fight back.

(Protectionism hurts both – CD)

[4.104] In April, the Jilin authorities carried out a province-wide work-safety check that lasted one month. It is discomfoting and thought provoking that the check-up still **failed** [-reac] to prevent Monday's accident.

(Safety at work a priority – CD)

The target phenomenon of *performance* is also conducted by countries/institutions outside China, such as the *European Union* in [4.105].

[4.105] While dealing a fatal blow to Chinese producers, any decision by the European Union to impose heavy taxes on China's solar panel products may **backfire** [-reac].

(Protectionism hurts both – CD)

Where the target is *performance* it may also be carried out by China together with other countries, for example, as *China and Caribbean countries* in [4.106].

[4.106] China's decision to contribute more to regional development should be a blessing to the region as well as a golden opportunity for the two sides to press ahead with the growth of bilateral relations, which is an open and inclusive process featuring **win-win** [+reac] co-operation.

(China-POK partnership – CD)

These positive instances of inscribed appreciation:reaction of *performance* invoke positive judgement of the relevant actors, and vice versa. The proportions of positive and negative instances of judgement of the actors of *performance* are shown in Table 4.28.

**Table 4.28: Positive and negative instances of judgement of actors of *performance* in the *China Daily***

Country of actor	Specific actor	Polarity	N	Sub-total (N)	
China	Country <sup>1</sup>	+	4	9	
		-	5		
	Terrorist	+	Ø	6	
		-	6		
	Institution	+	2	3	
		-	1		
Foreign	Common people	+	1	2	
		-	1		
	Leaders (Xi) <sup>2</sup>	+	2	2	
		-	Ø		
	China and foreign countries	Countries <sup>3</sup>	+	1	10
			-	9	
Leaders <sup>4</sup>		+	4	7	
		-	3		
China and the other countries	China and the other countries	+	2	3	
		-	1		

*Notes:*

1: 'Country' refers only to China.

2: 'Leader of China' refers to the President of Xi Jinping.

3: 'Countries' includes the other countries in the world except China.

4: 'Leaders' refer to the leaders in the other countries of the world.

As shown in Table 4.28, the experiential target *performance* implicates actors from all over the world. Certain categories of actor are evaluated with both positive and negative appreciation:reaction, while others are only positively evaluated, and some show no clear pattern of attitudinal encodings. Here I explore further the nature of the experiential targets that are positively or negatively evaluated.

In the *China Daily* editorials where the target of *performance* implicates actions construed as people or international relations, they may be positively or negatively charged. Where positively evaluated, they construct the positions of *serving people* and *co-operating (inter)nationally*. Where negatively charged, they construct the positions of *afflicting people* and *opposing co-operation (inter)nationally* (see the discussion in Section 4.3).

For example, the performance of Western countries in aiding the Syrian opposition is evaluated as having negative consequences for the people of Syria in *troubling* in [4.107]. In contrast, the performance of Park's visit to China in [4.108] is construed as deepening

the co-operation between China and the Republic of Korea, and the visit is positively encoded by *good*.

[4.107] But it is even more **troubling** [-reac] to see that Western countries led by the United States are accelerating their efforts to aid the Syrian opposition in their bid to force a regime change in the country.

(Untie Syrian knot – CD)

[4.108] The four-day visit to China by the President of the Republic of Korea, Park Geun-hye, which starts on Thursday, is expected to inject new vitality into the strategic co-operative partnership between the two countries, as it presents a **good** [+reac] opportunity for the neighbours to deepen their co-operation at both the bilateral and the multilateral levels.

(China-POK partnership – CD)

While the target category of *performance* has been seen to invoke actors of underlying activities, people are also implicated in the other target categories of *economy* and *situation*.

In [4.109] China's economy is evaluated negatively as being on an irreversible trajectory of *deceleration*, with the implication that it is counter to the interest of the people. In contrast, its economy is discussed as growing at a higher rate in [4.110], and is positively evaluated in *envy* (of others) and *resilient*.

[4.109] There have been loud calls that the government should reduce its intervention in economic activities and give the market a bigger role to inject more vigour into the economy, especially at a time when China's economy is on an irreversible trajectory of **deceleration** [-reac].

(Pushing forward reforms – CD)

[4.110] The Chinese economy continues to expand at more than 7 per cent, a rate that is the **envy** [+reac] of many other countries and its exports continue to grow, while its consumption remains **resilient** [+reac].

(Ward off capital risks – CD)

Targets of *situation* are negatively expressed across all editorials. The implication in each instance is of a negative impact on people, in China or in other countries. Such negatively evaluated targets are exemplified in *attack* in [4.111] and *changes in Egypt* in [4.112].

[4.111] But the **violent** [-reac] attack on Wednesday is a **bloody** [-reac] reminder that the region and the country as a whole face a difficult task fighting the three evils.

(United against terrorism – CD)

[4.112] The **drastic** [-reac] changes in Egypt’s political scene have not only fuelled widespread **concerns** [-reac] for the fate of Mohamed Morsi, the country’s first president elected through a national poll, they have also ignited deep **worries** [-reac] that the most populous Arab country may plunge deeper into political **crisis** [-reac] and social **unrest** [-reac].  
 (Solving Egyptian puzzles – CD)

Each instance of appreciation:reaction constructs an evaluative coupling. For example, the evaluation of *time-honoured* in [4.113] constructs the coupling of [positive reaction+friendship], as in Figure 4.21. The specific entity *friendship* is elaborated as *friendship with Trinidad and Tobago*, and so can be generalised as the target of *international relations*.

[4.113] Xi’s proposal shows China’s commitment to carrying forward its **time-honoured** [+reac] friendship with Trinidad and Tobago as well as advancing bilateral pragmatic co-operation.  
 (Caribbean co-operation – CD)

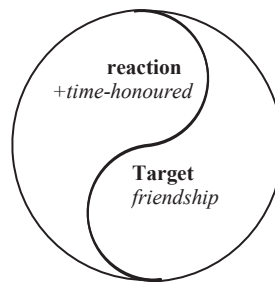


Figure 4.21: Evaluative coupling (reaction) in the *China Daily*

However, as an ideational target the expression *friendship* is already infused with positive appreciation of an international relationship. So the coupling in Figure 4.21 could be represented as a coupling of [friendship+international relations], or more generally as an instance of a cluster of couplings all of which construe [positive reaction+international relations], as in Figure 4.22.

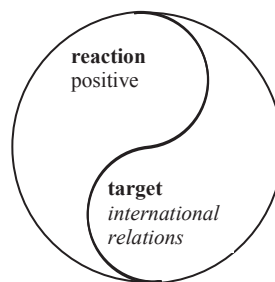


Figure 4.22: Cluster of evaluative coupling (reaction) in the *China Daily*

The cluster in Figure 4.22 includes all instances of positive appreciation:reaction targeting the experiential meaning of *international relations*. A similar cluster constructs all instances of negative appreciation:reaction targeting the experiential target of *international relations*.

This same patterning into clusters applies to the experiential meaning of *action on people*. When the relationship of generalised experiential target and attitudinal polarity is taken into account, couplings are grouped into the four clusters shown in Table 4.29.

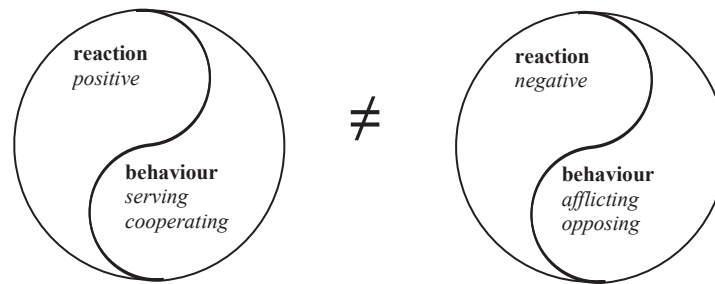
**Table 4.29: Clusters of couplings of types of experiential target with polarity of reaction in the *China Daily***

Cluster (#)	Targeted experiential meaning	attitude	N	Sub-total (N)
1	action on people	positive reaction (serving)	9	18
2	international relations	positive reaction (co-operation)	9	
3	action on people	negative reaction (afflicting)	45	54
4	international relations	negative reaction (opposition)	9	

As shown in Table 4.29, the *China Daily* editorials predominantly construe the experiential entities of *action on people* as coupled with negative reaction. This constitutes the dominant cluster, and construes a concern for the well-being of people as a dominant ideological position.

From the perspective of evaluative polarity, each target construes a contrasting pair, that is, the meaning of *action on people* is coupled with both positive and negative values, and the meaning of *international relations* is coupled with both positive and negative values. However, if we foreground evaluative polarity across the four clusters in Table 4.29, two evaluative syndromes emerge. One syndrome is formed as the complex of [positive appreciation:reaction+action on people] and [positive appreciation:reaction +international reations], and a second is formed as the complex of [negative appreciation:reaction+action on people] and [negative appreciation:reaction+international relations]. Thus the instances of appreciation:reaction in the *China Daily* factor into the two opposing syndromes of couplings in Figure 4.23.





**Figure 4.23: Appreciation syndrome in the *China Daily***

In summary, in the *China Daily* editorials positive or negative appreciation:reaction is predominantly expressed towards targets that construe people's lives and international relations. This patterning of positive/negative appreciation:reaction and experiential meanings construes an ideological position that claims to be in the interest of people and international relations.

#### **4.4.4 Comparative profiles of appreciation**

To sum up, Section 4.4 has analysed and compared the patterning of expressions of attitude as appreciation in both sets of editorials in *The Australian* and the *China Daily*. Both sets prefer to code appreciation as reaction, while they target different kinds of experiential meanings and construe different patterns of couplings.

Expressions of appreciation:reaction in *The Australian* predominantly target the general category of entity as *performance*, and the implicated actors are participants from Australia, primarily associated with the Labor Party. Those couplings of [appreciation: reaction+the Labor Party] include opposing polarities, proposing a contested image of the Labor Party. Expressions of appreciation:reaction in the *China Daily* target entities in a global context. Here the expressions of opposing polarities propose a contested image of the world. These similarities and differences across the two newspapers with respect to evaluation as appreciation reinforce the findings from analyses related to expressions of affect and of judgement in Sections 4.2 and 4.3.

#### **4.5 Communities of values**

The focus shifts in this section to look at the impact of local instances of couplings of evaluation and target, to generalised patterns as cluster and then major syndromes, as

underpinning the formation of communities of shared values. A first step is to consider the process by which communities of shared values are constructed in the editorial texts, and then compare communities across the two data sets.

#### 4.5.1 Process of community construction

The process of affiliation involves three moves to do with the formation of couplings, of bonds and of bond networks. These concepts are explained in detail in Chapter 2, and very briefly reviewed here. The first step is the expression of an evaluative coupling, that is, an instance of [ATTITUDE+IDEATION]. Where such a coupling is shared by one or more others it constitutes a bond (Stenglin 2009). A bond network is a combination of different bonds – combining on the basis that they share similar values about the same general entity. Bond networks represent the formation of communities of values in the present research. Community here is defined as a group of writers and readers who share similar values. Examples from *The Australian* are employed to illustrate the community construction process.

When considering written monologic texts, as in this study, each evaluative coupling of [ATTITUDE+IDEATION] is proposed by the editorial writer to a group or groups of putative readers and assumed to be shared by some or all of those readers. For example, in *The Australian* the evaluative coupling of [positive capacity+Gillard] in [4.114] is proposed by the writer to be shared by at least some readers.

[4.114] In opposition and as deputy prime minister, Ms. Gillard was **capable and effective** [+cap].

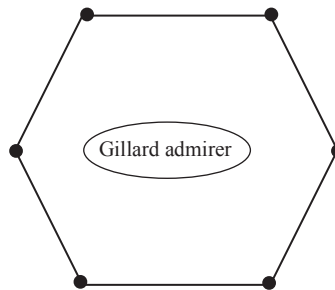
(Rudd must drag Labor back to the centre – TA)

The evaluative coupling proposed in [4.114] has the potential to be shared as a bond for those who support Gillard’s performance in her stated roles. In this sense, we can label the putative bond as ‘Gillard admirers’. In this study, a bond is modelled by an oval, as in Figure 4.24.



Figure 4.24: ‘Gillard admirers’ bond in *The Australian*

Following this procedure, each instance of evaluative coupling within the cluster of ‘positive values+Gillard’ construes a bond. Such a cluster of couplings therefore constitutes a cluster of bonds. The bonds in a cluster are closely related to each other with respect to their attitudinal positions, that is, in terms of a particular polarity of value about the same experiential target (as in, positive+Gillard). Clusters of bonds construe a bond network (Knight 2010a). This bond network represents a local community of ‘Gillard admirers’. The concept of community is indicated by a hexagon in this study, as in Figure 4.25 where the six points of the hexagon represent the bonds within a community. The six lines represent the connections between the bonds.

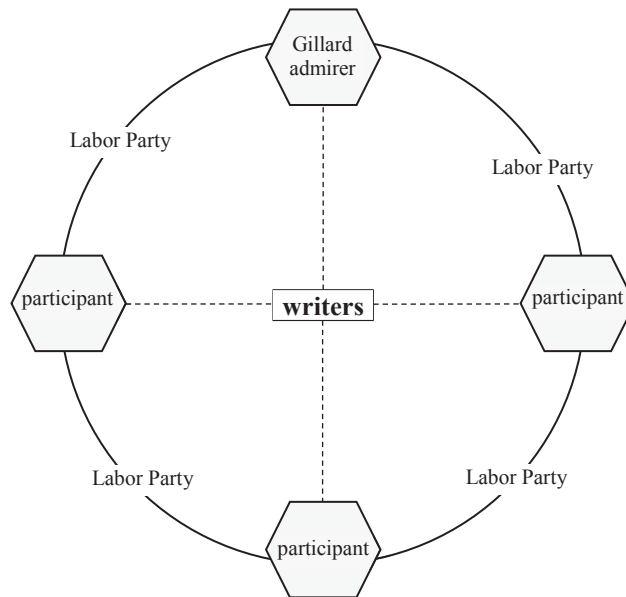


**Figure 4.25: Community of ‘Gillard admirers’ in *The Australian***

The construction of lower-level bond networks enables that of the higher-level bond network, or ideological bond networks for Knight (2010a, p. 256). Knight (2010a, p. 256) identified these as ‘constituted by major bond oppositions (such as “male” and “female” bonds in the gender network)’. Opposition here refers to experiential meanings, rather than attitudinal polarities. For instance, the bonds around the positive evaluations of entities from the field ‘the Labor Party’ combine together and construct the ideological bond network of ‘the Labor Party admirers’. This network represents the general Community of the Labor Party admirers (the initial capital letter ‘C’ is used to represent a general community). From this perspective, ideological bond networks are manifested linguistically as a syndrome of evaluative couplings.

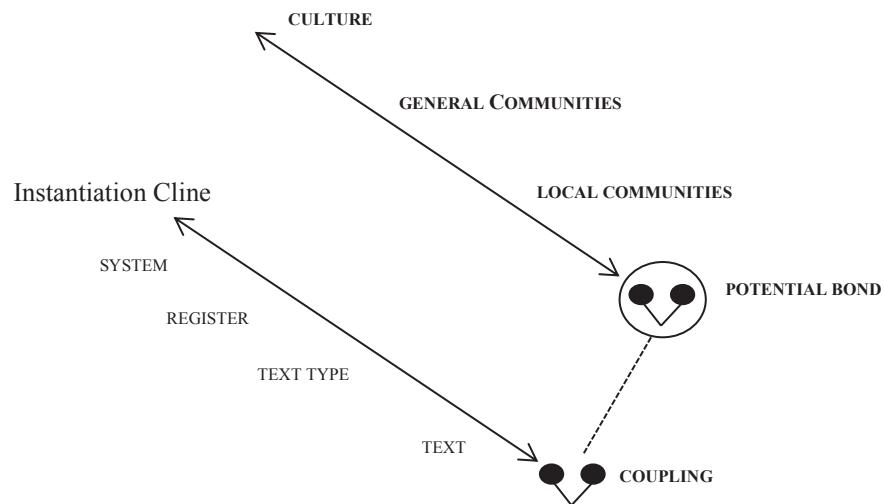
In the present study, the general Community is modelled as in Figure 4.26. In Figure 4.26, editorial writers are put at the centre of the circle. This arrangement indicates that it is the writers who propose a range of different communities to the readers. The local communities represented by personal bond networks are put at the periphery of the circle.

They are linked with the editorials writers by a dash in order to show that writers are members of each local community. All local communities combine together in the large circle (solid line). They relate to each other in terms of the similar evaluations of entities from the field ‘the Labor Party’. As the local communities are not discussed in detail in this section, the word ‘participant’ is employed to illustrate that the other communities are about the values of Labor participants.



**Figure 4.26: Community of ‘the Labor Party admirers’ in *The Australian***

To sum up, the presentation of each evaluative coupling in editorial texts signals the affiliation between writers and a group of imagined readers. The shared couplings of [ATTITUDE+IDEATION] construct potential bonds. These bonds can connect with others to form different levels of community, from local communities to general Communities. The diagrammatic representation of the affiliation framework employed by the present study is shown in Figure 4.27.



**Figure 4.27: Affiliation framework (with reference to Knight 2010a, p. 249)**

Applying this model, the general and local communities constructed in each set of editorial texts are discussed in the following sections.

#### **4.5.2 Communities in *The Australian***

In *The Australian* data set evaluative couplings are predominantly constructed in evaluations of entities from two fields in Australia: the field ‘the Labor Party’ and the field ‘the Liberal Party’ (for the discussions of couplings see Sections 4.2, 4.3 and 4.4). These couplings form a number of bonds, that is, each cluster of evaluative couplings forms a group of bonds which are closely related to each other in terms of attitudinal polarity and attitudinal target. This group of bonds constructs a local community. These couplings, bonds and local communities are shown in Table 4.30 below.

**Table 4.30: Couplings, bonds and local communities in *The Australian***

<b>Cluster (#)</b>	<b>Bonds</b>	<b>Local communities</b>
Positive+Labor’s policies	Labor policy admirers	Labor policy admirers
Negative+Labor’s policies	Labor policy opponents	Labor policy opponents
Positive+Labor members	Labor members admirers	Labor members admirers
Negative+Labor members	Labor members opponents	Labor members opponents
Positive+Labor leaders	Labor leaders admirers	Labor leaders admirers
Negative+Labor leaders	Labor leaders opponents	Labor leaders opponents
Positive+the Labor Party	the Labor Party admirers	the Labor Party admirers
Negative+thr Labor Party	the Labor Party opponents	the Labor Party opponents
Positive+Labor government	Labor government admirers	Labor government admirers
Negative+Labor government	Labor government opponents	Labor government opponents
Positive+Liberal leaders	Liberal leaders admirers	Liberal leaders admirers
Positive+Liberal members	Liberal members admirers	Liberal members admirers
Negative+Liberal members	Liberal members opponents	Liberal members opponents
Positive+Liberal government	Liberal government admirers	Liberal government admirers
Positive+Liberal’s policies	Liberal policy admirers	Liberal policy admirers
Positive+independent	Independent admirers	Independent admirers
Negative+independent	Independent opponents	Independent opponents

As shown in Table 4.30, a number of local communities are constructed in *The Australian*, for example, the community of Labor policy admirers and the community of Labor policy opponents. Each local community affiliates editorial writers with a group of readers as co-members. Taken together the collective of local communities work together to affiliate different groups of readers as co-members with the editorial writers. Generally, the readers are either admirers (positive couplings) or opponents (negative couplings) of entities of the Labor Party and the Liberal Party. The construal of these different local communities has the potential to offer almost all readers of *The Australian* some basis for affiliation with the editorial writers of the newspaper.

The local communities are components of four general Communities: the Community of Labor admirers, the Community of Labor opponents, the Community of Liberal admirers, and the Community of Liberal opponents. The relations among couplings, bonds, local communities and general Communities are shown in Table 4.31 below.

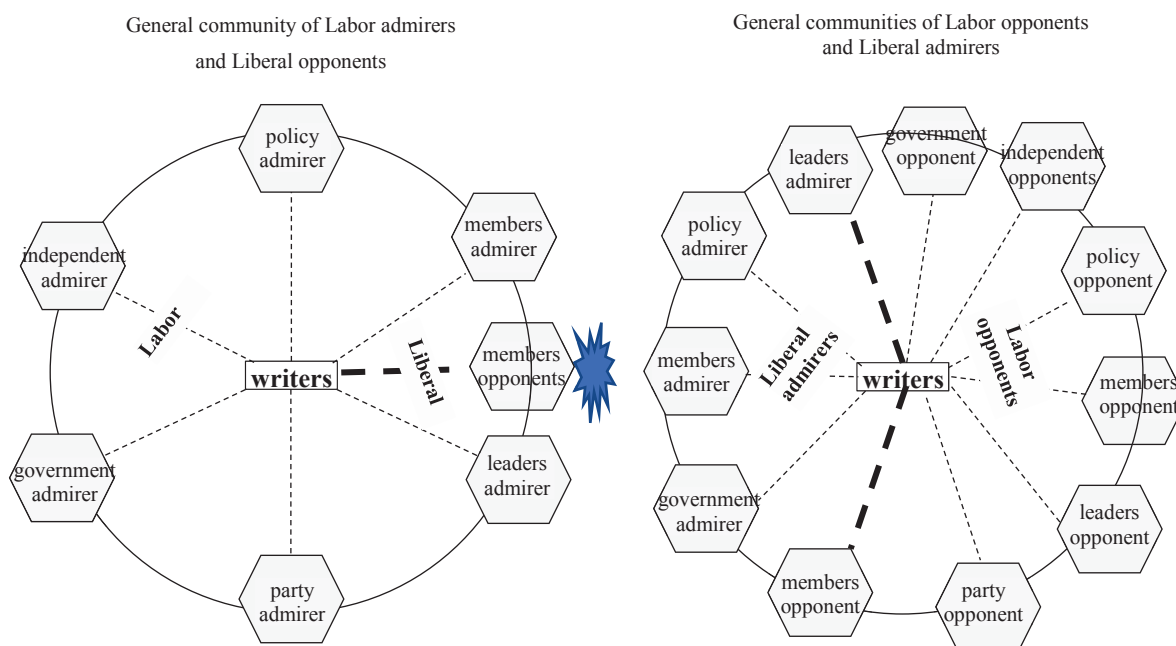
**Table 4.31: Clusters of couplings, local communities and general communities in *The Australian***

<b>Clusters (#)</b>	<b>Bonds</b>	<b>Local communities</b>	<b>General communities</b>
Positive+Labor's policies	Labor policy admirers	Labor policy admirers	community of Labor admirers
Positive+Labor members	Labor members admirers	Labor members admirers	
Positive+Labor leaders	Labor leaders admirers	Labor leaders admirers	community of Labor opponents
Positive+the Labor Party	the Labor Party admirers	the Labor Party admirers	
Positive+Labor government	Labor government admirers	Labor government admirers	
Positive+independent	Independent admirers	Independent admirers	
Negative+Labor's policies	Labor policy opponents	Labor policy opponents	
Negative+Labor members	Labor members opponents	Labor members opponents	
Negative+Labor leaders	Labor leaders opponents	Labor leaders opponents	
Negative+the Labor Party	the Labor Party opponents	Labor Party opponents	
Negative+Labor government	Labor government opponents	Labor government opponents	
Negative+independent	Independent opponents	Independent opponents	
Positive+Liberal leaders	Liberal leaders admirers	Liberal leaders admirers	community of Liberal admirers
Positive+Liberal members	Liberal members admirers	Liberal members admirers	
Positive+Liberal government	Liberal government admirers	Liberal government admirers	community of Liberal opponents
Positive+Liberal's policies	Liberal policy admirers	Liberal policy admirers	
Negative+Liberal members	Liberal members opponents	Liberal members opponents	

*Note:*

1: The local communities of Independent admirers/opponents are included into the general community of the Labor Party, as in this data set, independents involve Windsor and Oakeshott, who supporting Gillard government.

As shown in Table 4.31, most of the couplings, bonds and local communities are constructed around entities from the field 'the Labor Party'. They factor out as sets of opposing couplings and bonds, forming opposing general communities with respect to the Labor Party, coded in different shades in Figure 4.28. This is in sharp contrast to the general Community proposed with respect to the Liberal Party, where only one local community shares a negative evaluation (the community of Liberal member opponent). In this figure, the opposing relationship between experiential meanings is marked by an *explosion*. In this study, the general communities of Labor opponents and Liberal admirers are put together. The four general communities in *The Australian* form two groups, as shown in Figure 4.28.



**Figure 4.28: General communities in *The Australian***

In summary, the discussion of bonds and bond networks in this section reveals the communities constructed in the editorials of *The Australian*. The analyses show that a number of local communities are construed to form general communities, each formed with respect to shared values about the Labor Party or the Liberal Party.

### 4.5.3 Communities in the *China Daily*

In the *China Daily* editorials evaluative couplings are predominantly formed by the evaluation of global ideational targets (for discussions of evaluative couplings see Sections 4.2, 4.3 and 4.4). They construe a number of bonds which in turn propose a number of local communities. The relationship between couplings, bonds and local communities are illustrated in Table 4.32 below.

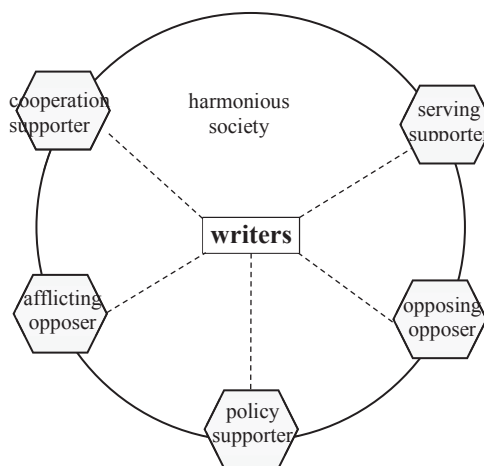
**Table 4.32: Couplings, bonds and local communities in the *China Daily***

Clusters (#)	Bonds	Local communities
Positive: co-operation+international	co-operation supporters	co-operation supporters
Negative: opposition+international	opposition opponents	opposition opponents
positive: serving+people	serving supporters	serving supporters
negative: afflicting+people	afflicting opponents	afflicting opponents
positive+China's policy	China's policy supporters	China's policy supporters



The five local communities identified in Table 4.32 are formed in two kinds of relations. First of all, their experiential targets of ATTITUDE are taxonomically related. Secondly, each kind of experiential target is evaluated in opposite polarities. From these relations emerge sets of contrasting communities: *international co-operation vs international opposition*, and *serving people vs. afflicting people*.

The clusters of *international opposition* and *afflicting people* constitute a community affiliating around an ‘inharmonious society’. The clusters of *international co-operation* and *serving people* constitute a community affiliating around a ‘harmonious society’. The editorials oppose the former and support the latter. Together with a fifth cluster of bonds around positive evaluation of China’s policy, the resultant general community is that of the Community of harmonious society, as illustrated in Figure 4.29.



**Figure 4.29: General Community of harmonious society in the *China Daily***

This proposed general community reinforces an ideological principle constructed around the two key positions of *serving people* and *co-operating (inter)nationally*. The *China Daily* is presented as ‘a guide to Chinese government policy’ ([https://en.wikipedia.org/wiki/China\\_Daily](https://en.wikipedia.org/wiki/China_Daily)). From this perspective it promotes an ideological position of harmonious society to its readers through the editorial texts’.

#### **4.5.4 Comparative profiles of communities**

To sum up, this section has identified and compared the communities of values constructed in each set of editorial texts. The two sets of editorials construct different

kinds of communities. In *The Australian*, communities of opposing values are constructed, for example, *community of Gillard supporters* and *community of Gillard opponents*. *The Australian* presents a dual-perspective on the Labor Party and even Australia to the putative readers. In the *China Daily*, communities of concordant values are constructed around the principle of ‘harmonious society’. The *China Daily* describes a harmonious image of China and even the world to the potential readers.

#### **4.6 Conclusion**

The analyses undertaken in this chapter have focused on the profiles of attitudinal patterns and of communities of shared values in the two sets of newspaper editorial texts. The analyses firstly identify the dominant attitudinal choices in each data set, and reveal that the two data sets show similar preferences in the patterning of attitudinal values. Both sets of editorials tend to encode inscribed attitude as appreciation at the basic categorical level. They prefer to code appreciation as reaction at the more delicate subcategorical level. The preference for appreciation lessens the personalised nature of editorial discourse to a certain degree (Gallardo & Ferrari 2010; Hood & Forey 2005; Painter 2003), while the preference to code appreciation as reaction implies the existence of personal emotions in editorial texts. This patterning positions the putative readers explicitly into institutionalised impersonal positions and covertly into the affectual stance of the newspapers.

However, expressions of attitude alone do not tell us a great deal about the potential communities proposed in the discourse. For that the analyses must also consider the kinds of ideational meanings that are coupled with attitudinal values. *The Australian* predominantly deals with the evaluations of entities from Australia, while the *China Daily* is concerned with the evaluations of entities across the world. These categories of entities are taken up to explore more closely what the Trigger or target is in each case of attitude, and then to generalise the categories of field from those specific Triggers and targets.

The similarities and differences confirm that these two newspapers are written for different readerships. *The Australian* constructs its editorial texts with reference to the anticipated value positions of Australians which it aims to influence by consolidating or repositioning. The *China Daily* on the other hand constructs its editorial texts with

reference to the value positions of a global populace. Similarly it aims to influence the belief systems of its international readership.

The analyses of attitudinal values and experiential entities identify the preferred kinds of couplings in each set. From here we can interpret the kinds of putative bonds proposed to readers and the kinds of communities proposed. But given that the proposed communities may include opposing ones, we need to look beyond this static perspective to explore how these communities are managed in the flow of the discourse, and the extent to which one community constitutes the final one. This is the task in Chapter 5 where a dynamic, logogenetic analysis of the data is modelled and applied.

## Chapter 5 – Managing Communities of Readers

### 5.0 Introduction

In Chapter 4 I analysed and compared the kinds of attitude expressed in editorials from the *China Daily* and *The Australian*, and the kinds of ideational meanings they couple with. These couplings are represented as [ATTITUDE+IDEATION]. They are proposed as potential affiliating bonds to be shared by putative readers, and as such they are the basis for building communities of values with readers. In *The Australian*, there are two primary communities proposed, those of *Labor admirers* and *Labor opponents*, while in the *China Daily*, one generalised community is proposed, one of *harmonious society supporters*. The analyses in Chapter 4 offer a synoptic perspective on the communities of values by identifying and comparing dominant choices and patterns across the entire data sets.

In Chapter 5 I expand the exploration and discussion by taking a more dynamic approach. In this chapter I examine the question of how the proposed communities are managed logogenetically, in other words as meanings unfold in texts. I revisit the concept of coupling and develop it to include the potential for the re-coupling of evaluative couplings with other meaning choices in the flow of discourse. Re-couplings are explored and discussed in terms of how they function to manage dynamically the process of affiliation with respect to the proposed communities.

The discussion of affiliation strategies in this chapter is presented in three sections. Sections 5.1 and 5.2 explore the affiliation strategies through which communities are managed in the data from *The Australian* and from the *China Daily* respectively. In Section 5.3 the discussion focuses on how the strategies identified in Sections 5.1 and 5.2 are integrated in the logogenesis of two sample texts, illustrating a dynamic perspective on affiliation noted above.

A first step is to identify the linguistic resources deployed in managing evaluative couplings by relating the couplings to other meanings in the text. The persuasive rhetoric realised around the couplings can then be interpreted. This analytical procedure enables the discussion to focus on strategies of affiliation enacted both at a local level within clauses in the texts as well as at the global level of whole texts. One aim is to reveal the complexity of relations involved in the construction of affiliation strategies, and to

identify how affiliation is managed in the flow of meanings in texts. The other aim is to identify the particular communities that are ultimately promoted to the putative readers of the newspapers. Each data set is addressed in turn.

### **5.1 Affiliation strategies in *The Australian***

The analyses in Chapter 4 indicate that all the editorial texts from *The Australian* encode opposing evaluative couplings and propose contrasting communities of values. It is also apparent that the texts do not give equal status to these contrasting communities and that only one community is finally approved and promoted to the putative readers. Accounting for the dynamic flow of interpersonal meaning in discourse is significant in determining the ways in which particular patterns of couplings and the communities they propose are brought into interaction with each other as texts unfold. The rhetorical means by which a final positioning is achieved is explored and interpreted in this section.

One important concept to account for in an exploration of the dynamic process of affiliation is that of re-coupling. Re-coupling, as explained briefly in Chapter 2, refers to the way in which one evaluative coupling is then coupled with additional ideational or interpersonal meaning or another evaluative coupling. There are couplings of [POS+LABOR], but these are re-coupled in the flow of the text so that the final position enacted is one of [NEG+LABOR]. The use of small caps in the representations of [POS+LABOR] or [NEG+LABOR] indicates that these are generalised kinds of couplings. In other words, they can encapsulate a range of specific couplings in which some specific instantiations of the field ‘the Labor Party’ are evaluated positively or negatively. The latter are shown in lower case, as for example [neg+Gillard]. The couplings of [POS+LABOR] and [NEG+LABOR] constitute generalised opposing communities. The question to be explored is how the writer manages these opposing couplings to privilege one over the other.

In the following sections, I progressively identify a set of recurring affiliation strategies, and the kinds of linguistic resources deployed in each case. These strategies and their rhetorical impact are explained and demonstrated in short stretches of text. Finally I interpret how the strategies are functional with respect to the media and its field focus, but also on how they reflectively enact particular personae on the part of the editorial writers.

### 5.1.1 Closing down positive evaluations of Labor

One affiliation strategy deployed in *The Australian* is to recast couplings of [POS+LABOR] as [NEG+LABOR] by dismissing or negating the former. In such instances the coupling [POS+LABOR] is repositioned as [NEG+LABOR] by assigning greater value to that negative coupling. The rhetorical manoeuvres around [POS+LABOR] in these data involve complex processes of coupling and re-coupling of ideational and interpersonal meanings, a complexity that is evident even within short stretch of text.

#### 5.1.1.1 [POS+LABOR] as not in the national interest

One strategy deployed for negating the coupling of [POS+LABOR] is to construct it as counter to Australia's national interest. The text in [5.1] illustrates an instance of this strategy. It concerns the field 'immigration', specifically 'policy' around a visa category (457) related to work permits. In [5.1] the recasting of [POS+LABOR] to [NEG+LABOR] occurs both within the clause and beyond.

[5.1] Immigration Minister Brendan O'Connor's **intention** [+des] to impose *stricter* [t.?+reac] tests, *more frequent* [t.+reac] fines and yet more *red tape* [t.-reac] on business is not in the national **interest** [+reac] when Australia needs the skills [t.+reac] and spending power [t.+reac] of self-supporting 457 workers.

(Unions bosses set ALP's agenda – TA)

Within the first clause there are two evaluative couplings. In one coupling a positive inscription of affect:inclination (*intention*) couples with *Brendan O'Connor* as the Emoter (Labor Minister of Immigration) and the irrealis policy change (*impose...on business*) as the Trigger. In the other coupling a positive appreciation:reaction (*interest*) couples with the *Australia nation* (*national*). Grammatically the clause is an attributive relational one. It takes the nominalised mental process (*intention*) as its Carrier, and the *national interest* as its Attribute (Halliday 1998; Martin 1997). In this clause the negator (*not*) in the verbal group positions the Carrier (the *intention*) as not associated with the Attribute *in the national interest*. Critical linguistic resources in re-coupling moves (as the negator *not* in [5.1]) are shown as boxed in the example texts.

The rhetorical purpose is to establish the interest of Labor as not belonging to the interest of the Australia nation: [[POS+LABOR]≠[POS+AUSTRALIA]]. This management of the

coupling to recast [POS+LABOR] as [NEG+LABOR] is presented diagrammatically in Figure 5.1 below.

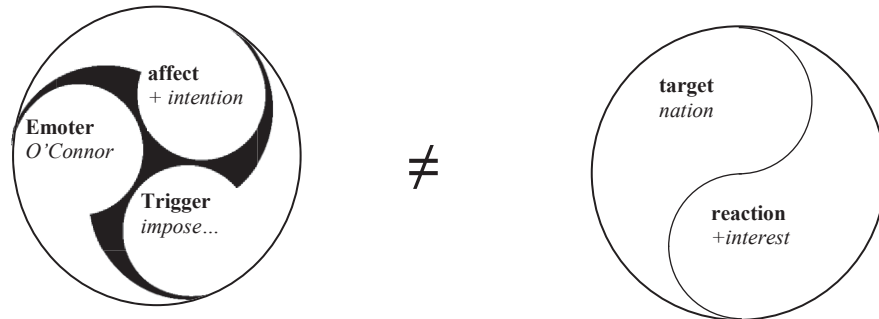


Figure 5.1: [[POS+LABOR]+NOT+[POS+AUSTRALIA]] in *The Australian*

An additional point of focus is the nature of the taxonomic relations that hold between entities in related evaluative couplings. In [5.1] the relation is a compositional one: the *Labor Party* is part of the *Australia nation*. In this case the whole (*Australia*) supersedes its part (*Labor*). The national interest outweighs that of the Labor Party. This is a recurring pattern in the data set, and is further illustrated below.

Exploring more closely, further subtle moves towards a concluding affiliative coupling of [NEG+LABOR] can be identified. The primary clause in [5.1] begins with an inscription of positive affect:inclination (*intention*) attributed to the Labor member (*Immigration Minister Brendan O'Connor*). The Trigger for this emotion is the projected proposition *impose stricter tests, more frequent fines*. Given a context in which a strict approach to visa violations might be expected to have broad approval, the Trigger might be expected to flag a positive interpretation of the *intention*. The positive invocations are contingently coded as [t.?+reac] with the contingency coded in the question mark (?) (here and elsewhere in this thesis). However, the negation of this potential coupling of [POS+LABOR:intention] is first signalled in the deployment of the concessive contractor, *yet*, together with provoked negative evaluation in the lexical metaphor *red tape*. In this way the coupling of [POS+LABOR:intention] is first undermined and then overtly denied.

The position of [NEG+LABOR] is then reinforced in a secondary clause: *when Australia needs the skills and spending power of self-supporting 457 workers*. Here, the ideational

meaning of *skills and spending power* affords a positive value for 457 visas. This reinforced re-coupling is indicated in Figure 5.2.

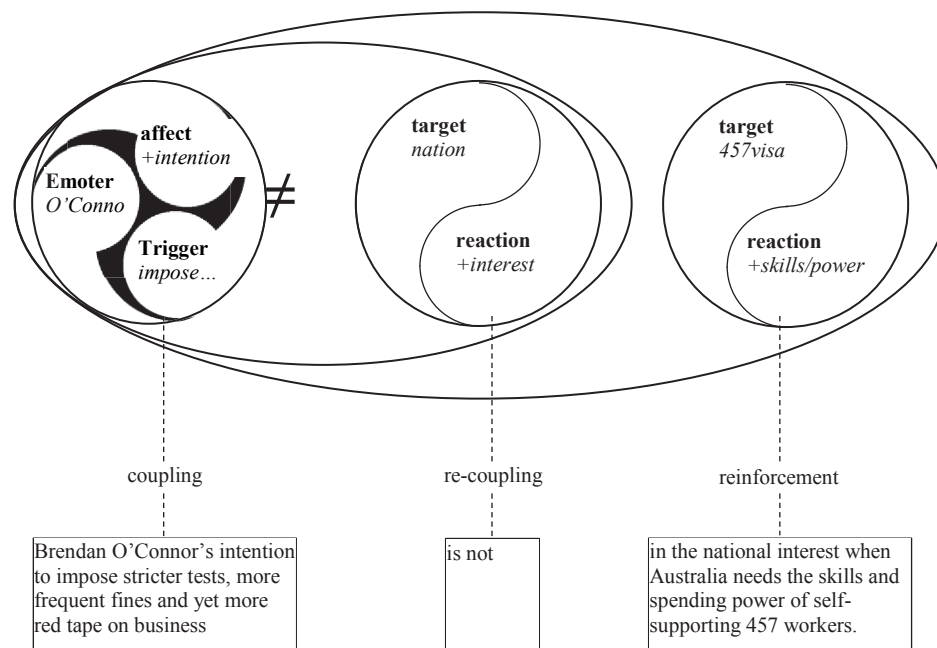


Figure 5.2: Reinforcing the recast of [POS+LABOR] as [NEG+LABOR] in *The Australian*

In this instance, the intention (affect:inclination) of the Labor Party is positioned as at odds with Australia's national interest. This strategy functions within a clause to open, however minimally, a space to [POS+LABOR] before closing it through negation. The strategy is one of [[POS+LABOR]≠[POS+AUSTRALIA]]. This constitutes a major recurring affiliation strategy in the data set of editorials from *The Australian*. The national interest is presented as one criterion for negatively evaluating the Labor Party. In such instances the editorial writers present themselves as arbiters of the national interest, a point returned to below.

### 5.1.1.2 [POS+LABOR] as not in the interest of the Labor Party

A second strategy for negating the coupling of [POS+LABOR] is to construct this positive position as contrary to the interests of the Labor Party itself. This strategy constructs the coupling of [POS+LABOR] as the cause of a negative evaluation of the Labor Party. In the text in [5.2] the field relates to the Gillard government, in particular its policy on 457 work visas. In [5.3] the field relates to its economic policy. Each includes causal relations.



In [5.2] the causal relationship is metaphorically realised through the preposition *in*, and in [5.3] in the preposition *by*.

[5.2] **IN** its **eagerness** [+des] to crack down on the 457-temporary work visa program, the Gillard government has become a *prisoner* [t.-prop] of the *narrowly* [t.-reac] focused trade union movement, which represents *just 13 per cent* [t.-reac] of private-sector workers yet remains Labor's *principal* [t.-reac] benefactor.

(Union bosses set ALP's agenda – TA)

[5.3] ...**by** going back on her **unambiguous commitment** [+des] not to introduce a carbon tax, Ms. Gillard *stretched the bonds of trust to breaking point* [t.-ver].

(Rudd must drag Labor back to the centre – TA)

This type of repositioning strategy of negating [POS+LABOR] is examined step by step for [5.2]. The text in [5.2] begins with a positive inscription of affect:inclination in *eagerness* coupled with the experiential entity of *Gillard government*. Here [POS+LABOR] enters into a causal relationship at clause level around the preposition *in*. It is then recast as [NEG+LABOR] in the construal of the consequence (*government has become a prisoner*), where *prisoner* constitutes an instance of negative judgement:propriety. Here Labor's positive desire is construed as not in the interest of the Labor government itself. This is illustrated in Figure 5.3.

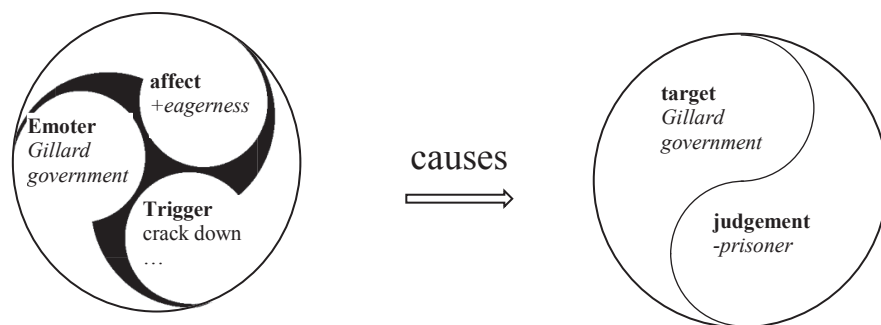
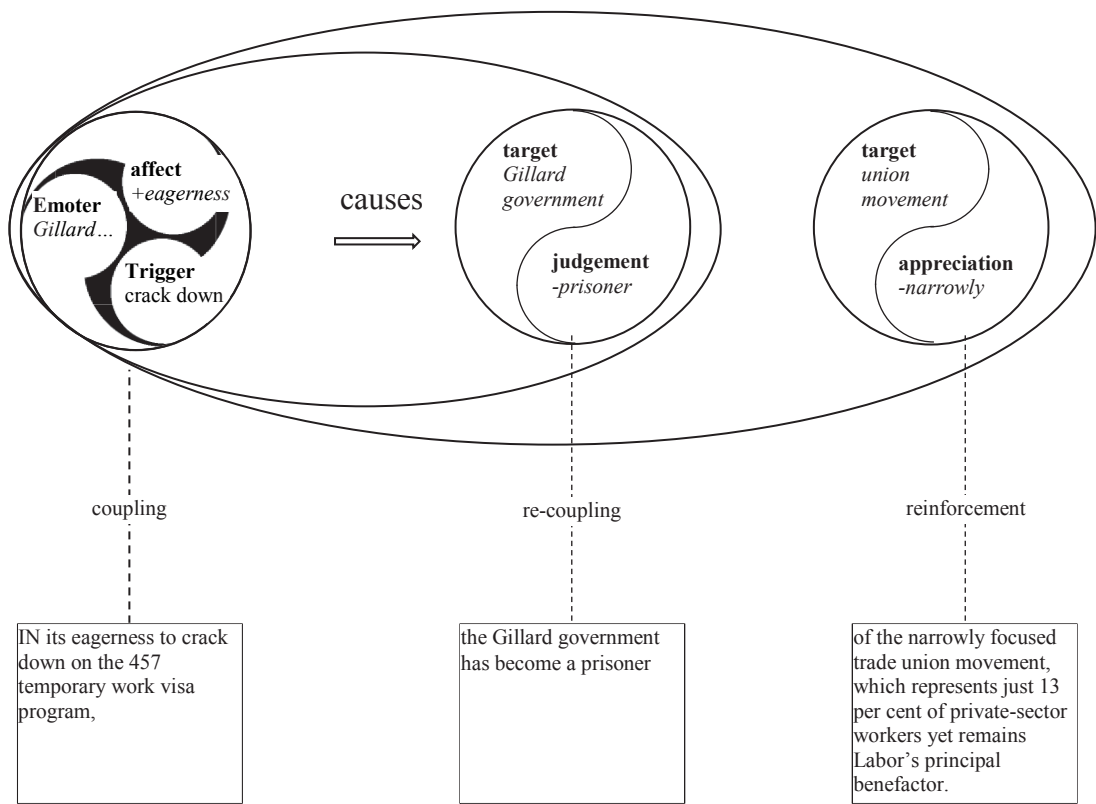


Figure 5.3: [[POS+LABOR]+causes+[NEG+LABOR]] in *The Australian*

However, this is not yet the complete picture of re-coupling in [5.2]. A further move is evident, one that reinforces the negative effect of Labor's eagerness as resulting in its status as a *prisoner*. Presented as Thing in a nominal group, *prisoner* is qualified in *of the narrowly focused trade union movement, which represents just 13 per cent of private-sector workers yet remains Labor's principal benefactor*. Within the Qualifier element,

*trade union movement* is flagged as negative in the graduation choice *narrowly*. Further negative evaluation is flagged in the graded expression *just 13 percent (of private-sector workers)*. The latter invokes the meaning of ‘being unrepresentative’. This negative evaluation of the *trade union movement* [neg+union movement] then rebounds back onto the evaluation of the Labor Party in the construal of the union movement as *Labor’s principal benefactor*. The implication afforded here is that of impropriety on the part of the Labor Party. The coupling [NEG+LABOR] is further reinforced. This is illustrated in Figure 5.4.



**Figure 5.4: Reinforcing the shift from [POS+LABOR] to [NEG+LABOR] in *The Australian***

In [5.2] the desire of the Labor Party is positioned as responsible for its perceived problems or working against its own interest. This affiliation strategy of [[POS+LABOR] causes [NEG+LABOR]] is another recurring strategy in the data set.

Consolidating this section (Section 5.1.1) it is noted that, where there is an initial coupling of [POS+LABOR] it is frequently instantiated as positive affect:inclination, on the part of Labor, and is triggered by its unrealistic policies. The subsequent coupling of [NEG+IMPACT OF POLICIES] recasts the positive coupling as [NEG+LABOR]. The coupling [NEG+LABOR]

is thus proposed to the putative readers as reasoned, potentially even to a community of Labor supporters, and the editorial writer by implication adopts a reasoned persona. A putative community of Labor supporters is briefly accommodated before that position is rejected. The affiliation strategy proposed here is generalised as [[POS:inclination+LABOR] ≠[POS+AUSTRALIA/LABOR]].

### 5.1.2 Conceding and overriding positive evaluations of Labor

A second frequently employed strategy for casting off [POS+LABOR] is first to concede positive couplings and then to override them with a coupling of [NEG+LABOR]. An important linguistic marker for this strategy is concessive conjunction. This resource is not deployed to negate the positive couplings, but rather to offer some different negative coupling, one which is proposed as more relevant or important for the given context. The affiliation strategy is to override positive couplings with negative ones. Significant here is the nature of the lexical relations between the entities in each coupling. The affiliation strategy is exemplified and discussed below.

#### 5.1.2.1 Overriding *role with performance*

One subcategory for overriding [POS+LABOR] relates to the lexical relations of *role* to *performance*. The strategy here is first to couple a positive value with the generalised meaning of *role* and then to couple a negative value with the specification of that meaning. In these instances, the negative coupling outweighs the positive one, resulting in [NEG+LABOR:performance] outweighing [POS+LABOR:role]. This is illustrated in two examples: in [5.4] the field is that of Gillard as prime minister, and in [5.5] it is that of Do and Aly as the Labor Party appointments to an influential committee.

[5.4] Ms. Gillard's name will be recorded as the nation's *first female* [t.+reac] prime minister, and her ascension was therefore an **important** [+reac] moment. In the job, **however**, a prime minister, male or female, must be judged by their performance.

(Rudd must drag Labor back to the centre – TA)

[5.5] Filmmaker Khoa Do and political scientist and ABC commentator Waleed Aly are **interesting** [+reac] appointments, **but** their professional experience is *hardly central to the council's core business* [t.-reac].

(Between a tragedy and a farce – TA)

In these examples, the entities of *Gillard's name ... as ... Prime Minister* in [5.4] and *appointments* in [5.5] constitute instances of the general entity as *role*, while *performance* in [5.4] and *experience* in [5.5] constitute instances of the general entity as *performance*. In [5.4] *Gillard's name (as PM)* is contrasted with her *performance*. In [5.5] *appointments* is contrasted with *experience*. The complex process of conceding and overriding [POS+LABOR:role] is demonstrated in a closer analysis of [5.4].

The text in [5.4] begins with a coupling of Gillard's *name...as PM* with positive assessment (*first female; important moment*). The coupling is one of [POS+LABOR]. This coupling is then reinforced with the positive appreciation:reaction *important* in [POS+LABOR:first female PM]. The two positive couplings are linked together causally (*therefore*). They realise the structure of [[POS+LABOR]+causes+[POS+LABOR]]. This process of one coupling causing another is shown in Figure 5.5

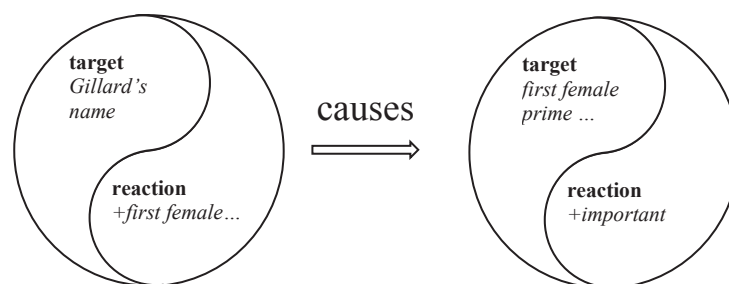


Figure 5.5: [[POS+LABOR]+causes+[POS+LABOR]] in *The Australian*

However, to this point both the experiential targets of positive attitude are concerned with Gillard's *role* rather than *performance*. The move to evaluate *performance* follows the concessive conjunction *however*, which signals a flip to negative value and a shift to [NEG+LABOR]. It could be argued that this repositioning is in fact signalled earlier in the initial construal of the entity *Gillard's name* (not person) as *first female prime minister*. The underlined choice further distances the person or incumbent from the positively evaluated *role*.

While there is no explicit instantiation of negative evaluation of *performance* in [5.4], it is implied, and the modal operator *must* plays a role in this. The encoding of obligation in *must* functions in two ways. First, as it concerns a proposal it encodes a meaning of irrealis, implying that positive *performance* is yet to be seen (no evidence yet). At the

same time it encodes high modulation, which, from the perspective of the system of graduation in appraisal, amplifies the force of a proposal (Hood 2010). This implies that the target of *performance* carries much greater weight than the target of *role* (*first female PM*). The coupling [NEG+LABOR:performance] outweighs the earlier one of [POS+LABOR:role]. The overall implication is invoked negative evaluation of Gillard.

It is evident that the transition from [POS+LABOR] to [NEG+LABOR] is achieved by deploying choices in a number of linguistic systems in addition to choices in attitude, including, for example, systems of conjunction (causation and concession), modality, graduation and lexical relations. It is the logogenetic interaction of these choices that realises the strategy of [[NEG+LABOR:performance]+overrides+[POS+LABOR:role]]. Again, the culminating generalised coupling proposed as a putative bond for affiliation with the readership is that of [NEG+LABOR]. This strategy of overriding is presented diagrammatically in Figure 5.6.

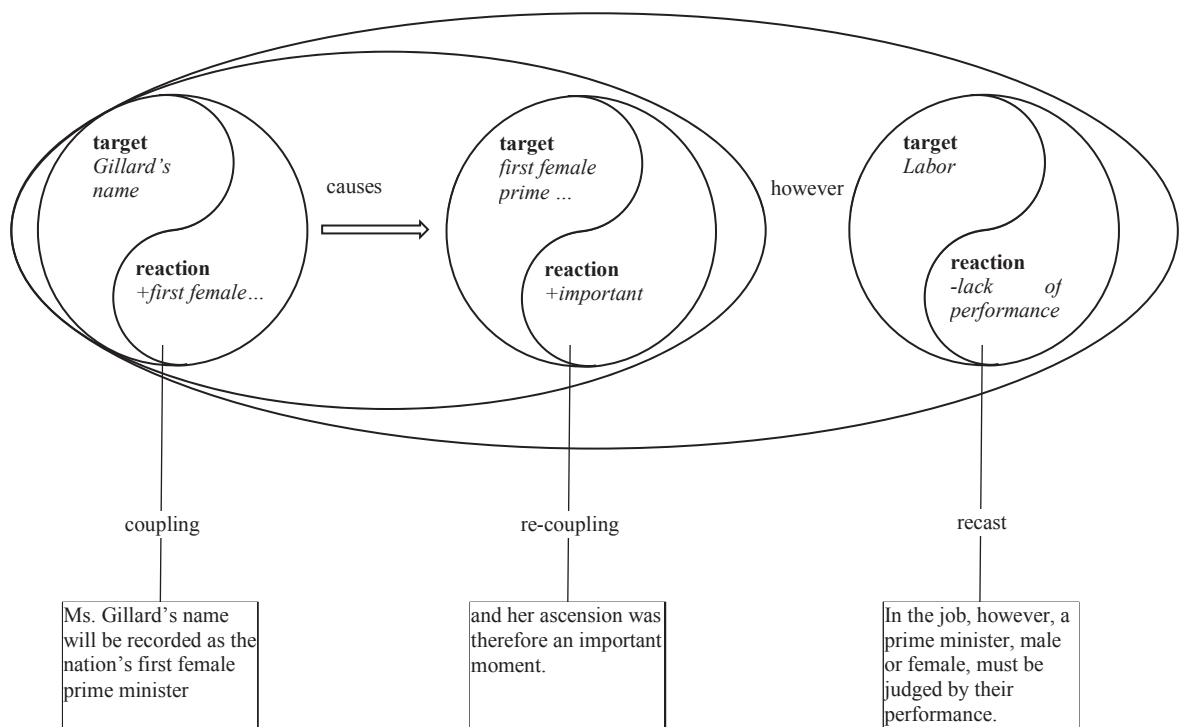


Figure 5.6: [POS+LABOR:role] overridden by [NEG+LABOR:performance] in *The Australian*

### 5.1.2.2 Overriding *policy* with *practice*

A second subcategory of this strategy of overriding [POS+LABOR] concerns the lexical relations between *policy* and *practice*. The strategy is to assign positive values to the general *policies* of the Labor Party while assigning negative values to their enactment of policies in its specific *practices*. The strategy is illustrated in the following examples to do with a policy of school reform, *Gonski school reform*. In [5.6] the field is about funding this policy, and in [5.7] it talks about support for this policy.

[5.6] While based on **sound** [+reac] principles, funding deals with the states are being *rushed* [t.-reac] under the heat of political pressure, spiralling into an expensive *Dutch auction* [t.-reac].

(Independent common sense – TA)

[5.7] Just over 100 days until the voters go to the polls, and with only four weeks of parliamentary sittings left before then, the government has its work cut out if it is to secure agreement from the states on one of its **flagship** [+reac] policies. Yet again the government is *rushing* [t.-prop] to implement an ambitious [-reac] policy agenda *devoid of many details* [t.-reac], which *lacks the support of stakeholders and has not yet received the agreement of the majority of state governments* [t.-reac].

(Unanswered questions that make us nervous – TA)

The target entity *policy* is instantiated in [5.6] as *principles* and in [5.7] as *policies*. In both examples the target *policy* is positively evaluated, in [5.6] as *sound* and in [5.7] as *flagship*. A general coupling of [POS+LABOR:policy] is instantiated in both. The target entity *practice* is instantiated in [5.6] in *funding deals with the states* and in [5.7] in *an ambitious policy agenda*. In both texts, these practices are negatively evaluated: in [5.6] as *rushed*, *Dutch auction* and in [5.7] as *rushing*, *ambitious*. Both instantiate the general coupling of [NEG+LABOR:practice]. The coupling [NEG+LABOR:practice] comes to override that of [POS+LABOR:policy]. In both texts, concessive conjunctions (*while* in [5.6] and *yet* in [5.7]) play an important role. The repositioning from [POS+LABOR] to [NEG+LABOR] is explained in detail for [5.6] below.

Example [5.6] is concerned with funding deals around the Gonski school report. It firstly concedes the positive values about the principles underlying this report (*sound*), then negatively evaluates aspects of how it is put into practice (*rushed*, *Dutch auction*). The shift in attitudinal polarity is signalled in the initial placement of the concessive *while*.

The concessive relation establishes the coupling [NEG+LABOR:practice] as overriding that [POS+LABOR:policy]. The strategy is shown in Figure 5.7.

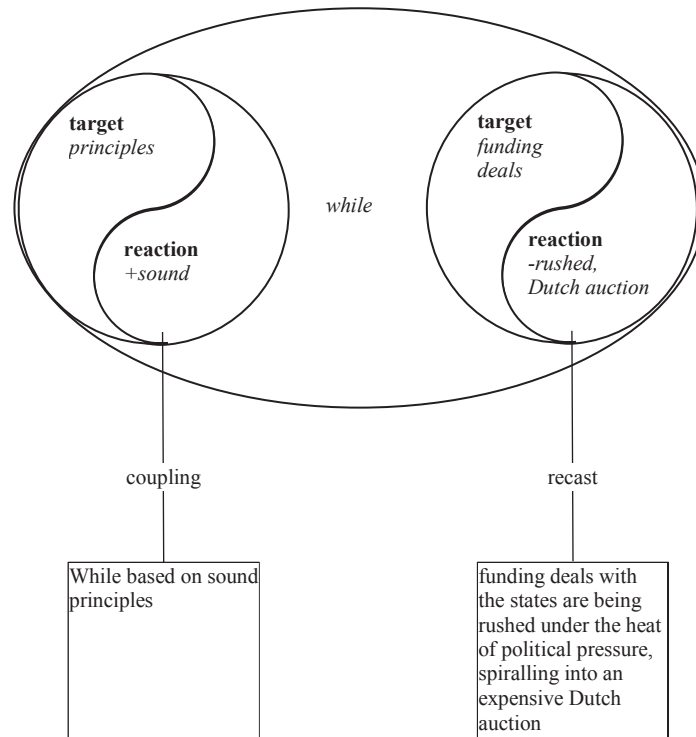


Figure 5.7: [pos+Labor:policy] overridden by [neg+Labor:practice] in *The Australian*

In example [5.6] the experiential targets for each attitudinal instance, *principle* and *practice*, are lexically related. The former abstract concept can be instantiated in the latter concrete one. The affiliation strategy serves here to privilege the enactment of practices over policies. Rhetorically, this strategy functions to align a putative readership with a negative assessment of what the Labor Party does rather than of what it says. In this sense there is an implication of a lack of capacity or incompetence on the part of the Labor Party.

### 5.1.2.3 Overriding *other positions* with that of *the prime ministership*

Another subcategory of overriding [POS+LABOR] involves lexical relations between kinds of political roles, for example, *deputy prime minister* and *prime minister*, and opposing values assigned to the person in different political positions. This strategy is exemplified in [5.8] where the field relates to the achievements of Gillard as deputy prime minister and prime minister, and in [5.9] which concerns the characteristics of Rudd as prime

minister and as foreign minister. In [5.8] positive values are expressed about Gillard as deputy prime minister, while negative values are coded about her as prime minister. In [5.9] Rudd as foreign minister is positively evaluated in *strengths, fortitude, courage, nerve and strength, winning back, humbling* and *well*, while Rudd as prime minister is negatively evaluated in *sobbing and sorry mess, broken and beaten*, and *wronged*. The positive evaluative couplings re-couple with the expression of present time *over the past three years*, and the negative coupling re-couple with the expression of past time *three years ago*. Present time is closely related to the readers, which enables the positive couplings to override the negative ones. The overriding process is shown in the detailed discussion of example [5.8].

[5.8] In opposition and as deputy prime minister, Ms. Gillard was **capable and effective** [+cap]. She was a **strong** [+cap] negotiator with a **personable** [+reac] manner. While we **disagreed** [-sat] **strongly** with the substance of her industrial relations reforms, the manner with which she implemented them showed political **talent** [+reac]. In education, Ms. Gillard grasped the **importance** [+reac] of reform and appeared **willing** [+des] to make **brave** [+reac] decisions. Yet she proved **incapable** [-cap] of *stepping up to* [t.-cap] the office of prime minister, **unable** [-cap] to *secure the political high ground* [t.-prop] and **too willing** [+des] to **demean** [-prop] herself by scrapping with Tony Abbott and *playing* [t.-prop] the politics of division [t.-prop] when she *should have united Australia from the centre* [t.-prop].

(Rudd must drag Labor back to the centre – TA)

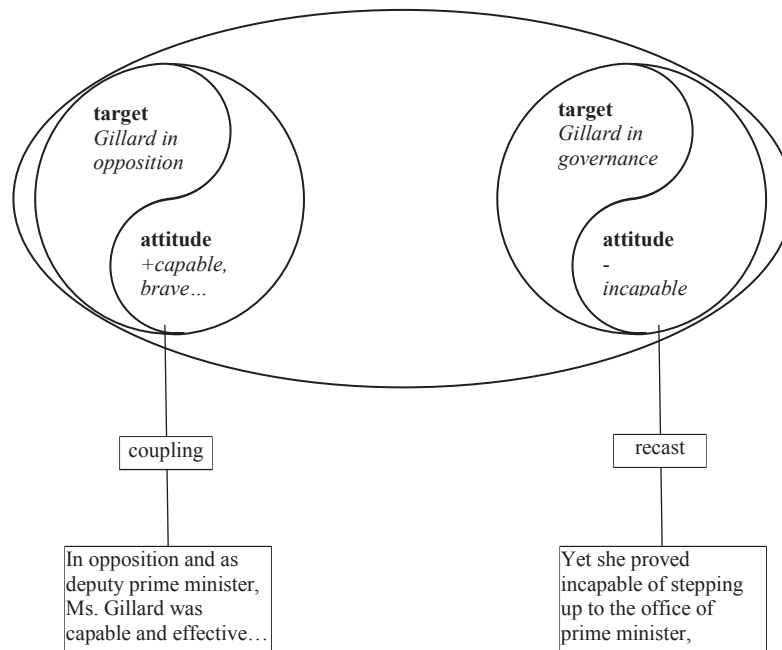
[5.9] The extent of the party's *bloodletting* [t.-prop] and the **animosity** [-sat] by some towards Mr. Rudd should not blind us to the **strengths** [+cap] he brings to the job, and in particular the internal **fortitude** [+ten] he has displayed over the past three years. Few in politics would have had the **courage, nerve and strength** [+cap] of character to achieve what Mr. Rudd has achieved simply by **winning back** [+cap] the office of prime minister. Three years ago he was a **sobbing and sorry mess** [-cap], **broken and beaten** [-cap], seemingly at the end of his political career. He has *fought a long and lonely battle to find redemption* [t.+ten], **humbling** [+prop] himself before people he had **wronged** [-prop] and serving his country **well** [+cap] as foreign minister.

(Rudd must drag Labor back to the centre – TA)

At the time of writing the editorial, an excerpt of which is presented in [5.8], Gillard was the prime minister of Australia, prior to which she was deputy prime minister. This text in [5.8] begins with a series of couplings of positive evaluations of Gillard as deputy prime minister, including judgements of her behaviour (*capable, effective* and *strong*) and appreciation of her performance (*personable, importance, brave* and *talent*). These positive values co-operate in realising the general coupling of [POS+LABOR:other roles],



that is, the roles other than that of PM. The concessive *yet* signals a shift in polarity realised in a series of negative evaluations of Gillard as prime minister, largely as negative judgement of her behaviour (*incapable, unable* and *too willing*). The negative assessments realise the coupling [NEG+LABOR:prime minister]. The negative evaluation of Gillard as prime minister overrides the positive values when she was deputy prime minister. The overriding of [POS+LABOR] by [NEG+LABOR] is presented in Figure 5.8.



**Figure 5.8: [POS+LABOR:in opposition] overridden by [NEG+LABOR:in government] in *The Australian***

When explored further, more subtle moves towards the concluding affiliative coupling of [NEG+LABOR:prime minister] can be identified. Firstly, there are some hints of a negative evaluation of Gillard even within the couplings of [POS+LABOR]. Here the lexical relations between the target come into play. In the first example, the positive appreciation: reaction (*talent*) of Gillard’s manner in implementing industrial relations reforms removes the assessment from the positive judgement of a personal quality to the positive appreciation of the manner of a specific performance. This constitutes a more temporal quality that can change with circumstances. Another example of a shift in target and value occurs around the concessive *while*. The move is from implicit negative affect:satisfaction (*disagreed strongly*) targeting *the substance of her... reform*, that is, [NEG+LABOR:policy],

to positive assessment (*talent*) of the *manner* of implementation, that is [POS+LABOR: practice]. This strategy of overriding reverses the values assigned to *policy* versus *practice* discussed in Section 5.1.2.2.

There are further instances where the negative evaluation of Gillard as prime minister are strengthened. A specific behaviour (performance) in *scrapping with Tony Abbott* is firstly negatively judged as *playing the politics of division*. This coupling of [NEG+LABOR: performance] is then re-coupled with a further and weightier negative judgement of acting against the national interest. This is realised in the counterfactual clause *when she should have united Australia from the centre*.

Returning to the discussion of evaluation with respect to entities as *role* an overall pattern emerges. The overriding of [POS+LABOR] is closely related to the political positions of the appraised entities. For example, while there is some negative evaluation of Gillard in the position of deputy prime minister, the dominant couplings for that position are positive, that is, [POS+LABOR:other positions]. However, in her position as prime minister the evaluation is negative, so [NEG+LABOR:prime minister]. The relative political position contributes to the latter coupling being dominant. In a similar kind of pattern positive values are generally encoded about the field ‘the Labor Party’ when it was in opposition, while negative ones are generally expressed for the Labor Party when it is in government. Rhetorically, this affiliation strategy has the effect of distancing the readers from the Labor Party in government.

Finally with respect to the kind of writer persona being constructed in [5.8], the writer’s reliance on counter-expectancy is important. The editorial writer concedes some positive assessment of Labor with respect to one kind of target, before overriding that with a negative assessment of a different and more highly valued target. This strategy of concession supports the construal of a reasoned persona on the part of the writer, that is, not one of unreasonable political bias. The positive couplings with Labor, while overridden, can be seen to propose putative bonds with a readership of reasoned Labor supporters.

Example [5.8] points to the complexity and interrelatedness of affiliation strategies and how they co-operate to reposition evaluations of Labor from positive to negative in the

flow of the text. This complexity is discussed in more detail in Section 5.3 in the analyses of two complete texts.

#### 5.1.2.4 Overriding *low status sources* with *high status sources*

Another subcategory of overriding [POS+LABOR] involves contrasting the *status* of external sources of evaluation. Sources that positively evaluate the Labor Party have relatively lower status than those expressing negative evaluations. The overriding of evaluations from lower status sources by those from higher status sources results in the overriding of [POS+LABOR] by [NEG+LABOR]. This is exemplified and explained below.

There are three kinds of status variation in the data set. One concerns relative status in terms of an *individual* appraiser versus a *group* of appraisers. Another contrasts institutional status, as *Labor members* versus *prime minister*. A third contrasts *unspecified* sources versus the *editorial writer*.

The analyses undertaken in the examples below refer to choices in the ENGAGEMENT system in the APPRAISAL framework (for discussion of ENGAGEMENT see Chapters 2 and 3). The process of overriding with respect to status is first demonstrated in [5.10].

[5.10] In a **gushing** [-reac] tweet yesterday, Mr. Oakeshott **described** the Prime Minister as “focused and still smiling ... **impressive**” [+cap]. Mr. Windsor **praised** Ms. Gillard on Monday for doing “an **extraordinary** [+cap] job” getting through the current parliament. Many in the Labor caucus, however, **disagree** [-sat].

(Independent common sense – TA)

The ideational target in [5.10] is Gillard. She is evaluated in both positive and negative terms, specifically concerning the different attitudes held towards Gillard by members of the caucus of the Labor Party. The process of overriding of [POS+LABOR] by [NEG+LABOR] is interpreted in two steps: first identify opposing values about Gillard and second identify the other values elaborating the affiliative couplings of [NEG+LABOR].

This example contains two major groups of couplings. One involves positive judgements of Gillard: [POS+LABOR], specifically positive judgement:capacity in *impressive* and *extraordinary*. These positive values are attributed to two independent parliamentarians: *Oakeshott* and *Windsor*. The second group is a negative coupling [NEG+LABOR],

specifically negative affect:satisfaction in *disagree*. This is attributed to *many* members *in the Labor caucus*. The independents Windsor and Oakeshott were regarded at the time as supporters of the Gillard government. On that basis they are considered to have a similar institutional status as members of the Labor caucus. However, they differ on the grounds of numbers, with the view of two individuals being interpretable as having less validity than that of a large group of Labor members. On this basis the couplings of [POS+LABOR] are overridden by those of [NEG+LABOR].

The expression of negative affect (*disagree*) is triggered by the couplings of [independents+[pos+Gillard]], in other words, the couplings of [POS+LABOR] are the target of the coupling [NEG+LABOR]. These two groups of couplings appear in the pattern of [group Labour source+[NEG+[individual source+[POS+LABOR]]]], as shown in Figure 5.9.

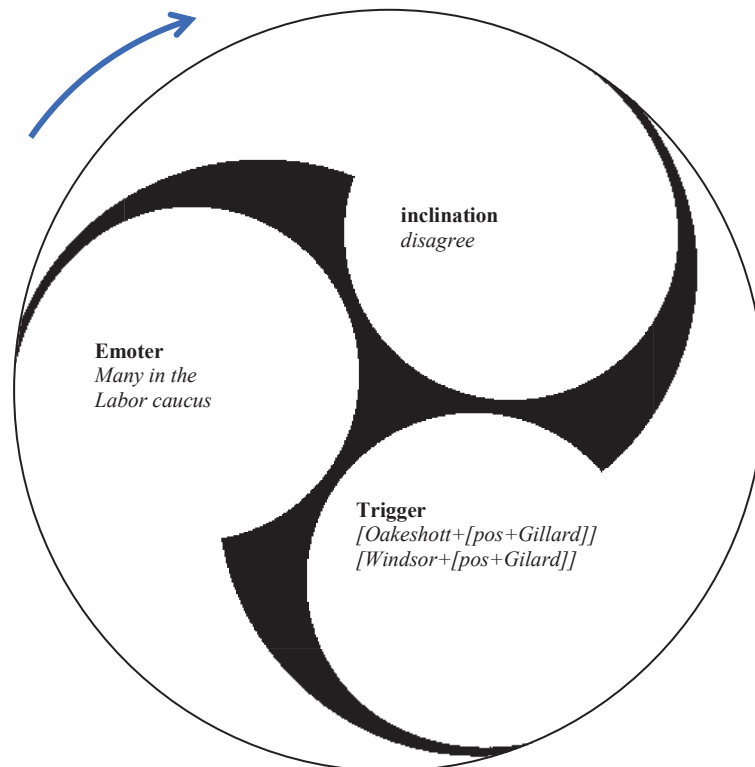
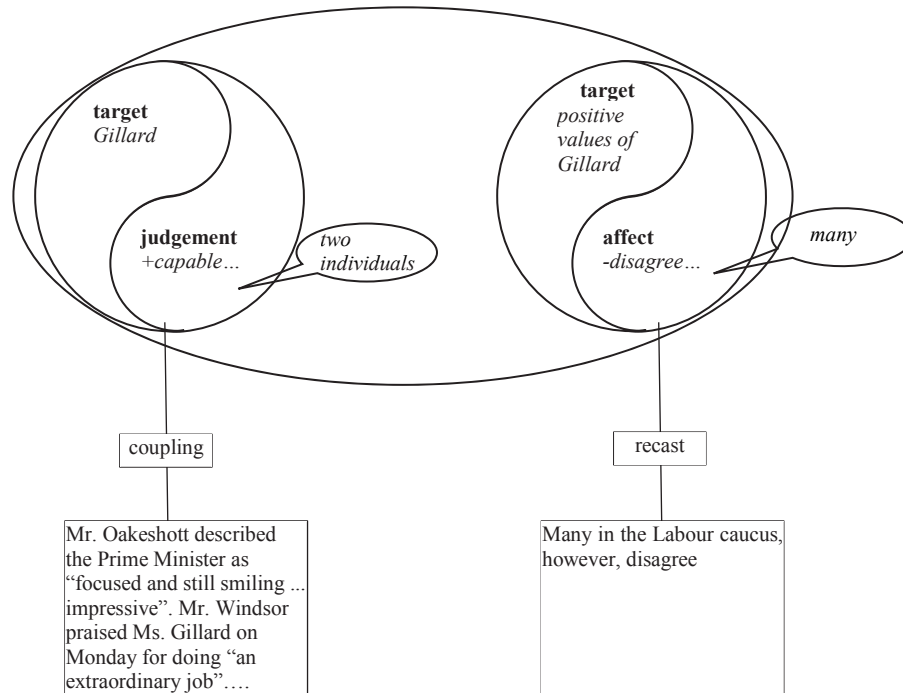


Figure 5.9: [individual+[pos+Labor]] as Trigger of [group+[neg+Labor]] in the *China Daily*

The process of overriding is also scaffolded explicitly by the concession *however*. The complex picture of overriding is shown in Figure 5.10. In this figure, the number of external sources is marked by the oval callout.



**Figure 5.10: [individual+[POS+LABOR]] overridden by [group+[NEG+LABOR]] in *The Australian***

In [5.10] the editorial does not advance the writer’s own evaluations of Labor, but rather concedes positive values sourced to independents (who are Labor supporters), and at the same time identifies negative values sourced to Labor members. The editorial writer does not take any responsibility for the positive and negative values (Le 2003; White 2012). This lack of explicit endorsement by the editorial writer serves to present the disputed values as dividing Labor supporters, and by implication further strengthens the resultant coupling of [NEG+LABOR].

Yet more work to this end is done in the expression of negative appreciation:reaction to the *tweet* as *gushing*. The coupling [neg+tweet] is in this case attributed to the writer. In the discourse semantics, the expression *In a gushing tweet yesterday* functions as a marked Theme (realised in a Circumstance of location). In that sense it predicts the

overriding value of [NEG+LABOR], so that even the coupling [individual+[POS+LABOR]] is read within a negative prosody in the text in [5.10].

A further point to note about attribution in these analyses is that external sources are not always stated clearly. They are sometimes expressed by collectives or not specified at all. In [5.11] the editorial writer attributes the positive evaluation of *Feeney* as the *future of the party* to unspecified *commentators*. In [5.12] the positive evaluation of *Oakeshott*'s achievement as *biggest* is attributed to an institution but not a specific individual.

[5.11] Some commentators believe [+des] Senator Feeney is *the future of the party* [t.+cap]. If that is the case, then nothing will save Labor [t.-cap].

(Faceless man's bid for Batman – TA)

[5.12] In keeping Labor in office, a feat described as Mr. Oakeshott's "*biggest* [t.+reac] achievement" on ABC radio on Monday, the independents share responsibility for the government's *many* [t.-reac] failures.

(Independent common sense – TA)

In both examples [5.11] and [5.12] the coupling of [POS+LABOR] is attributed to unspecified external sources, while the coupling of [NEG+LABOR] represents the editorial writer's stance. In this study, unspecified external sources are regarded as having lower status than the editorial writer. This contrast in status contributes to the potential for [NEG+LABOR] to override [POS+LABOR].

This affiliation strategy is one of coupling positive evaluations of Labor with relatively lower status sources, then overriding these with evaluations of [NEG+LABOR] coupled with relatively higher status sources. We can represent this as [lower status source+[POS+LABOR]] overridden by [higher status source+[NEG+LABOR]].

To this point, I have identified a number of subcategories for the general affiliation strategy of conceding and overriding positive evaluations of Labor. These strategies concede the existence of [POS+LABOR] in some respects, while they then propose couplings of [NEG+LABOR]. In the unfolding text, [NEG+LABOR] is managed so as to override [POS+LABOR]. The strategy relies on a number of linguistic choices, including the ways in which sources are identified, and the deployment of concession. Overall, the affiliation strategy of conceding and overriding [POS+LABOR] plays an important role in opening a space for the negotiation of evaluations with both Labor supporters and Labor

opponents. It sets up the boundaries between these two communities and at the same time identifies the editorial writer as a member of the community of Labor opponents. The editorial writer manages the affiliation process ultimately to align the putative readers towards [NEG+LABOR].

The strategy of conceding and overriding [POS+LABOR] found in *The Australian* concurs with suggestions in the literature of a preference in newspaper editorials for the deployment of adversatives that organise evaluative positions non-linearly (e.g., Dafouz-Milne 2008; Neff-van Aertselaer & Dafouz-Milne 2008). This general strategy does not negate [POS+LABOR] explicitly, but covertly undermines a positive evaluation by disassociating with it in some way. It is the disassociation that undermines the positive evaluations. Rhetorically, the affiliation strategy of conceding and overriding helps to focus the readers' attention on the specific performance of the Labor Party, in particular, as the party forming government.

### 5.1.3 Invalidating positive evaluations of Labor

The discussion of affiliation strategies up to this point has examined couplings of [POS+LABOR] where the target (Labor) has been construed as actualised, that is, as occurred or occurring, or we can say, as realis. This section focuses on couplings of [POS+LABOR] where the target is construed as irrealis. In this data set, it is primarily realised by the expressions of modality. In examples [5.13] and [5.14] the modality is probability (modalisation), realised by modal operators *will* and *would*.

[5.13] The caucus is betting that the electorate will have more **respect** [+sat] for the new prime minister than it does. It was the caucus, after all, that *cut Kevin Rudd down* [t.-reac] in the first place and then *twice rejected* [t.-reac] the opportunity to reverse its decision.

(Rudd must drag Labor back to the centre – TA)

[5.14] NSW Education Minister Adrian Piccoli told *The Weekend Australian* that the deal his state signed with the federal government was a “no brainer” as it would deliver significant **benefits** [+reac] to NSW schools.

(Unanswered questions that make us nervous – TA)

In examples [5.15] and [5.16] the modality is obligation (modulation), realised by the expansion of the Predicator *is to*, and the modal operator *must*.

[5.15] His task now is to resume office **without the hubris** [+cap] that consumed his first term as prime minister, to assemble a team of **wise** [+cap] advisers and to work hard on *restoring the broken trust* [t.+prop] with members of his own party.

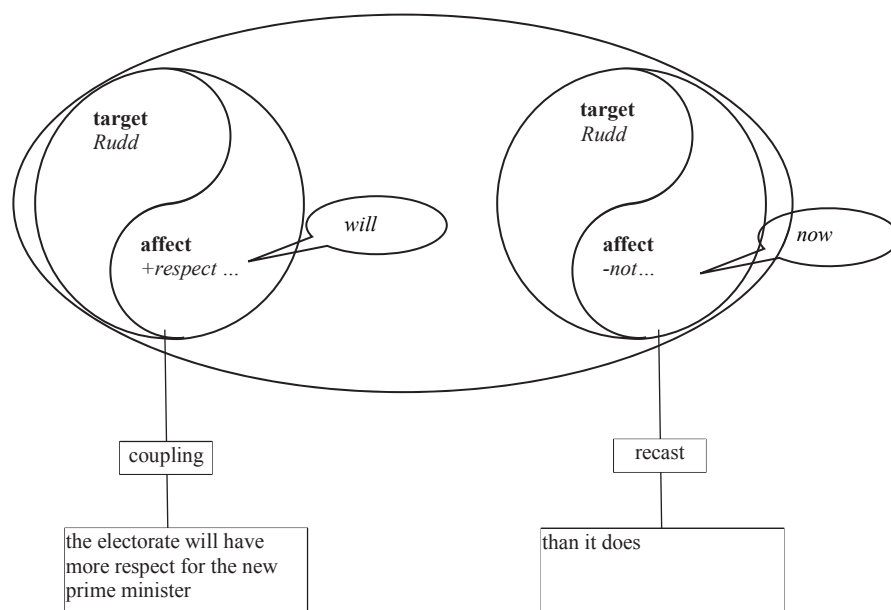
(Rudd must drag Labor back to the centre – TA)

[5.16] Labor must recruit people from a *diversity* [t.+reac] of backgrounds and experiences, as it did in the past. It needs people who toil with their hands and their minds [t.+ten]. Ideally, it would be somebody who lives in [t.+ten] the seat, unlike Senator Feeney.

(Faceless man’s bid for Batman – TA)

The task of interpreting the rhetorical effect of invalidating [POS+LABOR] by the means illustrated above is undertaken in two steps. First I focus on the process of invalidating [POS+LABOR], and then consider how this is further reinforced in a more comprehensive discussion of [5.13].

The field construed in [5.13] concerns the political election of Rudd as the new prime minister of Australia. It includes one coupling of positive affect:satisfaction, *more respect*, with the Trigger being *Rudd*. However, here the coupling of [POS+Rudd] is construed as irrealis, as not yet realised, via *will*. This irrealis coupling [POS+Rudd:irrealis] is then undermined in the comparison made with the realis of the present, where the implication is that Rudd has less respect [NEG+Rudd:realis]. The coupling [POS+Rudd:irrealis] is cast off covertly. The process is diagrammatically shown in Figure 5.11.





**Figure 5.11: Invalidating [POS+LABOR:future] by contrasting with [NEG+LABOR:present] in *The Australian***

Rhetorically, it plays an important role in aligning potential readers with the coupling [NEG+LABOR:realis].

The casting off of [POS+LABOR:irrealis] in [5.13] is explored in greater detail here with a focus on the role of attribution. First, the coupling [POS+LABOR] is directly attributed to the *electorate*, but this attribution is itself sourced to the *caucus*. There are therefore two degrees of disassociation of the editorial writer from the positive evaluation of Labor. Second, the high probability of the modal operator *will* is sourced to the *electorate*. The complex coupling at this point is [electorate+irrealis+[POS+Rudd]]. However, the high probability encoded in this coupling is undermined when account is taken of the source of this complex coupling, *the caucus*. The caucus encodes modalisation in the lexical metaphor *betting*, suggesting chance rather than high probability of the outcome of [POS+Rudd]. The metaphor *betting*, because of its associations with recklessly taking chance can also retrospectively imply negative judgement:propriety of the caucus. A negative value is then projected forwards over the proposition. The propagation process re-interprets the coupling [POS+LABOR] as [NEG+[caucus+[POS+LABOR:irrealis]]].

There is even more complexity to the casting off of [POS+LABOR] as the text unfolds. The editorial goes on to express a negative evaluation of Rudd in *cut down twice rejected*. These tokens of negative evaluation are retrospectively attributed to the caucus. With realis overriding irrealis, that is, the coupling [caucus+[NEG+LABOR:realis]] overrides the [caucus+[POS+LABOR:irrealis]].

In the examples of realis contrasting with irrealis considered to this point, editorial writers have deployed resources of modulation realised both congruently by modal operators and non-congruently by a lexical metaphor. The target of the couplings is Labor and the value that attaches to Labor shifts in the flow of the text, towards the overriding coupling of [NEG+LABOR]. However, as revealed in examples below many other resources can be deployed in the service of the semantics of irrealis.

In [5.17] an additional resource is noted, that of the expression of attitude as affect:inclination realised in a desiderative mental process. The Emoter is *Labor* and the

Trigger is *help build a more vibrant cultural life in Australia*. As part of the Trigger, the coupling [POS+LABOR:cultural life] is construed as irrealis.

[5.17] In 2007, Labor **promised to** [+des] help build a more **vibrant** [+reac] cultural life in Australia, one that would keep faith with the regions, reward creative excellence and take the arts seriously in schools.

(Between a tragedy and a farce – TA)

Another resource for construing couplings of [POS+LABOR] as irrealis is to deploy a purposive relationship, for example as metaphorically realised by the preposition *to* in [5.18]. The coupling [POS+LABOR] is construed as intended but not as actualised.

[5.18] Mr. Rudd has cleverly played himself into the game by moving to have the national executive take over the NSW branch while reforms are implemented **to stamp out corruption** [+reac].

(Unions the elephant in caucus – TA)

A further resource is that of a conditional clause, including both factual and counterfactual condition. These are considered in relation to couplings of [POS+LABOR]. In [5.19] factual condition is signalled by the conjunction *if*. In [5.20] counterfactual condition is realised implicitly in the expressions *might have profited* and *had he followed*. In both instances [POS+LABOR] is construed as irrealis – as not actual.

[5.19] **If** Mr. Rudd does *lift the party's standing* [t.+cap], it will be a testimony to his personal popularity rather than any affection for Labor's badly tarnished brand.

(Rudd must drag Labor back to the centre – TA)

[5.20] ONE of the great unfathomables of our national political debate is what the Minister for Communications, Stephen Conroy, might have learnt, and how the nation **might have profited** [+cap], **had he followed** **prudent** [+cap] processes and commissioned a cost-benefit analysis before proceeding with the \$36 billion National Broadband Network.

(NBN process should have avoided the asbestos crisis – TA)

Finally, in [5.21] the irrealis construction of [POS+LABOR] is encoded in multiple instances. It is encoded in a verbal group, *must wait*, both in the modal operator *must*, and lexically in *wait*. It is encoded in a second modal operator *will*, and in the attribute *years* in the relational attributive process *will be*. It is also encoded in an indirect question clause, which includes two wh- elements, *if* (whether) and *how much*. The latter instance encodes

irrealis as yet to be known by the editorial writer, that is, as uncertainty towards the actualisation of reform [POS+LABOR].

[5.21] A full assessment of Ms. Gillard's legacy must wait; it will be years before we know **if** the reforms she claims as her own in education and disability insurance are **effective** [+reac], or **how** **much** more needs to be done to turn raw policy into **workable** [+reac] reform.

(Rudd must drag Labor back to the centre – TA)

A wide range of resources are deployed to invalidate the coupling [POS+LABOR] in the unfolding discourse. Rhetorically, the affiliation strategy of invalidation covertly recasts [POS+LABOR] as [NEG+LABOR]. It is [NEG+LABOR] that is ultimately proposed to the putative readers.

#### 5.1.4 Evaluating Labor with sarcasm

The final affiliation strategy to be discussed in this section is one of sarcasm towards couplings of [POS+LABOR]. The rhetorical effect of positioning [POS+LABOR] sarcastically is illustrated and interpreted in the following examples.

One typical feature of this strategy is to present the coupling [NEG+LABOR] as the target of the coupling [POS+LABOR]. This is seen in the following two examples.

[5.22] Mr. Rudd has **cleverly** [+cap] *played himself into the game* [t.-prop] by moving to have the national executive take over the NSW branch while reforms are implemented to stamp out corruption.

(Unions the elephants in caucus – TA)

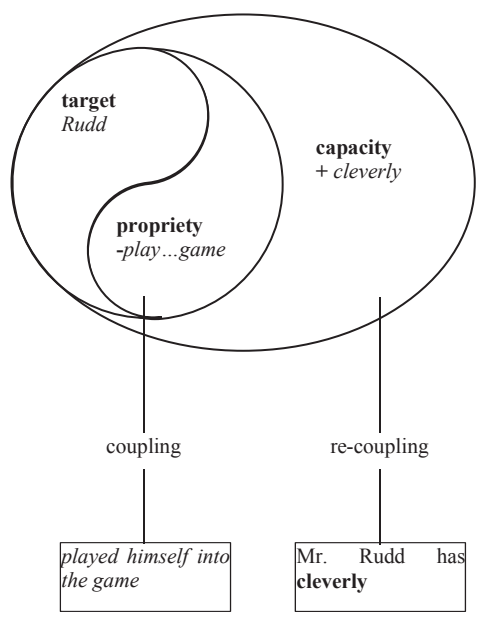
[5.23] The **best** [+reac] thing about Labor's cultural policy is that **it** *sank without trace almost as soon as it was released* [t.-reac].

(Between a tragedy and a farce – TA)

In [5.22] the text begins with explicit positive evaluation of Rudd in *cleverly*. Similarly in [5.23] there is explicit positive evaluation of Labor in *best*. However, when the targets (*Rudd* in [5.22] and *Labor* in [5.23]) are elaborated, the evaluation is in negative terms. In [5.22] negative evaluation is provoked in the lexical metaphor *played...into the game*. In [5.23] negative evaluation is flagged in several instances of graduation of experiential meanings in *sank without trace almost as soon as it was released*. In each example, a disjunction therefore arises between the values coupled with the same target, attributed

to the same source in the same instance. It is this disjunction in the evaluative couplings that signals the strategy of sarcasm. The affiliation strategy of sarcasm is discussed further with a more detailed exploration of [5.22]. First I discuss how sarcasm couples with [POS+LABOR], and then the process of casting off [POS+LABOR].

The text in [5.22] is concerned with the field ‘political reform’ conducted by Rudd. It includes two opposing couplings. One is the negative judgement:propriety (*played...into the game*) of Rudd. The other is the positive judgement:capacity (*cleverly*) of Rudd. Grammatically, *cleverly* serves as the circumstantial Adjunct of the clause. It describes the manner:quality of the event within this clause. This grammatical structure presents the coupling [NEG+LABOR] as the target of the coupling [POS+LABOR]. The inclusive relationship emphasises rather than casts off the coupling [NEG+LABOR]. So the coupling [POS+LABOR] is rhetorically used to satirise the Labor Party. The inclusive relationship is shown in Figure 5.12.



**Figure 5.12: Sarcasm and [POS+LABOR] in *The Australian***

In such examples the couplings [POS+LABOR] occur in the context of sarcasm and so are not intended to offer a bond of affiliation to readers as members of the community of Labor admirers. Rather they function to justify and emphasise the coupling [NEG+LABOR]. This phenomenon of positive evaluation of [NEG+LABOR], that is, [POS+[NEG+LABOR]] is identified as *sarcasm* in this study. It enables the relevant positive values to be

interpreted as negative in the flow of the text. It is rhetorically deployed to display contempt for the Labor Party.

It is worth noting that sarcasm in written discourse does not mean every inclusion of negative value as the target of the positive evaluation. The construction of a sarcastic tone needs to consider the co-text around the re-coupling. In [5.24] the editorial writers present the negative evaluation of the Labor Party (*badly*) as the Trigger of the positive emotion (*affection*).

[5.24] If Mr. Rudd does lift the party's standing, it will be a testimony to his personal popularity rather  
than any **affection** [+hap] for Labor's **badly** [-reac] tarnished brand.  
(Rudd must drag Labor back to the centre – TA)

This inclusion is further managed by the contrastive conjunction *rather than* which implicitly denies the positive emotion of happiness. In this sense, the presentation of [POS+[NEG+LABOR]] does not constitute an instance of sarcasm in [5.24].

The discussion in this subsection shows that the editorial writers do two things to satirise the coupling [POS+LABOR]. They acknowledge the positive values and communicate these values to the readers. At the same time, they frame these positive values as targeting evaluative coupling, specifically the negative evaluative coupling [NEG+LABOR]. The writers encode opposing values about not only one experiential entity, but more importantly the same aspect of the entity, as discussed with regards to [5.24]. This framing potentially tells the readers that 'these positive values are not the writers' intention'.

### **5.1.5 Consolidating affiliation strategies and the construction of communities in**

#### ***The Australian***

Until now I have identified and interpreted preferred affiliation strategies in the editorials from *The Australian*. In general all the identified strategies function to cast off the couplings of [POS+LABOR], and at the same time to encourage readers to affiliate around couplings of [NEG+LABOR]. The transition between opposing couplings is managed by choices in a range of discourse semantic systems including IDEATION (lexical relations), CONJUNCTION (e.g., conjunctive relations) and APPRAISAL (attribution). Choices at this level are shown to be realised in a variety of lexico-grammatical choices within clauses.

In the following subsections I reflect on the general bases of contrasting couplings, how contrasting couplings pattern as kinds of prosodies, and what the affiliation strategies reveal of the personae enacted by the writers. The nature of the affiliative impact is discussed in relation to each.

#### **5.1.5.1 General bases for contrasting couplings**

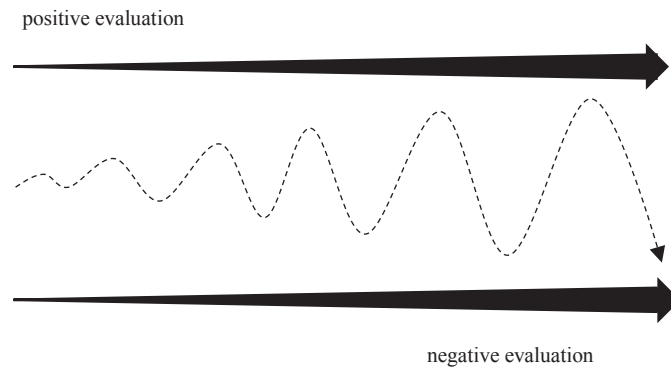
The editorial writers of *The Australian* evaluate Labor with reference to three general contrasting features. One feature contrasts *role* with the enactment of the role as *performance*. The former can couple with positive evaluation, but the latter takes on a negative value, and overrides the former. A second feature contrasts *policy* with its actualisation in *practice*. Again, the former can couple with positive evaluation while the latter takes on a negative value and overrides the former. A third feature contrasts achievements with respect to the status of actor. Achievements of an actor in a less significant role can be positively evaluated, but those of the same actor in a more significant role are negatively evaluated, and override the former.

The overall strategy on the part of editorial writers is to affiliate the entire putative readership of Australians with the sharing of a bond of negative evaluation of Labor in terms of *performance*, *practice*, and *leadership*. However, the affiliation strategy is not one of total denial of an alternative position. It is not simply compulsion or just ‘preaching to the converted’. It is a way of allowing for and then rejecting a readership of Labor admirers. It offers the potential to persuade an unaffiliated reader to become affiliated into communities of the editorial writers in opposing Labor.

#### **5.1.5.2 Prosodies of values**

The affiliation strategies of re-constructing [POS+LABOR] as [NEG+LABOR] involve propagation and interruption of the textual development of evaluative prosodies in the discourse. Interruption can be realised in two ways. The first way is to disrupt the evaluative prosodies explicitly through dismissing or overriding couplings of [POS+LABOR]. First, a positive evaluation of Labor is expressed and then is negated (dismissed) or denied (overridden). The reiteration of this pattern across a text results in contrastive prosodies of evaluations of Labor and alternations between positive and negative values. This is represented in Figure 5.13.



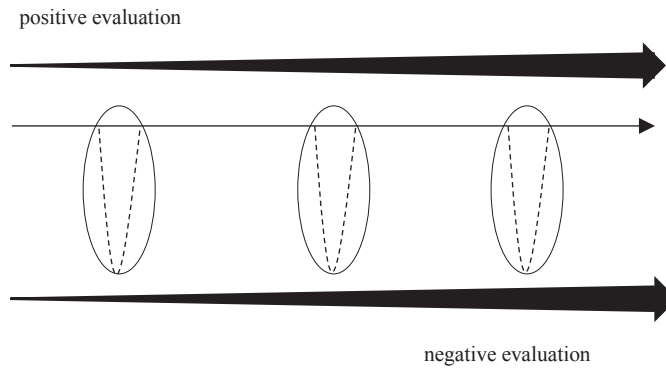


**Figure 5.13: Explicit contrastive prosodies in *The Australian* (adapted from Zappavigna et al. 2010, p. 159)**

In Figure 5.13 the top rightwards arrow represents an increasing strength in the logogenetic accumulation of positive values. The bottom rightwards arrow represents an increasing strength in the logogenetic accumulation of negative values. The rightwards waved arrow in the middle represents the actual shift in prosodies of positive and negative value as the text unfolds. Each change of direction in the waved arrow signals a disruption of a prosody. The vertical height of the wave indicates the increasing strength of accumulated positive/negative value as the text unfolds.

A second way to disrupt evaluative prosodies is to do so implicitly through couplings of invalidation or sarcasm with [POS+LABOR]. A positive evaluation of Labor can be constructed as valid with respect to what is irrealis, but is made invalid with respect to what is realis, and sarcasm can be used to highlight negative values. The strategies of invalidation and sarcasm undermine a positive evaluation of Labor covertly rather than negating it overtly. This enables an apparent surface prosody of consistent positive value to develop, while disguising an underlying prosody of consistent negative value. This is represented in Figure 5.14.





**Figure 5.14: Implicit contrastive prosodies in *The Australian***

The vertical ovals in Figure 5.14 represent iterations of strategies of invalidation or sarcasm. The dashed wave within the ovals illustrates the move for the positive values to be read as negative in the unfolding text.

All the attitudinal values in single editorial text in *The Australian* pattern into contrastive prosodies, propagated in both explicit and implicit instances of attitude. The prosodies of positive value in the texts never propagate without interruption in the unfolding text. In fact, they are frequently disrupted (as explained in Sections 5.1.1-5.1.4). In *The Australian* propagation and disruption work together to maintain the dominance of negative evaluations of Labor in each text in the data set and so across the data set as a whole. The inclusion of positive and negative evaluations of Labor construes a readership of opposing communities with respect to political alignments. In these terms it is *divisive rhetoric* that proposes oppositions, with the aim consistently to override one with the other.

### **5.1.5.3 Personae of editorial writers**

Finally I conclude this section with a reflection on the strategies of affiliation from the perspective of the constructed personae or identities of the editorial writers. They establish a number of general personae for themselves in the discourse through the affiliation strategies. One persona is that of *arbiter of the national interest of Australia*. In such instances, the writers assume the authoritative status to declare or profess that actions or intentions of the Labor Party are counter to the national interest. In assuming this identity, the writers speak to a putative readership of all Australians.

A second persona is that of *arbiter of the interests of the Labor Party*, a persona that professes Labor's actions or intentions as counter to Labor's own interests. Assuming this identity, the writers speak both to a putative readership of Labor admirers concerned with improving the status of Labor, and at the same time to a putative readership of Labor opponents to share a bond of incapacity or incompetence around the fact that the Labor Party cannot manage its own interests. Both personae are implicated in the strategy of closing down positive evaluations of Labor.

A third persona - *reasoned persona* - is identified in the other three general strategies. For example, the strategy of *conceding and overriding positive evaluations of Labor* enables the writers to concede some positive assessment of Labor with respect to one kind of target, before overriding that with a negative assessment of a different, often more highly valued target. This strategy of *conceding and overriding* supports the construal of a *reasoned persona* on the part of the writer, that is, not one of unreasonable political bias. The positive couplings with Labor, while overridden, propose putative bonds with a readership of reasoned Labor admirers.

## **5.2 Affiliation strategies in the *China Daily***

An awareness of how a positive evaluation of Labor is re-configured as negative is critical to understanding the construction of evaluative stance in *The Australian*. In the editorials in the *China Daily* the dominant stance is one of consistent positive or negative evaluations targeting the general entity of *social relations* (here inclusive of international relations). This section of Chapter 5 explores how multiple instances of these couplings of [ATTITUDE+SOCIAL RELATIONS] combine and interact in the logogenesis of the texts. Analysing the propagation of evaluative couplings in the flow of discourse is important for interpreting the means by which communities of readers are formed at local and more general levels of text.

A number of recurring patterns have been identified in the *China Daily*. These are discussed in the following subsections. The exploration begins with a discussion of linguistic resources supporting the propagation of consistent values in the editorials, and concludes with an interpretation of these devices as persuasive rhetoric in the set of editorials from the *China Daily*.

### 5.2.1 Attitudinal harmony

In the editorials from the *China Daily* the tendency is for a consistency of attitudinal polarity to be maintained as the texts unfold (see discussions in Chapter 4). In [5.25], for example, a consistent positive value is propagated across multiple instances, and in fact across the whole text of which the example [5.25] is part (see Appendix VI).

[5.25] The reform **priorities** [+val] outlined by the National Development and Reform Commission, China's **top** [+val] economic planner, are meant to streamline its economic structure and bureaucracy as a way of **promoting** [+reac] its economic **transformation** [+comp] and **steady** [+comp] growth. That the commission on Friday made public 22 **major** [+val] tasks in seven **key** [+val] fields in a guideline to deepen economic reform demonstrates the authorities' greater **courage** [+cap] and **confidence** [+sec] in putting themselves under public oversight.  
(Pushing forward reforms – CD)

The general category of *reforms* in China and its more specific dimensions are evaluated consistently in positive polarity. Instances include: positive appreciation:valuation in *priorities*, *top*, *major* and *key*; positive appreciation:reaction in *promoting*; positive appreciation:composition in *transformation* and *steady*. Chinese *authorities* are also evaluated positively as judgement:capacity, in *courage* and as affect:security in *confidence*.

Other texts in the *China Daily* consistently express negative values. In [5.26] negative attitude is expressed and extended to the whole text *Protectionism hurts both* (see Appendix VI).

[5.26] While dealing a **fatal** [-reac] blow to Chinese producers, any decision by the European Union to impose *heavy* [t.-reac] taxes on China's solar panel products may **backfire** [-reac]. Such a **double-loss** [-reac] scenario is **undesirable** [-reac], especially when both China and the EU are *struggling* [t.-cap] to cope with an economic *slowdown* [t.-reac].  
(Protectionism hurts both – CD)

In [5.26] the consistent negative evaluation is both inscribed and invoked. *Decisions of the European Union* is evaluated in terms of their negative impact on the world economy. Inscriptions of negative appreciation:reaction are expressed in *fatal*, *backfire*, *double-loss* and *undesirable*. Invocation of negative judgement:capacity is expressed in *struggling*, and appreciation:reaction is expressed in *heavy* and *slowdown*.

While the evaluative polarity is consistent across the texts illustrated above, expressions of attitude might be deployed to evaluate different kinds of entities and so constitute different categories of attitude. Yet, the collective attitudinal expressions as a whole functions to establish an *attitudinal harmony* or consistency of attitudinal polarity across the whole text (Hood 2010; Lemke 1998). The harmony makes an important contribution to structuring the text as one attitudinal value resonates with another (Coffin & Hewings 2004; Hunston 2000).

From the perspective of attitudinal harmony the editorials can be divided into two groups. One group positively evaluates categories of phenomena that can be generalised as social relations, that is [POS+SOCIAL RELATIONS]. This is exemplified in [5.25] collected from the editorial text *pushing forward reforms*. The other group negatively evaluates this same general phenomena, that is [NEG+SOCIAL RELATIONS]. This is exemplified in [5.28] collected from the editorial text *United against terrorism* in Section 5.2.2. The *China Daily* editorials employ a range of strategies to propagate consistent attitudinal values as the texts unfold.

### 5.2.2 Propagating prosodies across relation of repetition

One way for propagating the coupling [ATTITUDE+SOCIAL RELATIONS] is through encoding a consistent value across multiple instances of the same target. In this case the taxonomic relation between targets is that of repetition (Martin 1992a). The process is illustrated in the following two examples.

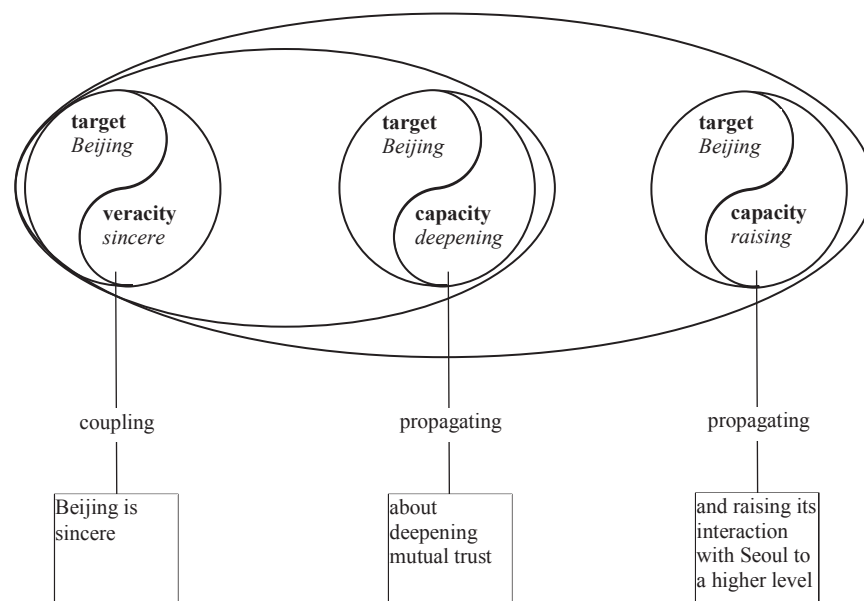
In [5.27] there are several instances of positive evaluation of *Beijing*. In [5.28] there are two instances of negative evaluation of *terrorist attack*.

[5.27] She will find her sentiments well received by Chinese leaders, as Beijing is **sincere** [+ver] about *deepening* [t.+cap] mutual trust and *raising* its interaction with Seoul to a *higher level* [t.+cap], so that the two neighbours can not only benefit *more* [t.+cap] from their practical co-operation but also contribute *more* [t.+cap] to regional peace and development.  
(China-POK partnership – CD)

[5.28] But the **violent** [-reac] attack on Wednesday is a **bloody** [-reac] reminder that the region and the country as a whole face a difficult task fighting the three evils.  
(United against terrorism – CD)

In the above two examples, the repetition of an attitudinal target plays an important role in propagating a value. The propagation process is examined in more detail in, for example, [5.27]. First I consider the propagation of a consistent coupling of value and target and then how this is further reinforced in a step that elaborates on the original target in some way.

In [5.27] the field concerns international co-operation between China and the Republic of Korea, in particular efforts on the part of China. The specific target is initially Beijing (here taken as the Chinese leadership, not the city), and it remains consistent as it couples progressively with evaluations of positive judgement in *sincere, deepening, raising... higher level*. As this coupling [pos+Beijing] propagates, attitudinal evaluations of *Beijing* accumulate, one instance of [pos+Beijing] resonating with another. Each coupling specifies one aspect of the general coupling [POS+SOCIAL RELATIONS]. The accumulated couplings amplify the general coupling [POS+SOCIAL RELATIONS]. The propagating relationship is presented in Figure 5.15.



**Figure 5.15: Propagating [POS+SOCIAL RELATIONS] across relation of repetition in the *China Daily***

As the text develops, the coupling [POS+SOCIAL RELATIONS] is further reinforced. In a subsequent clause the specific target shifts from China (*Beijing*) to *the two neighbours (China and the Republic of Korea)* which couples with two tokens of positive judgement: *capacity in benefit more* and *contribute more*. In the progressively instantiated

couplings the target remains the same, although it is elaborated from China (*Beijing*) to *China and the Republic of Korea* in the process. The function is to reinforce the positive prosody of [POS+SOCIAL RELATIONS].

The strategy of propagating [POS+SOCIAL RELATIONS] through repetition is one favoured in the *China Daily* editorials; see Appendix VI for other instances of this strategy. Overall this strategy functions to propose a bond of [POS+SOCIAL RELATIONS] to the putative readers. Repetition is taken by Martin (1992a) as one kind of taxonomic relation. In the *China Daily* editorials other kinds of taxonomic relations are also deployed in propagating [ATTITUDE+SOCIAL RELATIONS] in progressive couplings. These include antonymic relation and relations of hyponymy and meronymy. Each is explored in the following subsections.

### 5.2.3 Propagating prosodies across relation of antonymy

Prosodies of [ATTITUDE+SOCIAL RELATIONS] can rely on progressive targets in antonymic relations where the respective values are polar opposites. This strategy is illustrated in both [5.29] and [5.30]. In [5.29] *reforms* and *a lack of reforms* are offered as antonyms. In [5.30] *safety* is the antonym of *accidents* and *deaths*.

[5.29] ...reforms *move the country forward* [t.+reac], while a lack of reforms means *moving backward* [t.-reac].

(Pushing forward reforms – CD)

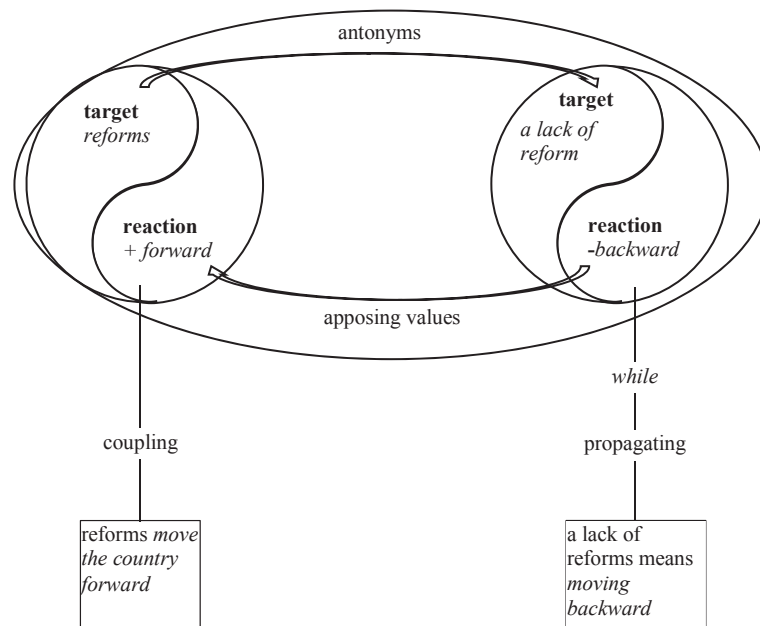
[5.30] Safety at work a **priority** [+val]. Three *major* [t.-val] industrial accidents; *more than 100* [t.-val] deaths.

(Safety at work a priority – CD)

In [5.30] *safety* is positively evaluated as appreciation:valuation (*priority*) while its antonyms *accidents* and *deaths* are negatively evaluated as appreciation:valuation (*major, more than 100*). Antonyms are co-hyponyms whose differences in meaning must be considered. They are regarded as different aspects of one field, so enabling the propagation of [pos+safety] in [neg+accidents/deaths]. This strategy of propagation is discussed in more detail for example [5.29].

In [5.29] the field concerns economic reform in China and its effects. It includes two opposing evaluative couplings. One is the positive appreciation:reaction of *reforms* in

*move the country forward*. The other is the negative appreciation:reaction of *lack of reforms* in *moving backward*. The two experiential targets are antonymic in terms of experiential meanings and couple polar opposite values. The negative evaluation in *lack of reforms* implies the positive in *reforms*, so the coupling [POS+SOCIAL RELATIONS] is propagated across the coupling [NEG+SOCIAL RELATIONS]. The two couplings are also connected semantically across the additive conjunction *while*. The propagation process is shown in Figure 5.16.



**Figure 5.16: Propagating [POS+SOCIAL RELATIONS] across relations of antonymy in the *China Daily***

In this instance, the two evaluative couplings construct the same community in that those who favour *reform*, oppose *lack of reform*. The opposing evaluations of antonyms cooperate in amplifying one community of values.

#### 5.2.4 Propagating prosodies across relation of hyponymy

Another way for propagating [ATTITUDE+SOCIAL RELATIONS] is where progressive targets are taxonomically related as hyponyms or co-hyponyms (class and subclass), and where a consistent value is attached. Hyponymic relations have been discussed as an important resource for propagating prosodies of values in academic discourse (Hood 2010), and they function in similar ways in these data, as is evident in [5.31] and [5.32].

[5.31] China is undoubtedly facing **multiple challenges** [-reac]. For example, local government debts, coupled with shadow banking, are putting its financial stability **at risk** [-reac]. Rising housing prices also serve as a *Sword of Damocles* [t.-reac] over its economic stability.

(Ward off capital risks – CD)

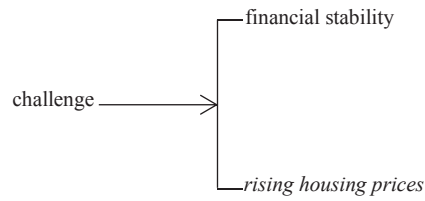
[5.32] Thanks to the efforts of both countries, bilateral relations have *advanced smoothly* [t.+reac] since they established diplomatic relations in 1992. China is the *largest* [t.+reac] trading partner and investment destination for the ROK, and the latter is one of China's *major* [t.+reac] trading partners. The volume of bilateral trade *surpassed \$250 billion* [t.+reac] last year. People-to-people exchanges have also *flourished* [t.+reac].

(China-POK partnership – CD)

In [5.32] the editorial writer encodes consistent positive evaluations for *bilateral relations*, *China*, *POK*, *bilateral trade* and *people-to-people exchanges*. In this example, the appraised targets are all connected via taxonomic relation of hyponymy. The target *bilateral relations* is the superordinate for *bilateral trade* and for *people-to-people exchanges*. *China*, *POK*, *bilateral trade* and *people-to-people exchanges* are all related as co-hyponyms or subclasses of *bilateral relations*. The positive evaluation of *bilateral relations* is reinforced in the positive evaluations of hyponymic and co-hyponymic targets.

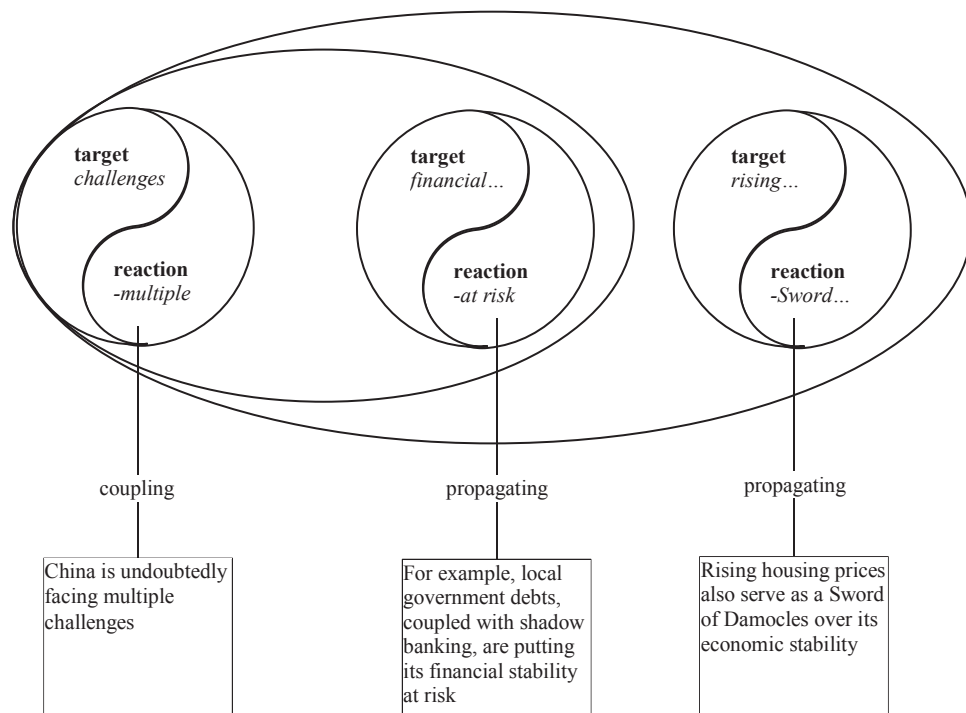
In [5.31] the field concerns capital risk in China. The editorial writer encodes consistent negative evaluations for future phenomena in *challenges*, *financial stability at risk* and *rising housing prices*. The three evaluative couplings include: inscribed negative appreciation:reaction about future events in *multiple challenges*; inscribed negative appreciation:reaction about *financial stability* as *at risk*; and provoked negative appreciation:reaction about *financial stability* in the lexical metaphor *Sword of Damocles*. The attitudinal targets are taxonomically related in terms of hyponymy (Hood 2008; Martin 1984, 2007). The notion of *challenge* is presented as the superordinate of *financial stability at risk* and *rising housing prices*. *Financial stability* and *rising housing prices* are construed as co-hyponyms of the superordinate category of *challenges*. The taxonomic relationship is modelled in Figure 5.17.





**Figure 5.17: Relations of hyponymy (*challenge*, *financial stability* and *rising housing prices*) in the *China Daily***

The taxonomic relations of hyponymy construe a cohesive relation between target entities, and this functions to support the propagation of the negative evaluation across the text. One instance of evaluative coupling resonates with another. The coupling [neg+challenge] is propagated by the couplings [neg+financial stability] and [neg+housing prices]. The process of propagation is shown in Figure 5.18.



**Figure 5.18: Propagating [NEG+SOCIAL RELATIONS] across relations of hyponymy in the *China Daily***

The hyponymy relations enable consistent values to be coupled within a particular field. These couplings propagate across the text and in the process accumulate and strengthen the bonds proposed to communities of readers.

### 5.2.5 Propagating prosodies across relation of meronymy

In other instances couplings of [ATTITUDE+SOCIAL RELATIONS] are propagated in taxonomic relations of meronymy and co-meronymy, that is, as part-whole or part-part relations, between targets of evaluation, where those targets are evaluated with a consistent value. This strategy is illustrated in [5.33] and [5.34].

[5.33] The Chinese economy continues to *expand at more than 7 percent* [t.+reac], a rate that is the **envy** [+reac] of many other countries and its exports *continue to grow* [t.+reac], while its consumption remains **resilient** [+reac].

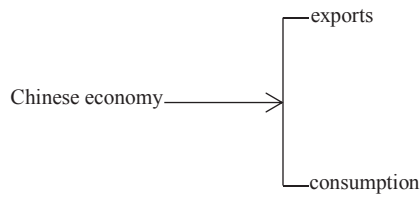
(Ward off capital risks – CD)

[5.34] With Park leading a *sizeable* [t.+reac] delegation to China, Beijing and Seoul are poised to ink *multiple* [t.+reac] agreements that will further *consolidate* [t.+reac] their reciprocal co-operation in *various* [t.+reac] fields.

(China-POK partnership – CD)

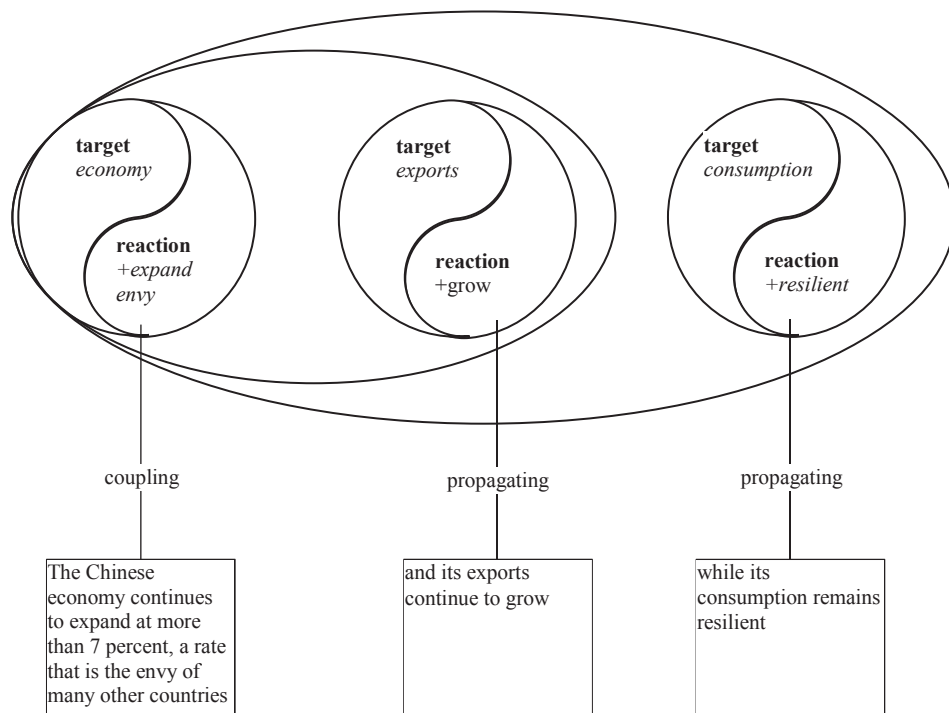
In [5.33] the field concerns the Chinese economy. The editorial writer expresses a consistent positive value about the *Chinese economy*, its *exports* and *consumption*. In [5.34] the field is that of relations between China and the Republic of Korea (*Beijing* and *Seoul*). The editorial writer expresses a consistent positive evaluation of those relations in *sizeable* delegation, *multiple* agreements and *consolidate* co-operation. In both examples the coupling of the positive evaluation of a target that constitutes a whole is propagated across couplings of positive value with entities that constitute parts of that whole.

In [5.33] the prosody flows over four couplings. The first two are concerned with positive appreciation:reaction about the *Chinese economy*, invoked in *expand at more than 7 percent* and inscribed in *envy*. A third coupling expresses positive appreciation:reaction about *exports* in *continues to grow*. A fourth coupling expresses positive appreciation:reaction about *consumption* in *resilient*. The taxonomic relation between the targets is co-meronym, as co-parts of the superordinate entity of the *Chinese economy*. This compositional relationship is shown in Figure 5.19.



**Figure 5.19: Propagating across relations of meronymy (*Chinese economy, exports and consumption*) in the *China Daily***

The taxonomical relations of meronymy function cohesively to support the propagation of the positive evaluation of the Chinese *economy*. The coupling [pos+economy] re-couples with [pos+exports] in the part-whole relationship between the targets in each instance of evaluative coupling (*economy* and *exports*). This re-coupling is then further re-coupled of the same terms with [pos+consumption]. The propagation of [POS+SOCIAL RELATIONS] in a compositional taxonomy is illustrated in Figure 5.20.



**Figure 5.20: Propagating [POS+SOCIAL RELATIONS] across relations of meronymy in the *China Daily***

In [5.33] the taxonomic relations of meronymy are supported in the propagation of [pos+Chinese economy] by additive conjunctions *and* and *while*. Together these

resources co-operate in propagating and in the process amplifying a more general coupling of [POS+SOCIAL RELATIONS] across the text.

### **5.2.6 Consolidating rhetorical strategies in managing readers in the *China Daily***

The findings and discussion of analyses of affiliation strategies in editorials in the *China Daily* are consolidated here and commented on in terms of the ways in which readers are managed and how they reflect back on the personae adopted by the editorial writers.

#### **5.2.6.1 Rhetorical strategies**

The dominant kinds of rhetorical strategies deployed in the *China Daily* editorials function to propagate a general coupling of [ATTITUDE+SOCIAL RELATIONS] across texts. The prosody can be positive or negative in value, but the value tends to remain constant or uninterrupted across texts. A consistent position is maintained. While the position remains constant, the target entities within the couplings can vary within any given field. I have identified how cohesion across the prosody of couplings relies on the taxonomic relations between the target entities. The target entities can enter into taxonomic relations of repetition, antonymy, hyponymy and meronymy (Martin 1992a).

At a local level in texts (in clauses) the couplings concern more specific entities or fields and propose bonds for community formation at a local level. Specific couplings function to affiliate a specific group of readers. The progressive linking of these local couplings, largely by means of taxonomically related targets, consolidate them into more general categories of field, proposing bonds for community formation to a broader group of readers. In the *China Daily*, what is proposed is a community that can affiliate around the bonds of *servicing people/(inter)national co-operation*. What is proposed for rejection are bonds of *afflicting people/(inter)national non-co-operation*. At the most general level, the community that is ultimately proposed to putative readers is one that bonds around the concept of *social harmony*. At both local and general levels of field the editorial writers present them largely as uncontested to the putative readers. The consistent values in lexically associated couplings are construed in such a way as to assume the proposed bonds will be reciprocated by all putative readers.

This kind of rhetorical strategy differs markedly from the dominant rhetorical strategy found in the discourse of editorials from *The Australian*. In *The Australian*, the rhetorical strategy was identified as a *divisive rhetoric*, one constructed to set up oppositional communities that are then opposed in strategies of denial, invalidation or sarcasm. In contrast, the most frequently observed strategy in the *China Daily* editorials is to propose and assume a shared position with respect to the field/s evaluated. In this sense it might be referred to here as a *solidary rhetoric*. In this case it is a rhetoric that is deployed in the promotion of China's fundamental ideological stance of maintaining a harmonious socialist society (Zhao 2014). In this newspaper that idea is promoted to a global readership.

### 5.2.6.2 Prosodies of value

In the *China Daily* editorials the key to the management of the affiliation of putative readers into communities of shared values is the maintenance of prosodies in which there are consistent values with respect to a given field. Depending on the specific field of a text, the values can be consistently positive or consistently negative. This kind of prosody is modelled in Figure 5.21, with a rightwards arrow of increasing strength.



Figure 5.21: Prosody of consistent values in the *China Daily*

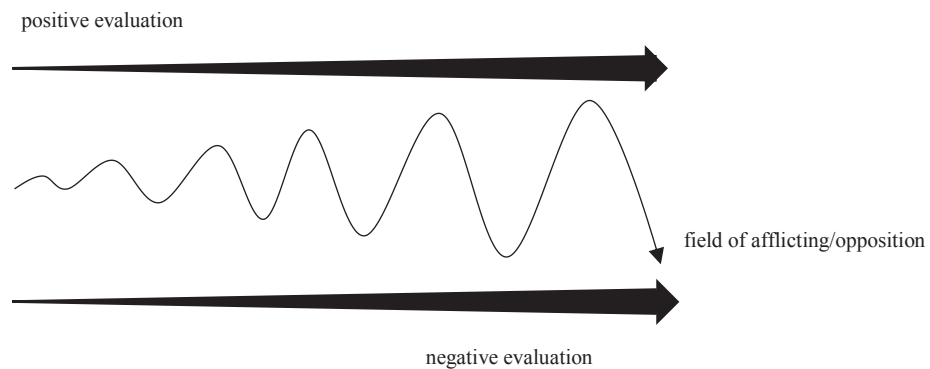
While this pattern is the dominant strategy used, it is important to note here that there are a few instances where opposing attitudinal values are encoded. They are not encoded in all texts in this data set. An example of this is illustrated in [5.35] collected from the text *Protectionism hurts both*. The strategy of *conceding and overriding* is realised in [5.35]. The text in [5.35] includes two evaluative couplings. One coupling positively evaluates the thing *move* in the expression *cater to*. The other coupling negatively evaluates the same thing *move* as *detrimental*.

[5.35] A (sic) result of strong lobbying by some EU photovoltaic producers, which due to their lack of competitiveness have played second fiddle to their Chinese counterparts in the European market, the move will temporarily **cater to** [+val] their interests, **but** be **detrimental** [-val] to the overall trade relations between China and the EU.

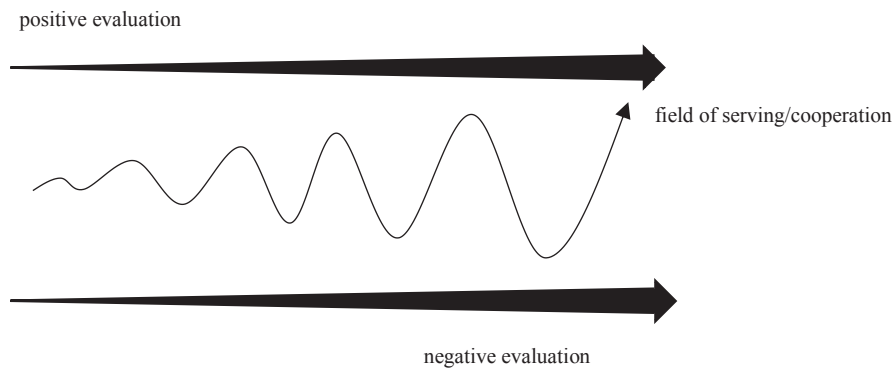
(Protectionism hurts both – CD)

In [5.35] the performance of *move* is construed as temporarily good for EU photovoltaic producers but as bad overall (for trade relations between China and the EU). A positive evaluation in the short term for one specific participant in trade relations is overridden by the negative evaluation of the overall relations (implying wider scope and time). This is an instance of the strategy of *conceding and overriding* which can be represented here as [[POS+SOCIAL RELATIONS]+part+short-term]] by [[POS+SOCIAL RELATIONS]+whole+long-term]].

In the few instances in editorials from the *China Daily* where prosodies are disrupted to enact a divisive strategy, the textual patterning of the contrastive prosodies depends on the field of the text. If the editorial text is concerned with couplings constructing the positions of *afflicting people* or *(inter)national non-co-operation*, prosodies of negative value are promoted, as shown in Figure 5.22. If the editorial texts are concerned with couplings constructing the positions of *serving people* or *(inter)national co-operation*, prosodies of positive value are propagated, as shown in Figure 5.23.



**Figure 5.22: Contrastive prosodies of values about the field ‘afflicting/opposition’ in the *China Daily***



**Figure 5.23: Contrastive prosodies of values about the field ‘serving/co-operation’ in the *China Daily***

### 5.2.6.3 Persona of editorial writers

The *China Daily* editorial writers predominantly encode consistent values about entities from a single field. In other words, prosodies of a particular value are propagated in an uninterrupted way across whole texts. The strategies deployed are discussed in detail and illustrated in Sections 5.2.1 to 5.2.5. The writers ultimately promote four evaluative positions across the whole set of editorials. One is positive evaluation of target entities interpreted in general terms as *servicing people*. A second is negative evaluation of target entities interpreted in general terms as *afflicting people*. The third is positive evaluation of target entities interpreted as *international co-operation*, and a fourth is negative evaluation of target entities interpreted as *international non-co-operation*.

The four positions construe two personae for the writers. One is as a *guardian of the interests of people globally*. This persona is linguistically manifested in two positions: the positive stance in *servicing people* and the negative stance in *afflicting people*. The persona positions the editorial writers as standing together with the members of a global community and as a co-member. A second persona is as a *proponent of co-operation* both locally within China and globally with the rest of the world. This persona is also realised in two positions: in the positive stance of *co-operation* and the negative stance of *non-co-operation*. Both personae are key to promoting the dominant ideological position of the Chinese government which is that of the overriding value of social harmony. From this perspective, the editorial writers employ these affiliation strategies to advocate the evaluative positions of China to the Chinese and to people all over the world.

### **5.3 Managing readers across whole texts – in *The Australian* and the *China Daily***

Whether instances of divisive strategies or solidary strategies are deployed, no single instances in a clause work alone to manage the bonds proposed to readers. It is the co-articulation and interactions between strategies that construct the evaluative positions of texts. The main question asked in this section is how these strategies are integrated to align the putative readers with the naturalised evaluative positions of the text. The dynamic integration is exemplified with two sample editorial texts: *Between a tragedy and a farce* (Text 1) from *The Australian*, and *Caribbean co-operation* (Text 2) from the *China Daily*. The affiliation strategies in these two sample texts are indicative of the patterns recurring across the other texts in the data sets. There are two steps to this exploration. First, I examine the attitudinal positions expressed both explicitly and implicitly in this text. Then I identify and interpret the divisive strategies and solidary strategies in terms of how they work together to manage evaluative positions in the unfolding text.

#### **5.3.1 One sample text from *The Australian***

The text (Text 1) discussed in this section concerns the cultural policy of the Labor Party under the Australia Council Bill 2013. In particular, it talks about the effects of this policy on Australian society. The attitudinal encodings in Text 1 are presented in Appendix V and Appendix XI.

##### **5.3.1.1 Attitudinal positions**

This text (Text 1) encodes a range of inscribed and invoked attitudinal values. It begins with provoked negative appreciation:reaction (*tragedy, farce*) about the cultural policy of the Labor Party in the title. It moves on to inscribe positive values about the promised policy (*sympathy, promised to, vibrant, excellence*) before expressing negative evaluations of the delivered cultural policy (*prosaic, dispiriting, worst, worse*); for the attitudinal encodings see Appendix XI.

The preference in this text is to code attitudinal values as appreciation, with very few instances of affect (as shown in Appendix XI). Most of the instances of appreciation are concerned with positive or negative evaluations of the cultural policy, as shown in the following two examples:



[5.36] In 2007, Labor **promised to** [+des] help build a more **vibrant** [+reac] cultural life in Australia, one that would keep faith with the regions, reward creative excellence and take the arts seriously in schools.

(Between a tragedy and a farce – TA)

[5.37] Instead it has delivered a **prosaic** [-val], **dispiriting** [-val] cultural policy **devoid of fresh ideas, inspiration or new funding** [-[+val]].

(Between a tragedy and a farce – TA)

This text includes only one inscription of judgement as capacity in *more intelligently*, as in [5.38].

[5.38] The nation's cultural life deserves to be nurtured **more intelligently** [+cap] than it has been by recent Labor or Coalition administrations.

(Between a tragedy and a farce – TA)

These evaluative couplings are managed logogenetically as divisive strategies or solidary strategies, as discussed in the following subsections.

### 5.3.1.2 Divisive strategies

Three of the divisive strategies analysed in Section 5.1 are identified in this text.

#### Conceding and overriding positive evaluations of Labor

The general strategy of *conceding and overriding* positive evaluations of Labor is employed in this text (Text 1). This general strategy is realised by four specific strategies across the eleven editorial texts. Two of them are realised in Text 1. In [5.39], the strategy of [POS+LABOR:role] overridden by [NEG+LABOR:performance] is realised.

[5.39] Filmmaker Khoa Do and political scientist and ABC commentator Waleed Aly are **interesting** [+reac] appointments, **but** their professional experience is *hardly central to the council's core business* [t.-reac].

(Between a tragedy and a farce – TA)

In [5.39] there are two evaluative couplings. One is constructed as the positive evaluation of the appointment of Khoa Do and Waleed Aly in *interesting*. It instantiates [POS+LABOR:role]. The other is constructed by the negative evaluation about their professional experience in *hardly central to the council's core business*. It instantiates [NEG+LABOR:

performance]. The overriding of [POS+LABOR:role] is linguistically supported by the concessive conjunction *but*.

The other specific strategy is that of [POS+LABOR:policy] overridden by [NEG+LABOR:practice], realised in [5.40].

[5.40] In 2007, Labor promised to help build a **more vibrant** [+reac] cultural life in Australia, one that would keep faith with the regions, reward creative excellence and take the arts seriously in schools. **Instead** it has delivered a **prosaic** [-val], **dispiriting** [-val] cultural policy **devoid of fresh ideas, inspiration or new funding** [-[+val]].

(Between a tragedy and a farce – TA)

In [5.40] there are two groups of evaluative couplings. One is concerned with the positive evaluation of the promised cultural policy of the Labor Party in *vibrant*. It represents the coupling of [POS+LABOR:policy]. The other group contains three instances of negative evaluation of the actual cultural policy of the Labor Party in (not) *prosaic; dispiriting; devoid of fresh ideas, inspiration or new funding*. They exemplify the coupling of [NEG+LABOR:practice]. The coupling of [NEG+LABOR:practice] overrides that of [POS+LABOR:policy]. The overriding process is linguistically supported by the conjunction *instead*.

### **Invalidating positive evaluations of Labor**

The sample text (Text 1) also adopts the strategy of *invalidating* positive evaluations of Labor. This strategy is exemplified in [5.41].

[5.41] In 2007, Labor **promised to** [+des] help build a more **vibrant** [+reac] cultural life in Australia, one that would keep faith with the regions, reward creative excellence and take the arts seriously in schools.

(Between a tragedy and a farce – TA)

In this example [5.41], the positive evaluation (*vibrant*) of the cultural policy of the Labor Party is presented within the Trigger of positive affect:inclination (*promised to*). This presentation constructs the coupling [POS+LABOR:policy] as irrealis.

### Evaluating Labor with sarcasm

Another divisive strategy adopted by the sample text (Text 1) is that of [sarcasm+[POS+Labor]]. This is realised in example [5.42].

[5.42] The **best** [+reac] thing about Labor's cultural policy **is** that it *sank without trace almost as soon as it was released* [t.-reac].  
(Between a tragedy and a farce – TA)

In [5.42] two evaluative couplings are constructed. One coupling is concerned with positive evaluation (*best*) of the *thing*. It exemplifies the coupling [POS+LABOR]. The other coupling deals with the negative evaluation of the cultural policy of the Labor Party in *sank without trace almost as soon as it was released*. This coupling instantiates [NEG+LABOR]. The appraised entity *thing* refers forwards to the rank-shifted clause *it sank without trace almost as soon as it was released*. This relationship constructs [NEG+LABOR] as the actual target of the positive evaluation in *best*. It is the positive evaluation of a negative entity that realises sarcasm towards the coupling [POS+LABOR].

#### 5.3.1.3 Solidary strategies

In this sample text (Text 1), the divisive strategies position the negative evaluations of the cultural policy of the Labor Party to the putative readers. These negative evaluative couplings are promoted through three solidary strategies.

#### Propagating negative evaluations of Labor across relation of repetition

The solidary strategy of *repeating* is employed by this sample text (Text 1) to propagate the prosody of negative evaluation. This strategy is exemplified in example [5.43].

[5.43] The Australia Council Bill 2013 was pushed through parliament so fast it *hardly touched the sides* [t.-reac]. It will effect the **worst** [-reac] kind of a bureaucratic shuffle on Australia's main arts funding body - one that makes matters worse and confuses the institution's public purpose.  
(Between a tragedy and a farce – TA)

The example [5.43] contains two instances of attitudinal values (*hardly touched the sides*; *worst*). Both of these two attitudinal values are encoded towards one experiential entity, that is, *the Australia Council Bill 2013*. This repetition of the attitudinal targets connects

the two instances of attitudinal values. It consequently propagates the negative evaluation of this policy across the text.

### **Propagating negative evaluations of Labor across relation of hyponymy**

The strategy of propagating [NEG+LABOR:class] by [NEG+LABOR:subclass] is exemplified in [5.44].

[5.44] Instead it has delivered a **prosaic** [-val], **dispiriting** [-val] cultural policy **devoid of fresh ideas, inspiration or new funding** [-[+val]]. The Australia Council Bill 2013 was pushed through parliament so fast it *hardly touched the sides* [t.-reac].  
(Between a tragedy and a farce – TA)

The example [5.44] includes two groups of attitudinal values. One group is concerned with negative evaluations (*prosaic; dispiriting; devoid of fresh ideas, inspiration or new funding*) of the general policy, that is, *cultural policy*. This group represents the coupling of [NEG+LABOR:class]. The other group deals with a negative evaluation (*hardly touched the sides*) of the specific policy, that is, the *Australia Council Bill 2013*. It instantiates the coupling of [NEG+LABOR:subclass]. The taxonomic relationship of class and subclass combines the two groups of attitudinal values. It propagates the negative values about Labor's policy.

### **Propagating negative evaluations of Labor across relation of meronymy**

The other strategy is that of propagating [NEG+LABOR:whole] by [NEG+LABOR:part], as shown in [5.45].

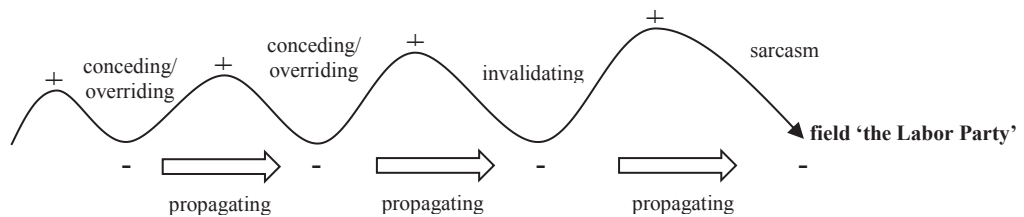
[5.45] The expertise on the board is *narrowly focused* [t.-reac]. Literature, one of the council's key pillars, is *friendless* [t.-reac] and the visual arts get *short shrift* [t.-reac]. Filmmaker Khoa Do and political scientist and ABC commentator Waleed Aly are interesting appointments, but their professional experience is *hardly central to the council's core business* [t.-reac].  
(Between a tragedy and a farce – TA)

This example involves four instances of negative evaluations. These values are encoded for *the expertise on the board (narrowly focused)*, the *literature (friendless)*, the *visual arts (short shrift)* and the *professional experience (hardly central to the council's core business)*. These four appraised entities are components of the cultural policy of the Labor Party. They are presented as co-meronyms. This taxonomic relationship combines the

four instances of attitudinal values and propagates the prosody of negative evaluation of the cultural policy.

### 5.3.1.4 Overview of affiliation strategies in *Between a tragedy and a farce*

These affiliation strategies co-articulate in managing the opposite evaluative couplings in the unfolding text. They negate all the positive evaluations of entities from the field ‘the Labor Party’ and promote the negative values about these entities. The textual development of these strategies is shown in Figure 5.24 below.



**Figure 5.24: Affiliation strategies in *Between a tragedy and a farce***

In Figure 5.24 the wave arrow represents the prosodies of values. Positive values (marked by +) are shown above the wave arrow, and negative values (marked by -) are shown under the wave arrow. The experiential field of the appraised entities (*field 'the Labor Party'*) is shown at the end of the waved arrow. This figure shows that the positive evaluations of entities from the field ‘the Labor Party’ are recast as negative through divisive strategies (divisive strategies are shown within the wave arrow). The negative values are propagated across the text through the solidary strategies (solidary strategies are shown under the wave arrow). The propagation is marked by the three rightwards white arrows. The propagation of negative evaluative couplings attempts to affiliate all the potential readers into the community of Labor opponents.

### 5.3.2 One sample text from the *China Daily*

The text (Text 2) analysed in this section talks about President Xi Jinping’s visit to Latin America and the Caribbean nations in 2015. His visit represents part of China’s diplomacy which is to build co-operative relationships with both developing and developed countries. This is the visit firstly made by the President of China during the

past 40 years. The attitudinal encodings in Text 1 are presented in Appendix VI and Appendix XII.

### 5.3.2.1 Attitudinal positions

This text (Text 2) involves a number of inscribed and invoked attitudinal expressions. It begins with a splash of inscribed appreciation about Xi Jinping's performance, specifically, his visit, through such attitudinal lexis of *heartening*, *eye-catching* and *significance*. It then turns to the positive appreciation about co-operation through the attitudinal lexis of *beneficial* and *time-honoured*; for details of the attitudinal expressions see Appendix XII.

This sample text prefers to encode attitudinal values as positive appreciation (such as *balanced* and *importance* in [5.46]). There is one instance of negative appreciation (*informal*) in the text, as shown in [5.46].

[5.46] The meetings, though **informal** [-comp] in nature, were a manifestation of China's **balanced** [+comp] diplomacy, which gives **importance** [+val] to advancing ties with both developing and developed partners.  
(Caribbean co-operation – CD)

There are some instances of judgement in the sample text. All the judgemental values are flagged by choices from the graduation system, such as *scale up* in [5.47].

[5.47] Xi pledged that China will *scale up* [t.+pro] assistance to Caribbean nations in an effort to give fresh impetus to the co-operation between China and the region through such initiatives as establishing one or two demonstration centers in the next three years to showcase agricultural technologies and sending 100 medical staff to the region.  
(Caribbean co-operation – CD)

There are some instances of affect in the sample text. The attitudinal value of affect is encoded as positive inclination, as shown in [5.48].

[5.48] Xi's proposal shows China's **commitment** [+des] to carrying forward its time-honoured friendship with Trinidad and Tobago as well as advancing bilateral pragmatic co-operation.  
(Caribbean co-operation – CD)

This distributional pattern of attitudinal values objectifies the sample text to a certain degree. On a surface level, this text is concerned with the positive evaluations of performances. On a deep level, it aims to promote positive evaluations of people and institutions. All the attitudinal values in the sample text are concerned with the evaluation of entities from the field ‘international relations’. The textual management of these values are discussed in the following sections.

### 5.3.2.2 Divisive strategies

One of the divisive strategies identified in Section 5.1 is employed by the sample text (Text 2). It is the strategy of *conceding and overriding*. This is manifested in [5.49].

[5.49] The meetings, though **informal** [-comp] in nature, were a manifestation of China’s **balanced** [+comp] diplomacy, which gives importance to advancing ties with both developing and developed partners.  
(Caribbean co-operation – CD)

This example includes two groups of attitudinal values. One group concerns a negative evaluation (*informal*) of *the nature of the meetings*. It instantiates the coupling of [NEG+SOCIAL RELATIONS:role]. The other group concerns a positive evaluation (*balanced*) of *China’s diplomacy*. The positive value flows backwards through the relational process structure (*were*) and then invokes a positive evaluation of the *meetings*. It exemplifies the coupling of [POS+SOCIAL RELATIONS:performance]. The coupling of a positive value overrides that of the negative one. The overriding process is linguistically supported by the concessive conjunction *though*. This divisive strategy helps to naturalise positive values as the dominant attitudinal motif in this text.

### 5.3.2.3 Solidary strategies

Two of the solidary strategies identified in Section 5.2 are deployed to propagate positive values in the unfolding text. They are *repeating* and *propagating across meronymy*.

#### **Propagating positive values across relation of repetition**

The strategy of *repeating* is exemplified in [5.50].

[5.50] China's decision to contribute more to regional development should be a **blessing** [+reac] to the region as well as a **golden** [+reac] opportunity for the two sides to press ahead with the growth of bilateral relations, which is an open and inclusive process featuring win-win co-operation.  
(Caribbean co-operation – CD)

The example [5.50] includes two instances of attitudinal values. One is positive evaluation (*blessing*) of the performance *China's decision to contribute more to regional development*. The other is also concerned with the positive value (*golden*) about this performance. This repetition of the appraised entity propagates the positive values about performance.

### **Propagating positive values across relation of meronymy**

The solidarity strategy of propagating [POS+SOCIAL RELATIONS:whole] by [POS+SOCIAL RELATIONS:parts] is employed in the sample text (Text 2), as shown in example [5.51].

[5.51] With the two sides poised to mark next year's 40th anniversary of their diplomatic ties, Xi's visit, the *first* [t.+reac] by a Chinese president, has historic **significance** [+val] as it has lifted bilateral relations and mutually **beneficial** [+val] co-operation to a *new height* [t.+val].  
(Caribbean co-operation – CD)

The example [5.51] contains two groups of attitudinal values. One group is concerned with positive evaluation (*significance*) of the performance *Xi's visit*. This inscribed value flows forwards to enable the graduation resource *new height* as flagging the positive value about the performance. It also flows backwards to enable the graduation resource *first* as flagging the positive value about *Xi's visit*. The appraised entity (*Xi's visit*) in this group is presented as one component of the field 'international relations'. The attitudinal instances in this group instantiate the coupling [POS+SOCIAL RELATIONS:parts]. The other group is concerned with the positive evaluation (*beneficial*) of *co-operation*. The appraised entity (*co-operation*) is constructed as the whole compared to *Xi's visit* as the part. The attitudinal instance in this group exemplifies the coupling [POS+SOCIAL RELATIONS:whole]. The compositional relationship between the appraised entities (*Xi's visit – co-operation*) propagates the positive values about *co-operation*.



### 5.3.2.4 Overview of strategies in *Caribbean co-operation*

The strategies of affiliation co-articulate in the logogenetic development of the text *Caribbean co-operation*. They negate the negative evaluation of the entities from the field ‘international relations’ and propagate the positive values about these entities across the text. The textual development of these strategies is symbolised in Figure 5.25 below.

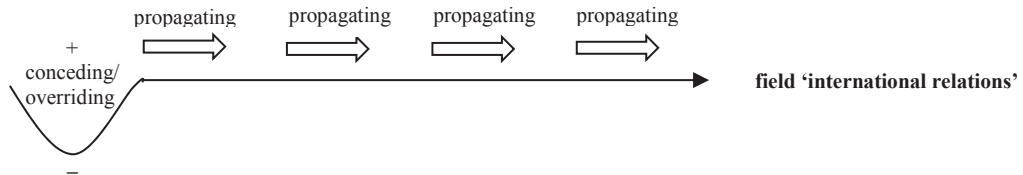


Figure 5.25: Affiliation strategies in *Caribbean co-operation*

In Figure 5.25 the wave and the horizontal rightwards arrows represent the prosodies of values in the unfolding text. The wave arrow represents the management of opposing attitudinal values. It is shown on the left of the horizontal line as this text includes only one instance of opposing values. The horizontal line stands for the propagation of consistent values in the text. The experiential field of the appraised entities (*field 'international relations'*) is shown on the right end of the horizontal rightwards arrow. Positive values (marked by +) are shown above the arrow and negative values (marked by -) are shown under the arrow.

Figure 5.25 indicates that the one instance of negative evaluation of entities from the field ‘international relations’ is recast as positive through the divisive strategy of *conceding and overriding* (this strategy is shown within the wave). The positive attitudinal values are spread across the unfolding text by the solidary strategies of *repeating* and *propagating* (solidary strategies are shown above the rightwards arrow). The spread is signalled by four right-facing white arrows. This management of attitudinal values attempts to affiliate all the putative readers with a community of people supporting international co-operation.

### 5.3.3 Summary: comparing affiliation strategies in two sample texts

This section has examined the employment of affiliation strategies in two sample texts. The investigation has illustrated some similarities and differences between the text *Between a tragedy and a farce* (text 1) from *The Australian* and the text *Caribbean co-*

*operation* (text 2) from the *China Daily*. The comparison between the affiliation strategies in these two texts is demonstrated in Table 5.1 below.

**Table 5.1: Affiliation strategies in text 1 and text 2**

Affiliation strategies	Text 1	Text 2
Divisive strategies	conceding and overriding invalidating sarcasm	conceding and overriding
Solidary strategies	relations of repetition relations of meronymy relations of hyponymy	relations of repetition relations of meronymy

It can be seen from Table 5.1 that the affiliation strategies in the two sample texts are quite different, especially in terms of divisive strategies. Text 1 employs a range of divisive strategies, while Text 2 only adopts one divisive strategy. This difference is due to their different ways of presenting evaluative couplings. The two sample texts are similar in their deployment of solidary strategies. Both texts use the strategies of propagation around taxonomic relations, including *repetition* and *meronymy*.

To sum up, affiliation with putative readers in written discourse is enacted through the co-articulation of divisive strategies and solidary strategies in the unfolding text. Divisive strategies negate the evaluative couplings that are not approved by the writers at the time of writing the editorial texts. These strategies distance the readers away from holding these evaluative positions. Solidary strategies promote the approved evaluative couplings as the text unfolds. The propagation process makes the confirmed values more persuasive for the readers to affiliate with.

#### 5.4 Conclusion

In this chapter I have examined the affiliation strategies deployed in the service of managing the affiliation of putative readers in two sets of newspaper editorial texts. Critical to the enactment of affiliation are choices of opposite/consistent evaluative couplings (see the discussion in Chapter 4) and choices of linguistic expressions to propagate prosodies of these evaluative couplings dynamically in the unfolding text. The examination shows that the data set from *The Australian* adopt a range of divisive strategies to manage opposing values, while the data set from the *China Daily* employs a series of solidary strategies to propagate consistent values. The data from *The Australian*

exemplifies a divisive rhetoric while the data from the *China Daily* exemplifies a solidary rhetoric.

The differences in persuasive rhetoric across the two sets are due to two factors. One lies in the nature of the readership of the respective newspapers. *The Australian* targets Australians as its imagined readers, while the *China Daily* targets a global readership. The other factor is related to the experiential fields of the editorial texts. The editorials from *The Australian* are primarily concerned with the field 'the Labor Party', written at a time leading to a national election (in 2013), while the editorial texts from the *China Daily* predominantly deal with the field 'social relations'. These two factors contribute to the construction of the referents as 'us' and 'them' in both newspapers. In *The Australian*, the opposition is between Labor admirers and Labor opponents amongst Australia readers. In the *China Daily*, the opposition is between constructors and disruptors of social relations.

## Chapter 6 – Conclusion

### 6.0 Introduction

Persuasion and rhetoric are relevant to all human interaction in that all usage of language both construes a ‘reality’ and at the same time positions others in relation to that ‘reality’ (Virtanen & Halmari 2005). Such a position is entirely coherent with an SFL perspective on meaning in language as always metafunctional (Halliday & Matthiessen 2004). The particular focus of this study is on persuasive strategies at work in the writing of editorial texts in news media. These texts are significant in terms of their potential to influence the formation of public opinion and social values on a large scale (Caffarel & Rechniewski 2009; Hodge & Kress 1993; Reah 2002; Tadros 1985; van Dijk 1993). The focus also connects more generally to current discussions of truth in the media and to concepts such as ‘spin’, ‘post-truth’, ‘fake news’, ‘alternative facts’, and so on.

To date, much of the literature that explores the language of evaluation and persuasion in media texts takes a quantitative approach. Studies often deploy corpus-based methods to identify one or a limited number of lexical terms or grammatical features seen as indicative of the register, or subcategorisations of types of texts. Quantitative studies of this kind may or may not be accompanied by additional qualitative aspects in which the researcher returns to source texts to explore local co-textual associations. Where corpus-based analyses are restricted to limited features in very local contexts, the scope of vision is significantly constrained as to what can be revealed about discourse patterns in general, and affiliation strategies in particular (Bednarek 2006, 2010a; Sanz 2011). The current study has been designed in a number of ways to account for the kinds of limitations noted. In doing so it aims to make a number of important contributions to the broad field of the language of persuasion and the configurations of affiliation strategies, and how such strategies can function to affiliate readers with communities of shared values.

This comparative study also aims to offer significant insights into the implicit communication or dialogue between writers and putative readers of these texts. This has been discussed as ‘newspaper-as-dialogue’ in Knox (2009, p. 486). Editorial writers assume living and thinking readers during the writing process and take the evaluative positions of these imagined readers into consideration. This assumption of the existence

of readers in written communication provides a basis for exploring how a putative readership might be perceived as a kind or kinds of communities through analyses of the discourse of the editorials. The study takes a linguistic interest in the issue of positioning or persuading others by exploring the linguistic enactment of strategies for affiliation, where affiliation refers to the formations of communities of shared values (Knight 2010a).

The findings relate directly to editorials in the chosen national newspapers – *The Australian* and the *China Daily*. However, beyond the identification of specific affiliation strategies in specific sets of editorials from specific newspapers, the study reveals the kinds of analyses that can be undertaken in studying the discourse of persuasion and the kinds of linguistic resources that can play a part. In this way the findings have wider applications, in editorial texts more generally but additionally in other kinds of written persuasive texts. Contributions of the study and more specific major findings are consolidated and commented upon in sections to follow, and limitations and directions for future research are also noted.

### **6.1 Contributions to understanding persuasion as strategies of affiliation**

The study analyses choices in linguistic systems in SFL in terms of how they interrelate to shape affiliation strategies in editorials and how the writers deploy these strategies to propose and manage different communities of readers into positions of alignment around the valuing of the phenomena. The analyses in this study reveal in particular the significance of choices from the discourse semantic systems of APPRAISAL and IDEATION (Martin 1992a) and how they are deployed in texts in the service of affiliation with putative readers.

The study contributes to an emerging body of work that explores persuasion in studies of affiliation (Bednarek & Martin 2010; Knight 2010a, 2010b; Zappavigna 2011, 2014). Knight (2010a) explained the affiliation process in terms of the following concepts of *couplings* and *bonds*, which can generalise up a cline of affiliation as *personal bond networks* and *ideological bond networks*. Coupling specifically refers to the combination of interpersonal and ideational meanings as fundamental to the affiliation process. At a general level this can be represented as [ATTITUDE+IDEATION]. When a coupling of this kind is shared between conversation participants (in spoken interaction), a bond is formed between or among them. In Knight's (2010a) seminal work on the linguistics of affiliation,

her focus was on conversational talk. This kind of data allows for immediate evidence of reciprocation of couplings. Knight (2010b) considered for example the occurrence of responsive laughter in conversational humour as an affiliating resource with the potential to function as *communing*, *laughing off* and *condemning*. Other studies in the field have included other modes that allow for delayed rather than immediate responses, including for example, studies of Twitter (Inako 2015; Zappavigna 2011, 2014). Zappavigna (2014) has explored the sharing of hashtags in Twitter exchanges as an affiliating strategy.

Specifically this study extends the application of these concepts of couplings, bonds and communities into the realm of written monologic texts. In these texts evidence of the actualisation of proposed bonds through reciprocation is not evidently enacted in responding text. It cannot be explored in actual exchanges. It must instead be explored in the logogenesis of meanings within the editorials themselves. Moreover, a general readership may be expected but it cannot be known in specific terms, so we refer to it as a putative readership, and the bonds proposed with this putative readership constitute putative bonds. They are offered for potential reciprocation.

The complex process of configuring and managing strategies of affiliation has been explored in Chapters 4 and 5. In these chapters findings allow the research to identify a range of preferred affiliation strategies in each data set, and variations in strategies favoured in each. In these ways this study is able to extend work on affiliation into new non-conversational contexts and in the process enrich its theorisation. Significant findings and the contributions they offer are summarised with some examples in the following subsections.

### **6.1.1 Synoptic accounts of attitudinal preference and difference**

A first step in identifying the ways the media editorials work to persuade their putative readers into a community of shared values is to explore for each newspaper (*The Australian* and the *China Daily*) their preferences in attitudinal choices. More importantly it is not just about the attitudinal choices but also the kinds of ideational entities they couple with. These couplings represent more specific or more general realisations of [ATTITUDE+IDEATION]. This synoptic perspective is the focus of Chapter 4 and provides a first level insight into the kinds of communities written into the texts and proposed to

the putative readers. These are summarised below for each newspaper and then conclusions from comparisons across the two data sets.

The analyses in Chapter 4 revealed the importance of taking account not only of expressions of attitude in the discourse but also of how they pattern with ideational meanings encoded as the Triggers or targets of the evaluation, as well as the sources of the attitude. An analysis of all three elements is taken into account in constructing a picture of preferences and differences.

#### **6.1.1.1 Affect**

When affect is expressed, it is most frequently encoded as inclination in both sets of data. In *The Australian* couplings that encode attitude as affect are predominantly attributed to local sources, reflecting an expectation that the putative readership is predominantly Australian. More specifically, they typically express Labor's positive feelings about its own policies. When Labor's policies constitute the Trigger for expressions of affect as inclination, those policies are construed as unrealised, that is, as not yet realised, as in *Immigration Minister's intention [+des] to impose stricter tests*. Such expressions of coupling [affect:inclination+policy] suggest a degree of negativity associated with the policy. When viewed at a local level, evaluative triplets of [the Labor Party+positive inclination+Labor policies] have the potential to be shared with the putative readers who hold positive attitudes towards the policies of the Labor Party. However, this is just part of a complex set of manoeuvres, as will be shown.

In the *China Daily* there is a balanced representation of authorial and non-authorial sources of affect. The Emoters may be from China or from other countries. The giving of space to this wider range of Emoters responds to the international readership of the newspaper. The Triggers concern social relations in the world. The triplets position the putative readers to share values around global happenings. The resulting dominant message in the *China Daily* editorials is that China prioritises the interests of a global community.

### 6.1.1.2 Judgement

When judgement is expressed, it is most frequently encoded as capacity in both sets of data. In *The Australian* the attitudinal values of judgement:capacity are primarily coupled with experiential entities that construe politicians or institutions within Australia. They come predominantly from two fields: ‘the Labor Party’ and ‘the Liberal Party’. Entities from ‘the Labor Party’ far outnumber those from ‘the Liberal Party’. The entities from ‘the Labor Party’ are encoded with values in opposite polarities, for example, *Ms. Gillard was **capable and effective** [+cap] and [Gillard] proved **incapable** [-cap] of stepping up to the office of prime minister*. In contrast, entities from ‘the Liberal Party’ are predominantly encoded with positive values, for example, *a **prudent** [+cap] Mike Baird delivers a **promising** [+reac] set of numbers*. This construction of opposite evaluative couplings provides a divisive image of the Labor Party to the putative readers.

In the *China Daily* the attitudinal values of judgement:capacity are coupled with experiential entities from around the world. This diversity of appraised entities supports an international readership for the newspaper. The appraised entities are generalised as *action on people* and *international relations*. In some editorial texts, they are positively evaluated, for example, *the world’s second-largest economy remains **capable** [+cap] of handling it given its sound fundamentals*. The propagation of positive couplings promotes the positions of *servicing people* and *international co-operation* to the putative readers. In the other editorial texts these entities are negatively evaluated, for example, *He and his group, the Muslim Brotherhood, have **failed** [-cap] to usher in reconciliation and unite all political forces to realise social stability and economic recovery*. The propagation of negative couplings distances the putative readers away from the positions of *afflicting people* and *international opposition*. This patterning of [judgement:capacity+entity] positions the international readership into the ideological position of harmonious society both within China and with the other countries in the world.

### 6.1.1.3 Appreciation

Appreciation is the dominant category of attitude for both newspapers. Where it is expressed, it is most frequently encoded as reaction. When the editorials in *The Australian* express appreciation as reaction, they most frequently direct it towards the phenomena of *performance* or *policy*. These phenomena mainly associate with participants from the two



major political parties, the Labor Party and the Liberal Party. With respect to participants associated with Labor, values of opposing polarity are expressed, for example, *Labor promised to help build a more vibrant [+reac] cultural life in Australia and it has delivered a prosaic [-val], dispiriting [-val] cultural policy*. This presents a dual perspective on Labor to the putative readers. This might be taken to mean some even-handedness on the part of the editorials, but the configurations of affiliation strategies are much more complex than this, a point made clearer in findings from a dynamic perspective on the discourse.

In the *China Daily* expressions of positive or negative appreciation:reaction are usually expressed towards targets that construe *performance, situation and economy*. These phenomena may be charged with opposing polarities. Similar to the discussions of judgement, the propagation of positive appreciation about these entities promotes the position of *servicing people and international co-operation* to the putative readers, while the propagation of negative appreciation about these entities distances the readers away from the position of *afflicting people and international opposition*. A pattern of positive/negative appreciation:reaction towards these entities construes an ideological position of interest in a global populace and international co-operation.

Appreciation is the least personal kind of attitude (compared with affect or judgement which both implicate self or others). However, a degree of personal subjectivity is realised even in choices from this more objective realm of attitude. Important is the selection of the subsystem of appreciation as reaction (rather than composition or valuation). Appreciation as reaction has a semantic closeness to affect in that it evaluates entities in terms of how they impact emotionally on the evaluator (see Figure 3.3). This option can bring human emotions into texts covertly. At the same time if we consider the targets of instances of appreciation as reaction, we find a preference for *performance*, which has a semantic closeness to human behaviour and so covertly brings judgement into texts. In this way the editorial texts can explicitly encode the more impersonal domain of attitude while implicitly invoking the more personal realms of affect and judgement (Martin & White 2005; Halmari & Virtanen 2005).

### 6.1.2 Dynamic accounts of attitudinal preference and difference

Synoptic analyses of patterns of preference and difference in couplings of ATTITUDE and IDEATION give us some insights into the ways in which the editorials construe different favoured perspectives on the world. However, the analysis of affiliation strategies needs to be taken further to account for how couplings are managed in the flow of the text. Important to the next layer of analysis is an understanding of how couplings could re-couple with other couplings (Szenes 2017). A dynamic process of couplings and re-couplings underlies the configuration of affiliation strategies in the discourse, and this re-coupling is mediated in a range of choices in systems. The discourse semantic system of IDEATION is implicated in bridging across instances of couplings in terms of lexical relations (co-hyponymy, co-meronymy, repetition and so on). Choices in the discourse semantic system of CONJUNCTION are also drawn upon. It is important to note that choices in any discourse semantic system can be realised by choices across more than one lexicogrammatical system.

Analyses in Chapter 5 have revealed a rich picture of the complex interrelations of resources and choices that configure particular kinds of affiliation strategies. The interrelations reveal strategies of affiliation enacted both at a local level within clauses in the texts as well as at a global level of whole texts. The analyses have identified the particular communities that are ultimately promoted to the putative readers of the newspapers. Findings are summarised for each newspaper in turn, and then comparisons are made.

#### 6.1.2.1 *The Australian*

In *The Australian* there are four general affiliation strategies identified. They converge to cast off instances of positive evaluations of entities from the field ‘the Labor Party’. The strategy of *closing down positive evaluations of Labor* dismisses or negates the couplings of [POS+LABOR]. It re-positions the couplings of [POS+LABOR] as [NEG+LABOR], for example, *Immigration Minister Brendan O’Connor’s intention [+des]...is not in the national interest [+reac]*. There are two bases identified for the negation of couplings of [POS+LABOR]. These are that [POS+LABOR] is not in the interest of Australia, and that [POS+LABOR] is not in the interest of the Labor Party itself. This strategy proposes the couplings of [NEG+LABOR] to a putative readership that can include Labor supporters.

The strategy of *conceding and overriding positive evaluations of Labor* concedes the existence of couplings of [POS+LABOR] but then overrides the positive couplings with couplings of [NEG+LABOR]. The overriding process is managed in the deployment of concessive conjunctions, for example *while* in *While based on **sound** [+reac] principles, funding deals with the states are being rushed [t.-reac]*. This strategy does not negate or dismiss couplings of [POS+LABOR], but rather proposes some couplings of [NEG+LABOR] which override them in importance and relevance. The general strategy of *conceding and overriding* is manifested as four specific strategies: [NEG+LABOR:*performance*] overrides [POS+LABOR:*role*], [NEG+LABOR:*practice*] overrides [POS+LABOR:*policy*], [NEG+LABOR:*the prime ministership*] overrides [POS+LABOR:*other positions*] and [NEG+LABOR:*high status sources*] overrides [POS+LABOR:*low status sources*].

The strategy of *invalidating positive evaluations of Labor* covertly recasts couplings of [POS+LABOR] as [NEG+LABOR] through constructing the positive couplings as unrealis, for example, *Labor **promised to** [+des] help build a more **vibrant** [+reac] cultural life in Australia*. It identifies four ways to invalidate the couplings of [POS+LABOR]. These include re-coupling [POS+LABOR] with modality, such as *will*; re-coupling [POS+LABOR] with affect:inclination, such as *promised to*; recoupling [POS+LABOR] with a purposive relationship, such as *to*; and re-coupling [POS+LABOR] with a condition, as realised in a conditional clause with *if*.

The strategy of *evaluating Labor with sarcasm* covertly casts off the couplings of [POS+LABOR] through presenting them as sarcastic. Sarcasm is realised by encoding positive attitude towards a negative coupling of [NEG+LABOR], that is, [[POS+[NEG+LABOR]], for example, *Mr. Rudd has **cleverly** [+cap] played himself into the game [t.-prop]*. This strategy interprets the relevant positive couplings as negative in the logogenesis of the text. It expresses some contempt for the Labor Party.

### 6.1.2.2 The *China Daily*

In the *China Daily* there are four affiliation strategies identified. They favour the propagation of prosodies of consistent values and in doing so they function to strengthen affiliations around the general phenomenon of *social relations*. The strategy of *propagating prosodies across relations of repetition* encodes multiple instances of attitudinal values with the same polarity about the same entity. It propagates consistent

values through repeating the attitudinal targets, for example, *the **violent** [-reac] attack on Wednesday is a **bloody** [-reac] reminder*. This strategy amplifies the general coupling [ATTITUDE+SOCIAL RELATIONS] by repeating each specific coupling of [attitude+entity].

The strategy of *propagating prosodies across relations of antonymy* encodes attitudinal values with opposite polarities for entities in antonymic relations. It propagates the attitudinal values by evaluating antonyms with opposite polarities, for example, *reforms move the country forward [t.+reac], while a lack of reforms means moving backward [t.-reac]*. The two evaluative couplings involved in this strategy in fact construe one community of shared values as people who support *reform* oppose *lack of reform*. This strategy amplifies the general coupling [ATTITUDE+SOCIAL RELATIONS] by encoding opposing values for antonyms.

The strategy of *propagating prosodies across relations of hyponymy* encodes consistent values for entities taxonomically related as hyponyms or co-hyponyms. It propagates the attitudinal values by evaluating hyponymic or co-hyponymic entities in the same polarity, for example, *China is undoubtedly facing multiple **challenges** [-reac]...its financial stability **at risk** [-reac]*. One coupling resonates with another and their accumulation strengthens the general coupling [ATTITUDE+SOCIAL RELATIONS]. This strategy amplifies the coupling [ATTITUDE+SOCIAL RELATIONS] by connecting the specific couplings via taxonomic relation of hyponymy.

The strategy of *propagating prosodies across relations of meronymy* encodes consistent attitudinal values for entities taxonomically related by meronymy. It propagates the attitudinal values by evaluating entities related as part-whole or part-part with the same polarity, for example, *The Chinese economy continues to expand at more than 7 percent [t.+reac]...its exports continue to grow [t.+reac]...its consumption remains **resilient** [+reac]*. One coupling re-couples with another through a meronymic relationship between the attitudinal targets. This strategy amplifies the general coupling [POS+SOCIAL RELATIONS] by connecting the specific couplings via the taxonomic relation of meronymy.

### 6.1.3 Prosodies of evaluative couplings

The exploration of affiliation strategies in this study also presents a linguistic perspective on prosodies of values in texts. Prosody has been characterised as ‘the spread, sprawl,

smear or diffusion of interpersonal meanings that accumulate, reinforce, or resonate with each other to construct an evaluative “key” over an extended segment of text’ (Hood 2010, p. 141). To date analyses of prosodies of interpersonal meanings have tended to focus only on expressions of evaluation. In this study, an understanding of prosodies is extended to account for the spread of evaluative couplings rather than attitudinal values alone.

The comparative study of prosodies identifies two patterns. One is a progressive uninterrupted prosody that increases in strength. It is this model that characterises the editorials in the *China Daily*. This presents a consistency of position that encourages affiliation without disruption. It constitutes another dimension of the solidary discourse of affiliation found in the *China Daily*. The other is a prosody that moves forwards on two fronts as kinds of parallel lines. Each represents one of a pair of opposing couplings (positive and negative) in the discourse. But within these two the discourse orients at times to the positive and at times to the negative in iterations of disruption, as revealed in Figure 5.13. The value in this kind of visual mapping is that it reveals a pathway progressed across opposing couplings towards the final position taken by the newspaper.

The diagrammatic representation of the flow of meanings referred to above is one example of another area of contribution in this study. The analyses of affiliation strategies have revealed the extraordinary complexity and dynamism of their construction in discourse such as editorials, and while this requires verbal explanation alongside instances of coded extracts from the data, visual representations have been designed as an important support in revealing the complexity and flow.

#### **6.1.4 Personae of the editorial writers**

The affiliation strategies provide a basis for identifying the general personae of the editorial writers in each newspaper. In *The Australian* the strategies construe three personae for the writers. The strategy of *closing down positive evaluations of Labor* implicates two personae: *arbiter of the national interest of Australia* and *arbiter of the interests of the Labor Party*. These two identities present the actions/intentions of the Labor Party as counter to the national interest of Australia and also to the interest of the Labor Party itself. The other strategies (*conceding and overriding/invalidating positive evaluations of Labor, evaluating Labor with sarcasm*) identified in *The Australian* implicate a *reasoned persona* for the editorial writers. This identity professes the positive

evaluations of entities from the field ‘the Labor Party’ as unreasonable by re-coupling these positive couplings with what are proposed as more important or relevant couplings that negatively evaluate Labor. These three personae enable the editorial writers to communicate with a putative readership including all Australians.

In the *China Daily* the affiliation strategies co-articulate to promote four evaluative positions to the putative readers: serving people, international co-operation, afflicting people, and international opposition. These four positions in turn construct two personae for the editorial writers. One is the *guardian of the interests of people* of the world, as manifested by the propagation of the positions of *serving people* and *afflicting people*. The other persona is that of *advocator of co-operation* across the world, as manifested by the propagation of the positions of international co-operation and international opposition. These two personae enable the editorial writers to communicate with a putative readership that includes people all over the world, and promote the ideological position of social harmony across the world.

#### **6.1.5 Consolidating the emergent contrasts of evaluative strategy in *The Australian* and the *China Daily***

In generalising across the findings in this study it is clear that differences in persuasive rhetoric in the two sets of editorials construe and respond to certain contextual factors. Differences in political context significantly influence the affiliation strategies in the two sets of editorials. The editorials in *The Australian* need to consider the political positions of both parties and primarily exemplify the affiliation strategies to oppose one party but support the other. The editorials in the *China Daily* take the political positions of China into consideration without considering the interests of other political parties and predominantly instantiate affiliation strategies designed to propagate one position in the unfolding text.

In *The Australian* divisive strategies are primarily employed to cast off the positive evaluations of entities from the field ‘the Labor Party’ and solidary strategies are employed to promote negative evaluations of these entities. This tendency is closely related to the political system in Australia and to the time the data were collected. Australia has a two-party political system, with its political spectrum dominated by two parties: the Labor Party and the Liberal/National Coalition. The Labor Party takes a

centre-left political position. The Liberal Party, the dominant partner in the Coalition, is a conservative party, holding a centre-right political position. *The Australian* takes a centre-right position. It expresses an evaluative position in line with the views of the Liberal Party. The data collected from *The Australian* were written and published just before the 44<sup>th</sup> federal election in Australia in 2013. At that time, it was the Labor Party who was in government, led firstly by Julia Gillard and then by Kevin Rudd. Tony Abbott was the leader of the Liberal Party which was in opposition at that time. The editorial texts reflect a position aligned with the Liberal Party and opposed to the Labor Party.

In the *China Daily* data set solidary strategies are predominantly deployed to promote either positive values of entities from the field ‘social relations’ or negative values of entities from the field ‘social relations’. This preference is associated with both the political system in China and the political context in which the data was collected. China has a quite different political system from that of Australia. It is a single-party political system in which the Communist Party of China takes the dominant rule. The General Secretary of the Communist Party of China holds ultimate power and authority over state and government. The *China Daily*, as the national newspaper of China, is frequently used as a guide to understanding government policies in China. The editorials collected from the *China Daily* were written during the period when China promulgated a series of policies to deepen its economic reform and widen international co-operation. The editorial texts involve comments and opinions about these issues. They reflect the ways in which the writers attempt to persuade its (inter)national readership of its, i.e. the government’s, views of these issues. These texts attempt to legitimise the actions to promote harmony both nationally and internationally. The general nature of the rhetoric in each case is characterised in this study as divisive rhetoric in *The Australian* and solidary rhetoric in the *China Daily*.

The evaluative positions promoted in each editorial text are in line with the roles that *The Australian* and the *China Daily* are supposed to play in their respective society: *The Australian* opposes the policies and principles of the Labor Party even though it is in government, while the *China Daily* aims for international and national harmony. Where ideology is understood as an abstract system of evaluations shared by a group of people (Van Dijk 1995), editorials are widely interpreted as tokens of the underlying ideological positions of the newspaper (Caffarel & Rechniewski 2009; Martin 1996). In general the

findings of this study reveal the different political and ideological positions taken by the respective newspapers.

## **6.2 Contributions to other fields of practice**

Current discourse studies of the media share a strong interest in its persuasive function. This includes a focus on, for example, the identification and description of argumentative structures, as in van Dijk (1988 p. 126), as well the kinds of genres that can be deployed to do different kinds of evaluative work (Iedema, Feez & White 1994).

While these studies have contributed significantly to our understanding of the persuasive nature of media texts, the applications of recent developments in SFL theory offer a more detailed semiotic orientation that enhances our capacity as researchers to identify and explain what and how texts mean from a linguistic perspective. From this theoretical perspective the study is able to enhance understandings of what we mean by affiliation strategies, and how persuasion can be realised. The discursive analyses of editorial texts in this study can contribute to a deeper understanding of the nature of persuasion in media discourse and so enhance our general understandings of the ways in which the media plays a role in society.

Perhaps less directly, it is hoped that the findings of the study may also contribute to the field of education, and in particular to language and literacy education in English. In many contexts of language education there has long been a strong connection to media texts. News stories can be seen as motivating content to engage students in teaching and learning activities. Where there is a pedagogic focus on the expression of opinion, course book writers and teachers often seek out examples from media texts and especially editorials or ‘letters to the editor’. The analytical method, the kinds of linguistic choices made, and the persuasive strategies identified in this study could contribute valuable understandings to underpin the design of programs and resources to support more effective reading and writing of media texts. For higher level students the clear descriptions, examples and explanations of strategies provided in Chapters 4 and 5 could also inform shared explorations in other instances of editorials as well in a wider range of persuasive texts.



### **6.3 Limitations and directions for future study**

The data of this study consist of 21 editorial texts: 11 from *The Australian* and 10 from the *China Daily*. While constituting a relatively small set, the set of editorials do support a detailed logogenetic analysis of the interaction of multiple linguistic choices impacting on each other in the flow of discourse. The value of the study is in the complexity that is systematically revealed within single texts, and yet is able to be seen as recurring patterns functioning beyond individual instances. These data enable the identification of affiliation strategies as the textual development of a complex of linguistic choices. The study therefore constitutes an important complementary perspective on media discourse to that available in corpus studies on a larger scale. This thesis does not include the analyses of the other two systems of APPRAISAL – ENGAGEMENT and GRADUATION, as the affiliation framework is primarily based on the attitudinal values.

Several directions for future research of media discourse are anticipated from the present study. One obvious extension would be to explore the applicability of the research approach and findings of the present study to editorials in other newspapers. The present study has explored the persuasive rhetoric in editorials of English-language newspapers. The general approach taken in this study could be taken up in investigations of rhetorical strategies in editorials written in other languages, in Chinese, for example. These would rely on existing social semiotic models of the target languages, and may function to support the elaboration of those models in certain realms of meaning, including discourse semantic systems of APPRAISAL and IDEATION.

The study may well cast an illuminating light on explorations of persuasive studies in other genres of media discourse. One area of particular relevance to explore may be comparative studies of editorial texts and other opinion texts within newspapers, to explore, for example, the ways in which one might reinforce the other in promoting particular affiliating communities. Other texts for consideration could include, for example, letters from readers, cartoons or blogs.

## Appendices

### Appendix I: Genre types of editorials in *The Australian*

<b>Editorial text</b>	<b>Genre type</b>
Union bosses set ALP's agenda	exposition
Rudd must drag Labor back to the centre	exposition
True democracy must now prevail for people of Egypt	exposition
Unions the elephant in caucus	exposition
Between a tragedy and a farce	exposition
Independent common sense	exposition
At last a treasurer delivers a budget we can believe in	exposition
NBN process should have avoided the asbestos crisis	exposition
Faceless man's bid for Batman	exposition
Unanswered questions that make us nervous	exposition
Mr. Obama's war on terror	exposition

## Appendix II: Genre types of editorials in the *China Daily*

<b>Editorial text</b>	<b>Genre type</b>
Pushing forward reforms	exposition
Protectionism hurts both	exposition
Safety at work a priority	exposition
Caribbean co-operation	exposition
Ward off capital risks	exposition
Untie Syrian knot	exposition
United against terrorism	exposition
China – POK partnership	exposition
Ensuring milk quality	exposition
Solving Egyptian puzzle	exposition

## Appendix III: Expressions of lexical metaphor in *The Australian*

### Union bosses set ALP's agenda

- (1) In its eagerness to crack down on the 457-temporary work visa program, the Gillard government has become a *prisoner* of the narrowly focused trade union movement, which represents just 13 per cent of private-sector workers yet remains Labor's principal benefactor. [people]
- (2) The wider issue at stake is Labor's willingness to re-embrace the open, growth-orientated economic policies of the Hawke-Keating years, when Mr. Crean was a union *player* and later a minister and Labor conceived the idea of 457 visas. [people/game]
- (3) Unfortunately, the Gillard government's embrace of the union agenda smacks of the retrograde mindset which Mr. Whitlam *battled to overcome* 50 years ago - a recurring theme of the ABC's documentary *The Power and the Passion*. [war]

### Rudd must drag Labor back to the centre

- (4) The caucus is *betting* [t.-prop] that the electorate will have more respect for the new prime minister than it does. [game]
- (5) It was the caucus, after all, that *cut Kevin Rudd down* in the first place and then twice rejected the opportunity to reverse its decision. [manufacture]
- (6) Some of his senior colleagues have criticized him vociferously and publicly; their words will greatly assist the Coalition's *scriptwriters* in the coming campaign. [people/play]
- (7) If Mr. Rudd does lift the party's standing, it will be a testimony to his personal popularity rather than any affection for Labor's badly *tarnished* [t.-reac] brand. [manufacture]
- (8) Let us hope Labor will finally learn its lesson from this and similar leadership spills in the states; *revolving doors* should be reserved as architectural features, not as a way to run a party. [building]
- (9) It will be tempting for Ms. Gillard and her remaining supporters to blame Mr Rudd for *rocking the boat*. [transport]
- (10) We will leave it to others to *wring their hands* about the significance of her gender. [human body]
- (11) Yet Mr. Rudd gained *oxygen* only because of her failure to *stamp her authority on* the office for which she had fought so hard. [medicine] [manufacture]
- (12) Yet she proved incapable of stepping up to the office of prime minister, unable to *secure the political high ground* and too willing to demean herself by scrapping with Tony Abbott and *playing* the politics of division when she should have united Australia from the centre. [war] [game]

- (13) She severely damaged her cause by picking unsuitable friends, finding herself *hostage* to both union powerbrokers and the Greens with whom she formed a damaging alliance. [people]
- (14) In doing so, she *widened the gulf* between the parliamentary Labor Party and working people who were once *rusted-on* supporters. [geography] [science]
- (15) Labor now finds itself defending seats in western Sydney and Victoria it once thought were its *birthright*, and Ms. Gillard's poor political choices have made matters worse. [manufacture]
- (16) The sudden and brutal nature of the coup, and Mr. Rudd's personal distress, were shocking to those outside the *bloodsport* of modern politics. [game]
- (17) Ms. Gillard's failure to win a clear majority at the August 2010 election should have told her she had *bridges to rebuild* with a disappointed and cynical electorate. [building]
- (18) The extent of the party's *bloodletting* and the animosity by some towards Mr. Rudd should not blind us to the strengths he brings to the job, and in particular the internal fortitude he has displayed over the past three years. [medicine]
- (19) He has fought a long and lonely *battle* to find redemption, humbling himself before people he had wronged and serving his country well as foreign minister. [war]
- (20) After his clear but relatively close win, 57 votes to 45, Labor must unite behind Mr. Rudd, albeit through *gritted teeth* after last night's ministerial resignations. [human body]
- (21) Mr. Rudd himself was once seen as the *messiah*, but like Mark Latham before him, and Ms. Gillard after him, he proved too human for the task. [religion]
- (22) He inherits a *hollowed-out shell* of a party without factional discipline and little sense of purpose beyond keeping the Liberals out of office. [manufacture]
- (23) Their influence was evident in Ms. Gillard's industrial relations policy, which has become a sizeable *blister* on the economy. [medicine]
- (24) Ms. Gillard and Mr. Swan sought political advantage by *waging a minor class war*; Ms. Gillard *played the misogyny card*, splitting Labor's support on gender lines; finally, she sought advantage with xenophobic attack on 457 visa holders. [war][game]
- (25) He was the author of the policy that opened a *chink* that people-smugglers exploited. [war]

### **True democracy must now prevail for people of Egypt**

- (26) Mr. Morsi and the Muslim Brotherhood are *paying the price* for grossly betraying those ideals. [commerce]
- (27) The result is that the fate of democracy in the Arab world's most populous and influential nation - a *bellwether* for the entire Middle East - is back in the hands of the generals, and it is imperative that they do not seek to again entrench themselves in power. [animal]
- (28) The 1979 Egypt-Israel Peace Treaty maintained by Mr. Morsi forms the *bedrock* of peace in the Middle East. [geography]

### Unions the elephant in caucus

- (29) Unions the *elephant* in caucus [animal]
- (30) Mr. Rudd has cleverly *played himself into the game* by moving to have the national executive take over the NSW branch while reforms are implemented to stamp out corruption. [game]
- (31) Yet the Prime Minister has failed to tackle the *elephant* in the room. [animal]
- (32) If Labor continues to surrender itself as a *plaything* of the unions, it will face increasing difficulty engaging with mainstream values and priorities. [game]
- (33) Because, in the brutal *numbers game* of politics, 50 per cent plus one is always enough to win. [game]

### Between a tragedy and a farce

- (34) Between a *tragedy* and a *farce* [play] [paly]
- (35) Literature, one of the council's key pillars, is *friendless* and the visual arts get short shrift. [people]
- (36) Its authors had fallen for the most unimaginative form of instrumental thinking, in which any idea that the artistic endeavour is an end in itself, one that enriches and enlightens a community of individuals and inspires a quest for excellence, is *surrendered on the altar of inclusiveness*. [play]
- (37) It's time to *bring the curtain down* on this long-running bureaucratic *farce*. [play] [play]

### Independent common sense

- (38) In fact it is old-paradigm *pork* barrelling by what Mr. Windsor claims has "been quite a good parliament". [animal]
- (39) *Trinkets and baubles* notwithstanding, the two are also patently out of kilter with their electorates. [manufacture]
- (40) After a 17-minute *soliloquy* in September 2010 announcing his "juicy and sexy decision" to prop up a minority government, Mr. Oakeshott claimed he and other independents had secured a package that would "turbo charge" regional Australia. [play]
- (41) Mr. Windsor told Lateline on Monday he was "willing to die at the political *altar*" of climate change, a pledge he might shortly be forced to honour. [religion]
- (42) While based on sound principles, funding deals with the states are being rushed under the heat of political pressure, spiralling into an expensive *Dutch auction*. [commerce]

### At last a treasurer delivers a budget we can believe in

- (43) With that achievement *under his belt*, Mr. Baird anticipates returning to surplus next year despite a fall-off in traditional sources of revenue. [food]

## **NBN process should have avoided the asbestos crisis**

- (44) Fibre-to-the-node should be *embraced* if safer and cheaper. [manufacture]
- (45) This has given Malcolm Turnbull an opportunity to *spruik* the advantages of his plan to leave much of the copper network in place. [commerce]

## **Faceless man's bid for Batman**

- (46) Faceless man's *bid* for Batman [gambling]
- (47) He has worked as a state and federal *party-machine* man, trade-union employee and ministerial adviser. [mechanics]
- (48) While most Labor MPs have only one or two of these backgrounds essential for representing Labor in parliament, Senator Feeney has the *trifecta*. [gambling]
- (49) The decision by Martin Ferguson not to recontest his Victorian seat of Batman is a *blow* to Labor. [gambling]
- (50) That spirit of co-operation in the national interest is no longer part *of Labor's DNA*. [medicine]
- (51) Instead, the party has been taken over by an *exclusive club* of *operatives* with a *cloistered* world view that a *party machine*, a union or ministerial office provides. [people] [people] [religion] [mechanics]
- (52) It still *languishes* in the polls as defeat looms. [people]
- (53) The seat of Batman should be *quarantined* for a stellar candidate who would make a good minister, or perhaps prime minister, one day. [people]

## **Unanswered questions that make us nervous**

- (54) NSW Education Minister Adrian Piccoli told The Weekend Australian that the deal his state signed with the federal government was a *no brainer* as it would deliver significant benefits to NSW schools. [people]

## **Mr. Obama's war on terror**

- (55) Displaying the intellectual preoccupations of the law professor he was rather than the commander-in-chief he is, Mr Obama worries the US may be *locked* in "a perpetual war" and "more wars we don't need to fight". [manufacture]

## Appendix IV: Expressions of lexical metaphors in the *China Daily*

### Pushing forward reforms

- (1) There have been loud calls that the government should reduce its intervention in economic activities and give the market a bigger role to *inject* more vigour into the economy, especially at a time when China's economy is on an irreversible trajectory of deceleration. [medicine]

### Protectionism hurts both

- (2) While dealing a fatal *blow* to Chinese producers, any decision by the European Union to impose heavy taxes on China's solar panel products may backfire. [gambling]
- (3) A result of strong lobbying by some EU photovoltaic producers, which due to their lack of competitiveness have played *second fiddle* to their Chinese counterparts in the European market, the move will temporarily cater to their interests, but be detrimental to the overall trade relations between China and the EU. [play]
- (4) If its goodwill moves are only repaid with growing protectionism, it is entitled to *fight back*. [gambling]

### Safety at work a priority

- (5) Since it is a matter of life and death, the nation must draw the necessary lessons from these accidents, the regulators must do a better job in *plugging potential loopholes*, and the management must more faithfully implement the work-safety rules. [building]

### Ward off capital risks

- (6) Rising housing prices also serve as a *Sword of Damocles* over its economic stability. [manufacture]

### Untie Syrian knot

- (7) Untie Syrian *knot* [manufacture]
- (8) The crisis in Syria is worsening with every passing day, miring the country in bloodbaths and *fuelling* widespread concern from the international community. [manufacture]
- (9) But it is even more troubling to see that Western countries led by the United States are accelerating their efforts to aid the Syrian opposition in their *bid* to force a regime change in the country. [gambling]
- (10) After the European Union *reversed its arms* embargo policy to allow the arming of Syrian rebels, the US lifted its sanctions on the Syrian opposition last week and decided to provide lethal aid to Syria's rebels. [human body]



- (11) Yet Washington's claim that Syrian government forces have used chemical weapons, which it says crossed the line and is a game changer for the two-year-old crisis, is, at the very least, one-sided if proved true. [game] [game]
- (12) There have been media reports about atrocities that some rebel forces have committed, which must have prompted Russian President Vladimir Putin's rebukes against arming "organ-eating fighters" when responding to the US decision. [people]

### **China-POK partnership**

- (13) The four-day visit to China by the President of the Republic of Korea, Park Geun-hye, which starts on Thursday, is expected to inject new vitality into the strategic co-operative partnership between the two countries, as it presents a good opportunity for the neighbours to deepen their co-operation at both the bilateral and the multilateral levels. [medicine]

### **Solving Egyptian puzzles**

- (14) The drastic changes in Egypt's political scene have not only fuelled widespread concerns for the fate of Mohamed Morsi, the country's first president elected through a national poll, they have also ignited deep worries that the most populous Arab country may plunge deeper into political crisis and social unrest. [manufacture] [manufacture]

## Appendix V: Attitude encoded in *The Australian*

### Coding conventions for attitude analysis

Attitudinal realisation	Coding conventions
inscribe	bold
graduation of inscription	bold & italics
provoke	Underline & italics
flag	italics
afford	underline

### Union bosses set ALP's agenda

Labor's attitude to 457 visas is on par with Pauline Hanson's [t.-reac]

IN its **eagerness** [+des] to crack down on the 457-temporary work visa program, the Gillard government has become a prisoner [t.-prop] of the *narrowly* [t.-reac] focused trade union movement, which represents *just 13 per cent* [t.-reac] of private-sector workers yet remains Labor's *principal* [t.-reac] benefactor. Senior ALP member and former ACTU president Simon Crean says the onus is on the unions to produce evidence of any **rorts** [-reac] in the 457 program.

In describing Mr. Crean's **reasonable** [+reac] request as "**a bit rich**" [+reac], left-wing Labor senator and former Australian Manufacturing Workers Union boss Doug Cameron, himself a migrant, showed little has changed since 1966 when Gough Whitlam described Labor's union-dominated and faction-ridden [t.-reac] federal executive as "**incompetent** [-cap] and **irresponsible** [-cap] men".

Immigration Minister Brendan O'Connor's **intention** [+des] to impose *stricter* [t.?+reac] tests, *more frequent* [t.+reac] fines and yet *more red tape* [-reac] on business is not in the **national interest** [t.+reac] when Australia needs the skills and spending power of self-supporting 457 workers. In April, Mr. O'Connor **falsely** [-cap] claimed that *more than 10,000* [t.-reac] temporary work visas had been **rorted** [-reac]. Five days later, he conceded the figure was a guesstimate, before the Migration Council put the figure at about 2000. Julia Gillard and Mr. O'Connor **want to** [+des] **pander to** [-prop] the agenda of Australia's **most powerful** [+reac] unions, including the Construction Forestry Mining and Energy Union, headed by the minister's brother, Michael O'Connor, who has been at the forefront of the charge against 457 visas for months. It is a measure of Labor's credibility on the issue that its stance has earned the backing of Pauline Hanson [t.-reac], who yesterday announced her **intention** [+des] to contest a Senate seat for her old party. **Conveniently** [+reac] for the government, the row [t.-reac] also distracts attention from the 42,000 asylum-seekers who have arrived on 701 boats since Labor dismantled the Howard government's border protection regime.

The *wider* [t.-reac] issue **at stake** [-reac] is Labor's **willingness** [+des] to re-embrace the open, growth-orientated economic policies of the Hawke-Keating years, when Mr. Crean was a union *player* [t.-prop] and later a minister and Labor conceived the idea of 457 visas. **Unfortunately** [-reac] the Gillard government's embrace of the union agenda **smacks of the retrograde mindset** [t.-reac] which Mr. Whitlam *battled to overcome* [t.-reac] 50 years ago - a recurring theme of the ABC's documentary *The Power and the Passion*.

## **Rudd must drag Labor back to the centre**

The era of *divisiveness* [t.-reac] and *spin* [t.-reac] must end *from today* [t.-reac].

JULIA Gillard's prime ministership ended as **indecently** [-reac] as it began at the hands of parliamentary colleagues **panicked** [-sec] by the prospect of electoral **defeat** [-cap]. She has been replaced by a leader with **transparent failings** [-cap] and *without any apparent plan beyond preventing the most marginal Labor seats falling into the hands of the Coalition* [t.-cap].

The caucus is *betting* [t.-prop] that the electorate will have **more respect** [+sat] for the new prime minister than it does. It was the caucus, after all, that *cut Kevin Rudd down* [t.-reac] in the first place and then *twice rejected* [t.-reac] the opportunity to reverse its decision. Some of his senior colleagues have **criticized** [-sat] him **vociferously** and **publicly**; their words will **greatly assist** [+reac] the Coalition's *scriptwriters* [t.-norm] in the coming campaign. With months or maybe weeks until the election, Labor last night displayed its **nasty, brutish** [-reac] side live on prime-time television. If Mr. Rudd does *lift the party's standing* [t.+cap], it will be a testimony to his personal **popularity** [+reac] rather than any **affection** [+hap] for Labor's **badly** [-reac] *tarnished* [t.-reac] brand. Ms. Gillard showed **exceptional grace** [+sat] in accepting her defeat but she **cannot complain** [-[-sat]] at the manner of her departure. It occurred, after all, according to the pattern she set three years and three days ago. Let us **hope** [+des] Labor will *finally* [+cap] learn its lesson from this and similar leadership spills in the states; revolving doors should be reserved as architectural features, not *as a way to run a party* [t.-reac].

A full assessment of Ms. Gillard's legacy must wait; it will be years before we know if the reforms she claims as her own in education and disability insurance are **effective** [+reac], or how much more needs to be done to turn *raw* [t.-reac] policy into **workable** [+reac] reform. Yet the **willingness** [+des] of her colleagues to **dismiss** [-sat] her in the face of Labor's **atrocious** [-reac] polling reflects the **overwhelming popular** [+reac] verdict that Ms. Gillard has **failed** [-cap] to live up to expectations. We will leave it to others to *wring their hands* [t.-reac] about the significance of her gender. Ms. Gillard's name will be recorded as the **nation's** [t.+reac] *first female* [t.+reac] prime minister, and her ascension was therefore an **important** [+reac] moment. In the job, however, a prime minister, male or female, must be judged by their performance. It will be tempting for Ms. Gillard and her remaining supporters to **blame** [-sat] Mr. Rudd for *rocking the boat* [t.-prop]. Yet Mr. Rudd gained *oxygen* [t.+cap] only because of her **failure** [-cap] to *stamp her authority on* [t.-cap] the office for which she had fought *so hard* [t.-cap].

In opposition and as deputy prime minister, Ms. Gillard was **capable and effective** [+cap]. She was a **strong** [+cap] negotiator with a **personable** [+reac] manner. While we **disagreed** [-sat] **strongly** with the substance of her industrial relations reforms, the manner with which she implemented them showed political **talent** [+cap]. In education, Ms. Gillard grasped the **importance** [+reac] of reform and appeared **willing** [+des] to make **brave** [+reac] decisions. Yet she proved **incapable** [-cap] of *stepping up to* [t.-cap] the office of prime minister, **unable** [-cap] to *secure the political high ground* [t.-prop] and **too willing** [+des] to **demean** [-prop] herself by scrapping with Tony Abbott and *playing* [t.-prop] the politics of *division* [t.-prop] when she *should have united Australia from the centre* [t.-prop]. She **severely damaged** [t.-prop] her cause by picking **unsuitable** [-reac] friends, finding herself *hostage* [t.-cap] to both union powerbrokers and the Greens with whom she formed a **damaging** [-reac] alliance. In doing so, she *widened the gulf* [t.-prop] between the parliamentary Labor Party and working people who were once *rusted-on* [t.+reac] supporters. Labor now finds itself defending seats in western Sydney and Victoria it once thought were its *birthright* [t.+reac], and Ms. Gillard's **poor** [-reac] political choices have made matters **worse** [-reac]. On the question of trust, she *started from behind* [t.-ver], due to the manner with which she assumed the leadership. Mr. Rudd was *slipping* [t.-cap] in the polls, but he retained a level of **popular** [+reac] support Ms. Gillard only **briefly surpassed** [t.+cap]. The sudden and **brutal** [-reac] nature of the coup, and Mr. Rudd's personal **distress** [-reac], were **shocking** [t.-reac] to those outside the *bloodsport* [t.-reac] of modern politics. Ms. Gillard's **failure** [-cap] to win a clear majority at the August 2010 election should have told her she had *bridges* [t.-cap] to rebuild with a **disappointed** and **cynical** electorate [-sat]. Yet by going back on her **unambiguous commitment** [+des] not to introduce a carbon tax, Ms. Gillard *stretched the bonds of trust to breaking point* [t.-ver]. In hindsight, that decision might have ultimately cost her her job.

The extent of the party's *bloodletting* [t.-prop] and the **animosity** [-sat] by some towards Mr. Rudd should not blind us to the **strengths** [+cap] he brings to the job, and in particular the internal **fortitude** [+ten] he has displayed over the past three years. Few in politics would have had the **courage, nerve and strength** [+cap] of character to achieve what Mr. Rudd has achieved simply by **winning back** [+cap] the office of prime minister. Three years ago he was a **sobbing and sorry mess** [-cap], **broken and beaten** [-cap], seemingly at the end of his political career. He has *fought a long and lonely battle to find redemption* [t.+ten], **humbling** [+prop] himself before people he had **wronged** [-prop] and serving his country **well** [+cap] as foreign minister.

His task now is to resume office **without the hubris** [+cap] that consumed his first term as prime minister, to assemble a team of **wise** [+cap] advisers and to work **hard** on *restoring the broken trust* [t.+prop] with members of his own party. Next, Mr. Rudd must develop a plan that looks beyond the next election. He must build himself a platform from which to reform the Labor Party, which in its current **sorry** [-reac] state is **incapable** [-cap] of reforming the nation.

Mr. Rudd must **level with** [+ver] Australians. He must state his case **frankly** [+ver] without dissemblance; he must acknowledge the government's **mistakes** [-cap] and demonstrate he understands the electorate's **concerns** [-sec]. Labor has exhausted the tactics of spin [t.-reac]. Neither will Mr. Rudd get far by presenting himself simply as the candidate who is not Mr. Abbott. He must recognise that Mr. Abbott is now an opposition leader of **experience** [+cap] and **stature** [+cap] who, like Mr. Rudd himself, has been **strengthened** [t.+cap] by the experience of the past three years. Underestimating the opposition would be a **fatal mistake** [-reac]. Labor's *relentless* [t.-reac] character attacks on Mr. Abbott over the past three years only *strengthened* [t.-reac] the Opposition Leader's standing and *diminished* [t.-reac] his opponents. Mr. Rudd must focus his attacks on matters of policy and substance, and force Mr. Abbott to declare his policy hand.

After his *clear* but **relatively close win** [+cap], 57 votes to 45, Labor must unite behind Mr. Rudd, albeit through *gritted teeth* [t.-reac] after last night's ministerial resignations. Ms. Gillard has *put the interests of the party first* [t.+prop] by declaring that she will not contest the election. Others, no doubt, will do the same.

As to the timing of the election, we would proffer this advice: It would be **foolhardy** [-reac] to try to push the date beyond that set by Ms. Gillard. The 43rd parliament has *tested the patience of the electorate to the limit* [t.-prop], and Mr. Rudd would be **wise** [+cap] to draw it to a close.

The events of the past six years have surely dispelled the illusion that Labor's problems were simply a question of leadership. Mr. Rudd himself was once seen as the *messiah* [t.+cap], but like Mark Latham before him, and Ms. Gillard after him, he proved too human for the task [t.-cap]. He inherits a *hollowed-out shell* [t.-reac] of a party without factional discipline and little sense of purpose beyond keeping the Liberals out of office [t.-reac]. The centralist, big government programs of the past six years have **failed** [-cap]. Labor's record for **good** [+reac] economic management, **patiently** [+ten] built over 20 years under Bill Hayden, Bob Hawke and Paul Keating, has been trashed [t.-prop] by this government despite Australia's **strong** [+reac] economic performance. *Overspending* and *overpromising* [t.-reac] turned the promised return to surplus into a disaster [-reac] that will **tarnish** [-reac] Wayne Swan's legacy irredeemably. First and foremost, Mr. Rudd must break the power of the unions that have tightened their grip [t.-norm] on the party even as their memberships have *diminished* [t.-cap]. Ms. Gillard's fraternisation with the union movement **eroded** [-reac] her authority and raised the profile of the faceless men [t.-reac]. Their influence was evident in Ms. Gillard's industrial relations policy, which has become a sizeable *blister* [t.-reac] on the economy. Mr. Rudd must face up to union leadership, publicly and privately, for until its grip on the party is broken [t.+reac], there can be no serious party reform. This has been a **trying** [-reac] three years, to put it mildly, for the electorate. Ms. Gillard and Mr. Swan sought political advantage by waging a minor class war [t.-prop]; Ms. Gillard *played the misogyny card* [t.-prop], splitting Labor's support on gender lines; finally, she sought advantage with **xenophobic** [-reac] attack on 457 visa holders.

This era of divisive [t.-reac] politic must end. Mr. Rudd must make **clear** [+reac] he **intends** [+des] to govern for the entire country.

The **panglossian** [+reac] verdict on this government by retiring independent Rob Oakeshott yesterday was *wide of the mark* [t.-reac]. Like his decision to back Ms. Gillard's government in the first place, it showed a **chronic misunderstanding** [-reac] of the public mood. Of Labor's *many* [t.-reac] failings, its **inability** [-cap] to secure Australia's borders remains a *large and probably insurmountable obstacle* [t.-reac] to its re-election. In the short time he has as prime minister, it is likely to be Mr. Rudd's *biggest* [t.-reac] policy challenge. He was the author of the policy that opened a chink [t.-reac] that people-smugglers exploited. For a message upon which to rebuild Labor's standing, Mr. Rudd should begin where he left off, with his 2010 speech on productivity. The influence of the unions has taken Australia backwards [t.-reac] on productivity reform. Mr. Rudd must convince voters he can *rediscover* [t.+cap] the path to **competitiveness** and **prosperity** [+reac].

## **True democracy must now prevail for people of Egypt**

*True* [t.+reac] democracy must now *prevail* [t.+reac] for people of Egypt

Stability and security **crucial** [+reac] in wake of the Arab Spring

THE Egyptian army's ousting of Mohammed Morsi is the inevitable consequence of his **failure** [-cap] to accept that **winning** [+cap] last year's election meant he was supposed to govern for the *entire* [t.+cap] nation, not to **slavishly** [-cap] serve the Muslim Brotherhood in its drive to impose authoritarian, sharia-based Islamist rule on a country that has overwhelmingly, for the second time, manifested its **loathing** [-hap] for dictatorship.

But in intervening, General Abdul-Fattah el-Sisi and his colleagues need to realise that support for them in deposing an elected government will be sustainable only as long as they are **making good on their promise** [+ver] to return Egypt to *genuine* [t.+reac] democracy and the ideals of freedom and social justice that underpinned the Arab Spring's Tahrir Square uprising that overthrew the Mubarak regime.

Mr. Morsi and the Muslim Brotherhood are paying the price [t.-ver] for **grossly betraying** [-ver] those ideals. They have governed **disastrously** [-prop] and have only themselves to blame for the resumption of power by the army. The result is that the fate of democracy in the Arab world's most populous and **influential** nation [+reac] - a bellwether [t.+reac] for the entire Middle East - is back in the hands of the generals, and it is imperative that they do not seek to again entrench themselves in power.

The prospects are not without promise. A "road map" [t.+reac] developed by the army in consultation with virtually all opposition leaders and religious figures means that an Islamist constitution rubber stamped by a Muslim Brotherhood Constituent Assembly has been scrapped while the Supreme Court has been charged

with drawing up a new law for parliamentary and presidential elections early next year. A Supreme Court judge will be interim president and a transitional government of **technocrats** [+reac] appointed. **Importantly** [+reac], even some of the Muslim Brotherhood's Salafist allies have backed the road map. So, too, have the Tahrir Square liberal secularists. The task of returning to a democratic trajectory, however, is not going to be easy. Despite its abysmal **failure** [-cap] as a government, its bullying attempts to impose sharia and the **desperate** [-reac] economic **morass** [-reac] it has left, the Muslim Brotherhood *retains the support of tens of millions of Islamists* [t.+cap] who may see the army's action in deposing Mr. Morsi as a call to arms.

Egypt is of immense strategic **importance** [+reac]. The 1979 Egypt-Israel Peace Treaty maintained by Mr. Morsi forms the *bedrock* [t.+reac] of peace in the Middle East. Any descent into further chaos would doubtless place such treaty commitments **at risk** [-reac]. It is imperative, therefore, to ensure there is no retreat by the army from its **pledge** [+des] to get democracy back on track, since only by doing so will there be any hope of achieving the stability the country **desperately needs** [+des] in the **ill-starred** [-reac] wake of Mr. Morsi and the Islamist *fanatics* [t.-reac].

There is inevitable reluctance to accept the army was **right** [+prop] to intervene against an elected government. But the trajectory towards a new religious dictatorship prompted dramatic re-evaluations. **To their great credit** [+cap], and at some risk, Egyptians have made it absolutely clear for the second time that they will not settle for anything *less* [t.+ten]. The army has a clear responsibility now to ensure those expectations are fulfilled *without delay* [t.+ten].

## Unions the elephant in caucus

Unions *the elephant in caucus* [t.-reac]

Labor reforms have taken *too long* [t.-reac] and *don't go far enough* [t.-reac].

KEVIN Rudd's intervention on Labor Party reform is **good** [+reac] politics. Resuming the leadership of a **beleaguered** [-reac] ALP on the cusp of an election, the Prime Minister was always going to have to campaign against his own party's failings *as much as the opposition* [t.-prop].

Mr. Rudd has **cleverly** [+cap] *played himself into the game* [t.-prop] by moving to have the national executive take over the NSW branch while reforms are implemented to **stamp out corruption** [+reac]. That these reforms were **slated** [-reac] to be self-imposed at the next NSW state conference goes some way to demonstrating the *politicking* [t.-reac] at play. Yet it can **do no harm** [+prop] - and might assist - for the federal leader and executive to add their weight to the reform push, especially if there is any hint of internal resistance.

There is, however, a sense that these reforms are both *minimalist and belated* [t.-reac]. More than two years after NSW Labor suffered a crushing election **defeat** [-cap] on the back of long-running controversies over ***extensive and endemic patronage and corruption*** [-prop], it seems ***a little twee*** [t.-reac] to be formally announcing zero tolerance now, just before a national election. And banning property developers from running as candidates seems to be aimed at avoiding temptation rather than instilling transparency and accountability. Other proposals ensure a *greater* [t.-reac] say for rank-and-file members and a party ombudsman to investigate complaints; much, of course, will rest on the integrity and capacity of the person holding that position. Allowing internal disputes, if necessary, to be resolved through the courts could prove a **useful** [+val] backstop, so long as it is not abused through **vexatious** [-reac] litigation.

Yet the Prime Minister has **failed** [-cap] to tackle the *elephant in the room* [t.-reac]. It is the dominance of unions on conference floors and in preselection contests that *entrenches factionalism and marginalises community members* [t.-reac]. If Labor continues to *surrender itself as a plaything* [t.-cap] of the unions, it will face *increasing* [t.-cap] difficulty engaging with mainstream values and priorities. Some suggest union input might be reduced to *less than 20 per cent* [t.+reac] - aligned with the proportion of the workforce that is unionised - but this seems **harsh** [-reac] for a party of the Labor movement. The current *50 per cent* [t.-reac] share, however, is **clearly too much** [t.-reac]. Because, in the **brutal** [-reac] *numbers game* [t.-reac] of politics, 50 per cent plus one is always enough to win.

## **Between a tragedy and a farce**

Between a *tragedy* [t.-reac] and a *farce* [t.-reac]

Artists might well ask of Labor, ‘Is that all there is?’

IN a *triumph of hope over experience* [t.-reac], the arts community **usually expects** [+des] **more sympathy** [+sat] from Labor than it does from the Coalition.

*Almost six years* [t.-reac] of the Rudd and Gillard administrations, however, offer further evidence that faith is **misplaced** [t.-reac]. In 2007, Labor **promised to** [+des] help build a **more vibrant** [+reac] cultural life in Australia, one that would keep faith with the regions, reward creative excellence and take the arts seriously in schools. Instead it has delivered a **prosaic** [-val], **dispiriting** [-val] cultural policy **devoid of fresh ideas, inspiration or new funding** [-[+val]]. The Australia Council Bill 2013 was *pushed through parliament so fast* [t.-reac] it *hardly touched the sides* [t.-reac]. It will effect the **worst** [-reac] kind of a bureaucratic shuffle on Australia’s main arts funding body - one that makes matters **worse** [-reac] and confuses the institution’s public purpose.

If the new Australia Council board appointed this week is a sign of the direction the body is heading, the omens are *far from good* [t.-reac]. Two thirds of the appointees live in Sydney or Melbourne, hardly the sort of commitment to regional diversity we were **expecting** [+des]. The expertise on the board is *narrowly*



*focused* [t.-reac]. Literature, one of the council's **key** [+reac] pillars, is *friendless* [t.-reac] and the visual arts get *short shrift* [t.-reac]. Filmmaker Khoa Do and political scientist and ABC commentator Waleed Aly are **interesting** [+reac] appointments, but their professional experience is *hardly central to the council's core business* [t.-reac].

The **best** [+reac] thing about Labor's cultural policy is that it *sank without trace almost as soon as it was released* [t.-reac]. A **more muddled** and **timid** [-reac] assertion of the role of the arts in the community would be hard to imagine. Its authors had fallen for the **most unimaginative** [-reac] form of instrumental thinking, in which any idea that the artistic endeavour is an end in itself, one that *enriches and enlightens* [t.+reac] a community of individuals and *inspires* [t.+reac] a quest for excellence, is *surrendered on the altar of inclusiveness* [t.-reac]. In the **hum-drum** [-reac] logic of Labor's cultural policy-makers, the arts must be justified as an adjunct to other policies - trade, the creative industries, national broadband and the much-hyped Asian Century. Even the **questionable** [-reac] school hall buildings program gets a look in.

It's time to *bring the curtain down* [t.-reac] on this *long-running* [t.-reac] bureaucratic *farce* [t.-reac]. The nation's cultural life deserves to be nurtured **more intelligently** [+cap] than it has been by recent Labor or Coalition administrations.

## Independent common sense

Mr. Windsor and Mr. Oakeshott are out of step with voters [t.-cap].

A COUPLE of \$2 million surf clubs on the NSW mid-north coast, a \$20,000 travel grant for the Gunnedah Shire Band and \$80,000 for the Werris Creek Community Shed are among the achievements of the "*new paradigm*" [t.+reac] government proclaimed by independents Rob Oakeshott and Tony Windsor.

In fact it is *old-paradigm* [t.-reac] *pork* [p.-reac] barrelling by what Mr Windsor claims has "been **quite a good** [+reac] parliament". Others might beg to differ. History is likely to judge Messres Windsor and Oakeshott **harshly** [-prop] for joining the Greens to prop up [t.-prop] a government that has **failed** [-cap] *every major* test it set itself and then *some more* [t.-cap].

*Trinkets and baubles* [t.-reac] notwithstanding, the two are also **patently out of kilter** [t.-cap] with their electorates. Voters in Mr Windsor's seat, New England, *have not returned a federal Labor Party MP since 1906* [t.-cap] and Mr. Oakeshott's seat of Lyne *has never done so* [t.-cap]. Labor's primary vote in Lyne in 2010 was *13.5 per cent* [t.-cap] and Country Labor scored *just 8.1 per cent* [t.-cap] in New England.

Yet as Julia Gillard lurched from **crisis to crisis** [-cap] over border protection **failures** [-cap], the **corruption** [-prop] charges against former MP Craig Thomson and the **travails** [-cap] of former Speaker Peter Slipper, Mr. Windsor and Mr. Oakeshott stuck with her through thick and thin. In keeping Labor in

office, a **feat** [+reac] described as Mr Oakeshott's "*biggest* [t.+reac] achievement" on ABC radio on Monday, the independents share responsibility for the government's *many* [t.-reac] failures.

After a 17-minute *soliloquy* [p.-cap] in September 2010 announcing his "juicy and sexy decision" to **prop up** [t.-cap] a minority government, Mr. Oakeshott claimed he and other independents had secured a package that would "*turbo charge*" [t.+val] regional Australia. Like Mr. Windsor, he nominated the National Broadband Network, education and climate change policy as **key** [+reac] factors in his decision. They were entitled to back the Gillard government, but their rural and regional constituents are also entitled to hold them to account for supporting a carbon price *more than five times* [t.-reac] that currently being paid in European countries and for the effects of the Greens' **pet** [t.+reac] project, the Renewable Energy Target. The RET forces retail electricity providers to source energy from wind and solar power that is about *three times* [t.-reac] as expensive as coal-fired power. Mr. Windsor told Lateline on Monday he was "**willing to** [+des] die at the political *altar* [t.+reac]" of climate change, a pledge he might shortly be forced to honour.

He and Mr. Oakeshott are also *ardent* [t.-reac] apologists for the *\$37.4 billion* [t.-reac] NBN, the *most expensive* [t.-reac] project of its kind in the world. Mr. Windsor denounced "this **crazy** [-reac] debate" over whether the NBN was too expensive and Mr. Oakeshott labelled the reaction to NBN asbestos **scares** [-reac] as a political "beat up". It goes without saying that fast broadband will assist rural and regional areas generate economic and job opportunities. That benefit does not negate the importance of obtaining the best value for public money. With respect to Mr. Windsor, there is nothing "crazy" in asking if broadband could be installed cheaper or, indeed, whether the government must install it all.

Mr. Windsor and Mr. Oakeshott appear equally **cavalier** [-prop] about the *uncertainties* [t.-reac] of the government's Gonski school reforms. While based on **sound** [+reac] principles, funding deals with the states are being *rushed* [t.-reac] under the heat of political pressure, spiralling into an expensive *Dutch auction* [t.-reac]. **Important** [+val] questions remain about how the extra funds would be tied to reforms to lift education standards and how much money schools could expect next year.

Perhaps the National Party was **at fault** [-cap] for **failing to** [-cap] appreciate the **talents** [+cap] of Mr. Oakeshott and Mr. Windsor when they were members. Both men exercised their democratic rights to stand as independents. But over the past three years they have shown a curious *lack of independence* [t.-cap] and reluctance to prevent some of the government's mistakes.

In a **gushing** [-reac] tweet yesterday, Mr. Oakeshott described the Prime Minister as "focused and still smiling ... **impressive**" [+cap]. Mr. Windsor praised Ms. Gillard on Monday for doing "an **extraordinary** [+cap] job" getting through the current parliament. Many in the Labor caucus, however, **disagree** [-sat].

### **At last a treasurer delivers a budget we can believe in**

At last a treasurer delivers a budget we can **believe in** [+sat]

A **prudent** [+cap] Mike Baird delivers a **promising** [+reac] set of numbers.

WE have heard this tale before, of course; jam today and surpluses tomorrow in an economy bucking the international trend. But there are **good** [+reac] reasons to **believe** [+sat] that Mike Baird may deliver for NSW what Wayne Swan **notoriously failed** [-cap] to do for the commonwealth; he may get the finances in order [t.+cap], cut back bureaucracy [t.+cap] and invest **prudently** [+cap] in public infrastructure. There is also room for **cautious** [+reac] optimism that Barry O'Farrell's administration may indeed be committed to the *old-fashioned* [t.-reac] principle that a government should live within its means. Let us not get ahead of ourselves, however. It would be **rash** [-reac] to come to a definitive judgment *barely two years* [t.-reac] into Mr. O'Farrell and Mr. Baird's first term.

That said, the NSW Treasurer's third budget yesterday produced an **encouraging** [+reac] set of numbers. The world outlook is **fragile** [-reac] and confidence is *ebbing away* [t.-reac] from the national economy. Yet Mr. Baird has **revised up** [+cap] his state's projected economic growth from *2 per cent to 2.5 per cent* [t.+cap] in 2012-13. He reports a deficit of *\$374 million, down from the \$874m forecast this time last year* [t.+cap]. With that achievement under his belt [t.+reac], Mr. Baird **anticipates** [+des] returning to surplus *next year* [t.+cap] despite a *fall-off* [t.-reac] in traditional sources of revenue.

These are early days, but the O'Farrell government is building a **reputation** [+cap] for fiscal discipline and cautious management. The Labor administrations from 1995 to 2011 *overspent their budgets by \$1.35 billion* [t.-cap] a year on average. The Coalition, on the other hand, has a **perfect** [+reac] record, having spent an average of \$1bn a year less than forecast. Much of the retired debt since 2011 has come from one-off asset sales. Even so, the government has set itself a **sensible** [+reac] plan to close the *long-term* [t.-reac] fiscal gap by bringing recurrent spending and revenue into line. It has built *savings of \$3.1bn into the 2013-14 budget and estimates \$18bn worth of savings across the forward estimates* [t.+cap]. A government the size of this one should, of course, be cutting *more* [t.+cap]. The size of the public payroll, padded by **inefficient** [-reac] and restrictive work practices and *a lack of bargaining resistance* [t.-reac] under Labor, remains a **disgrace** [-reac]. Credit where it is due, however; the NSW government, like Campbell Newman's Queensland government, at least is making a start.

The \$5bn bounty from the sale of Port Botany and Port Kembla is being **prudently** [+cap] invested in new infrastructure and *improving the bottom line* [t.+reac], which in turn will *increase* [t.+reac] borrowing capacity for more infrastructure investment. Few Sydney readers would argue that urban transport should not be a **priority** [+reac]. There is **clear logic** [+comp] to the \$8.3bn North West Rail Link serving one of the *fastest growing* [t.+reac] parts of the city. The potential **benefits** [+val] from the 33km WestConnex project, linking western Sydney via the city with Sydney Airport and Port Botany, are arguably of *national, as well as state* [t.+reac], economic **significance** [+reac]. That it should be funded in part from the sale of ports is **symmetrical** [+comp] and straightforward common sense.

The sale of the port of Newcastle, built into this year's budget, offers *further* [t.+reac] potential for debt reduction and investment, and the O'Farrell government plans to do *both* [t.+cap]. It will cover some of the cost of light rail and urban landscaping that will *greatly improve* [t.+val] the amenity and economic potential of Newcastle's waterside, an area that for decades has been one of the city's *least-realised* [t.-reac] assets. Priorities must be weighed, but anything that speeds the transition of NSW's second city from a heavy-industrial port to a modern, service-oriented city offers *clear, long-term* [t.+reac] benefits.

These **successful** [+reac] ventures into the realm of privatisation should give the O'Farrell government courage [t.+reac] as it builds a platform to take to the next election in 2015. Mr. O'Farrell surely will find the **confidence** [+sec] to seek a mandate for the privatisation of electricity transmission assets, allowing private-sector efficiencies and releasing capital that could be put to **better** [+reac] use elsewhere. A **landslide victory** [+cap] in 2011 bequeathed Mr. O'Farrell *considerable* [t.+reac] reserves of political capital that he has been **reluctant** [-des] to spend. The contrast with the gung-ho Newman administration has been **striking** [+reac], and those **impatient** [-ten] for reform have had occasion to find **fault** [-cap] with NSW's leader, who is uncharismatic to a fault.

This budget, midway through the government's term, is a reminder that patience and caution can sometimes be **virtues** [+reac]. With apologies to another uncharismatic NSW premier, allow us to plagiarise Maurice Iemma's 2007 campaign slogan by way of **encouragement** [+reac]: "More to do, but we're heading in the **right** [+reac] direction".

## **NBN process should have avoided the asbestos crisis**

NBN process should have avoided [t.-reac] the asbestos **crisis** [-reac]

Fibre-to-the-node should be *embraced* [t.+reac] if *safer and cheaper* [t.+reac].

ONE of the **great unfathomables** [-reac] of our national political debate is what the Minister for Communications, Stephen Conroy, might have learnt, and how the nation might have **profited** [+cap], had he followed **prudent** [+cap] processes and commissioned a cost-benefit analysis before proceeding with the *\$36 billion* [t.-reac] National Broadband Network. That he didn't, and has offered **no satisfactory** [-[+cap]] explanation or received any apparent admonition, says much about the *habitual failures* [-cap] in policy delivery of this government.

It is **reasonable** [+reac] to assume such an analysis would have identified [t.-reac] a legacy issue such as up to two million Telstra pits containing asbestos which now present *substantial* [t.-reac] safety issues for the NBN rollout. Given that Workplace Relations Minister Bill Shorten was aware of asbestos issues in Telstra infrastructure in 2009 - when the NBN was first mooted - and that NBN Co itself has long known of asbestos issues, it is **extraordinary** [-reac] that proper procedures were agreed at a crisis meeting *only*

*yesterday* [t.-reac]. Senator Conroy is *quick* [t.+cap] to point out that Telstra assumes full responsibility, yet surely a thorough consideration of the NBN would have identified [t.-reac] the **safety risks** [-reac] and cost implications of asbestos.

The **deadly** [-reac] health implications of asbestos contamination should be beyond partisan politics, with voters entitled to **expect** [+des] open information and **impeccable** [+reac] protection measures. Yet given the NBN rollout has generated a series of *new* [t.-reac] asbestos incidents and triggered a redesign of protocols and procedures, it is only **reasonable** [+reac] that the government is open to scrutiny over its handling of this issue, including through parliamentary processes. **Sadly** [-reac], it has taken media exposure of asbestos incidents during the NBN rollout - by Ray Hadley at radio station 2GB and The Australian - to prompt this *belated* [t.-reac] remedial action.

Mr. Shorten has a *long history* [t.+cap] of pushing for asbestos safety, and certainly his knowledge in 2009 *pre-dated* [t.+cap] political responsibilities for workplace policy and came at a time when the NBN was in its infancy. However, now that he is the Workplace Relations Minister, it demonstrates how the government should have been *more* [t.-cap] focused on this issue when the NBN Co struck a deal for access to Telstra infrastructure two years ago. Again, it suggests *better* [t.+reac] processes would have identified the issue *earlier* [t.+reac] and, presumably, prevented some of the **unsafe** [-reac] practices and potential **risks** [-reac].

The asbestos issue will undoubtedly play into the policy debate about the NBN's **failure** [-cap] to meet its fibre-to-the-premises rollout targets, potential for cost *overruns* [t.-cap] and the political contest over the opposition's *cheaper* [t.+reac] fibre-to-the-node alternative. While engineers re-examine plans it is possible the rollout could be modified in areas where infrastructure is **contaminated** [-reac]. This has given Malcolm Turnbull an opportunity to *spruik* [t.+cap] the **advantages** [+val] of his plan to leave much of the copper network in place. "The approach that we're taking would not give rise to these problems, or at least *not to anything like the same extent* [t.+reac]", he says, "because you are not disturbing all of those pits". There is an **inherent logic** [+comp] in his argument and we **hope** [+des] that Senator Conroy, having missed earlier opportunities for proper process, will not hesitate to consider the safety and cost benefits [t.+reac] of fibre-to-the-node in appropriate areas.

## Faceless man's bid for Batman

Faceless man's [t.-prop] *bid* [t.-prop] for Batman

The Labor Party must recruit from a **wider talent** [+cap] pool.

FOR a party that **likes to** [+des] recruit its candidates from a *narrow* [t.-reac] field of real-life experience, Labor can't go past Senator David Feeney. He has worked as a state and federal *party-machine* [t.-cap] man, trade-union employee and ministerial adviser. While most Labor MPs have *only one or two* [t.-cap]

of these backgrounds **essential** [+val] for representing Labor in parliament, Senator Feeney has the *trifecta* [t.+norm].

The decision by Martin Ferguson not to recontest his Victorian seat of Batman is a *blow* [t.-reac] to Labor. As we argued last week, Mr. Ferguson was part of the modern Labor project which aligned the unions and the party [t.+reac] behind the **landmark** [+val] economic reform agenda of the 1980s and early 90s. That spirit of co-operation in the **national interest** [t.+reac] is *no longer part of Labor's DNA* [t.-cap]. Instead, the party has been taken over by an *exclusive* [t.-prop] club of *operatives* [t.-prop] with a *cloistered* [t.-prop] world view that a *party machine* [t.-cap], a union or ministerial office provides.

If Labor awards Senator Feeney with its **safest** [+reac] parliamentary seat, it will mark the **triumph** [+cap] of the faceless man [t.-prop]. His **standout** [+reac] contribution in public life was being one of the **plotters** [-prop] who removed a first-term prime minister in favour of his deputy, only to see the government **plunge further** [t.-cap] into **crisis** [-reac] as it *lost its parliamentary majority* [t.-cap]. It still *languishes* [t.-cap] in the polls as **defeat** [-cap] looms. Senator Feeney says he has the Prime Minister's support. This is not surprising, given he is one of her **key** [+cap] numbers men. But politics should be about the *national* [t.+reac] interest, not rewarding the *self-interested* [t.-prop] few.

The seat of Batman should be *quarantined* [t.+cap] for a **stellar** [+cap] candidate who would make a **good** [+cap] minister, or perhaps prime minister, one day. Labor must recruit people from a *diversity* [t.+reac] of backgrounds and experiences, as it did in the past. It needs people who toil with their hands and their minds [t.+ten]. Ideally, it would be somebody who lives in [t.+ten] the seat, unlike Senator Feeney.

At least one woman **intends to** [+des] nominate for pre-selection. But the first female prime minister who **promised** [+des] to “call out” misogyny has authorised the party to breach its own rules [t.-ten] promoting women into safe seats. One candidate was co-convenor of Emily's List, which helps Labor women secure election to parliament. Some commentators **believe** [+des] Senator Feeney is *the future of the party* [t.+cap]. If that is the case, then nothing will save Labor [t.-cap].

## Unanswered questions that make us nervous

Unanswered questions that make us **nervous** [-sec]

The Gonski school reform agenda should not be rushed.

PETER Garrett looked **unsteady** [-cap] in the face of **valid** [+comp] questions about the amount of money independent and Catholic schools will receive under the Gillard government's proposed Gonski school reforms during his appearance on Sky News's Australian Agenda yesterday. Just over 100 days until the voters go to the polls, and with only four weeks of parliamentary sittings left before then, the government has its work cut out if it is to secure agreement from the states on one of its **flagship** [+reac] policies. Yet

again the government is *rushing* [t.-prop] to implement an **ambitious** [-reac] policy agenda *devoid of many details* [t.-reac], which *lacks the support of stakeholders and has not yet received the agreement of the majority of state governments* [t.-reac].

Nevertheless, Mr. Garrett **assured** [+sec] voters that discussions with the Catholic and independent school sectors *continued* [t.+reac], as was the case with the other state governments. But as *The Australian* reported last week, Catholic and independent schools **fear** [-sec] they will be **worse off** [-rea] if the Gonski school education reforms are implemented in their current form [t.-reac]. Last week, Mr. Garrett **assured** [+sec] the non-government schools sector it would receive \$2.5 billion in new funding over the next six years.

It came after the Independent Schools Council of Australia conveyed its **concern** [-sec] to Julia Gillard that it faced a *reduction* [t.-reac] in funding. The NSW Catholic Education Commission has also expressed **concerns** [-sec], warning its school principals there was no guarantee that additional funding could, or would, be delivered.

Meanwhile, *only one state* [t.-reac] - NSW - has signed on to the government's school reform agenda. The Gillard government has **not yet won** [-[+cap]] the agreement of the two Labor states - South Australia and Tasmania – although this is possible in coming weeks. NSW Education Minister Adrian Piccoli told *The Weekend Australian* that the deal his state signed with the federal government was a “*no brainer*” [t.+reac] as it would deliver **significant benefits** [+reac] to NSW schools. Given the federal government offered to pay two-thirds of the increased funding, it is understandable that the O'Farrell government was **keen to** [+des] sign up. At the same time, it is **perfectly reasonable** [+reac] that other states determine what is in their interests. They should *not be rushed* [t.prop] into signing an agreement with which they are **uncomfortable** [-sat].

The **danger** [-reac] for the Gillard government is that unless agreement is reached with all states and all school systems - public, independent and Catholic – it will go to the election with a two-tier schooling system in at least one state alongside the existing funding model revised during the Howard government in the other states. Indeed, one factor influencing the **recalcitrance** [-sat] in the other states is that no deal has yet been reached with the independent and Catholic schools sector. In the case of NSW, as Mr. Piccoli acknowledges, it took the state three weeks to negotiate an agreement after an offer was first put on the table. The lesson is that, along with the details, process matters. So does timing. A **flawed** [-reac] policy devised in haste and rushed through parliament on the eve of an election is **not an effective** [-[+reac]] approach to policy-making. It is a lesson Labor should have learned by now.

### **Mr. Obama's war on terror**

The US cannot afford to return to a pre-911 mindset.

WITH his **success** [+cap] in ridding the world of Osama bin Laden, President Barack Obama has a **commendable** [+reac] record in providing the leadership needed to combat global terrorism. Despite his **desire** [+des] to shut down Guantanamo Bay, he has kept **intact** [+reac] the **tough** [+reac], post-911 security framework established by George W. Bush, even though, before he was elected, he was **scathing** [-sat] about it. In some respects he has expanded it by making *far greater* [t.+cap] use of unmanned drones, which have proved **invaluable** [+val] in attacking terrorist [t.-prop] targets.

In a widely **anticipated** [+reac] speech that the liberal newspaper *The New York Times* has **unsurprisingly praised** [+sat] as “the **most important** [+reac] statement on counter-terrorism” since 911, Mr. Obama has, however, reflected profound **ambivalence** [-sat] about the conduct and goals of the so-called “war on terror”. He has sought to *radically* [t.-prop] redefine it in a way that has evoked **criticism** [-reac] from his political opponents. Senator Saxby Chambliss argues “it will be viewed by terrorists as a **victory** [+cap]”, while senator John McCain describes it as displaying “a degree of unreality that is **incredible** [-reac]”.

That may be going too far. But what is not in doubt is that in his **eagerness** [+des] to declare an end to the war on terror and redefine it as a series of smaller-scale skirmishes, as well as his proposal for limits on powers to conduct that war, he has signalled a return to the pre-911 mindset.

Displaying the intellectual preoccupations of the law professor he was rather than the commander-in-chief he is, Mr. Obama **worries** [-sec] the US may be *locked* [t.-cap] in “a perpetual war” and “more wars we don’t need to fight”. Contentiously, he asserts al-Qa’ida “is a shell of its former self”, arguing the terrorists have become a **relatively minor threat** [-reac] that can be handled by law enforcement rather than war powers. He has announced moves long sought by liberal critics such as severe restrictions on drones that could undermine their effectiveness and a new push to close Guantanamo, where he is **embarrassed** [-sat] that 100 of 166 jihadist inmates are on hunger strike and being force-fed.

Mr. Obama is making **brave** [+reac] assumptions. Who after last week’s London slaughter [t.-reac] and the Boston bombings [t.-reac], as well as al-Qa’ida’s **unrelenting** [-prop] action across North Africa and the Middle East, can seriously maintain the war is all but **won** [+cap]? Mr. Obama’s assumptions are **highly contestable** [-reac], if **not fanciful** [-reac]. The terrorist threat is *far from over* [t.-reac]. It is likely to *last for decades* [t.-reac] and will be significantly *enhanced* [t.-reac] if they get their hands on weapons of *mass destruction* [t.-reac] through Iran. Mr. Obama evinces **discomfort** [-sat], perhaps even **embarrassment** [-sat]. But the US and its allies have little to apologise for over the global fight against terror.

This is no time to be returning to the policies of complacency that led to the 911 attacks. Mr. Obama may be **weary of** [-sat] war, but the trouble is that al-Qa’ida and its cohorts are not. This is no time to be dropping our guard or degrading our defences.



## Appendix VI: ATTITUDE encoded in the *China Daily*

### Pushing forward reforms

The reform **priorities** [+val] outlined by the National Development and Reform Commission, China's **top** [+val] economic planner, are meant to streamline its economic structure and bureaucracy as a way of **promoting** [+reac] its economic **transformation** [+comp] and **steady** [+comp] growth.

That the commission on Friday made public 22 **major** [+reac] tasks in **seven key** [+reac] fields in a guideline to deepen economic reform demonstrates the authorities' **greater courage** [+cap] and **confidence** [+sec] in putting themselves under public oversight.

Deepening administrative reform, including restructuring government functions, reducing its approval power and innovation of public services, is **top** [+reac] of the agenda. There have been loud calls that the government should reduce its intervention in economic activities and give the market a **bigger** [t.+reac] role to **inject** [t.+reac] more vigour into the economy, especially at a time when China's economy is on an irreversible trajectory of **deceleration** [-reac]. The State Council, China's Cabinet, has abrogated or delegated to lower levels of government 133 administrative approval items since it took office in March.

Friday's **wide-ranging** [t.+reac] guideline also lists resource-tax reform and reform in the financial sector aimed at establishing a market-oriented interest rates mechanism and the convertibility of the country's capital account. At the same time, it **also pledges** [+des] reform of the hukou, or household registration system, the expansion of the personal property tax being piloted in Shanghai and Chongqing to other regions, as well as a push for a gradual integration of the urban-rural basic healthcare system. China's economy is shifting onto a **slower track** [t.-reac] with the **subsiding** [t.-reac] of its demographic dividend and investment and export-driven dividends. And an extensive consensus has been formed throughout society that reforms in **key** [+reac] areas should be deepened to help release more institutional dividends as a **new** [+reac] force for further economic growth. Further reforms will inevitably meet **fierce opposition** [-reac] and **obstruction** [-reac] from established interests. But reforms *move the country forward* [t.+reac], while a lack of reforms means *moving backward* [t.-reac]. The commission's **all-inclusive** [t.+reac] guideline offers an **alluring** [+reac] prospect of pushing forward the reforms and we **hope** [+des] they will be effectively implemented within the given time frame.

### Protectionism hurts both

Protectionism **hurts** [-reac] both

While dealing a **fatal** [-reac] **blow** [t.-reac] to Chinese producers, any decision by the European Union to impose **heavy** [t.-reac] taxes on China's solar panel products may **backfire** [-reac].

Such a **double-loss** [-reac] scenario is **undesirable** [-reac], especially when both China and the EU are *struggling* [t.-cap] to cope with an economic *slowdown* [t.-reac].

After claiming to have opened an anti-dumping and anti-subsidy investigation into mobile telecommunications network equipment and components from China, the European Commission is planning to impose anti-dumping taxes of *47.6 percent* [t.-reac] on average on China's photovoltaic products. It would be the *largest* [t.-reac] trade remedy case between the two sides in history.

A result of strong lobbying by some EU photovoltaic producers, which due to their **lack of competitiveness** [-cap] have played *second fiddle* [t.-prop] to their Chinese counterparts in the European market, the move will **temporarily cater to** [+val] their interests, but be **detrimental** [-val] to the overall trade relations between China and the EU.

China is now the EU's **fastest-growing** [+reac] export market while the EU is China's *largest* [t.+reac] trade partner.

The proposed duties on Chinese products will not only lead to a *reduced supply of low-priced products* [t.-reac] for European consumers, they will **also damage** [-reac] the interests of Europe's upstream and downstream suppliers, *causing significant job losses* [t.-reac].

Moreover, if China retaliates, the overall bilateral trade relations will be **at stake** [-reac], which will prove an **additional drag** [-reac] on the **already crisis-hit** [-reac] Eurozone.

Statistics show the eurozone economy *shrank* [t.-reac] 0.2 percent year-on-year during the first quarter of this year, the *sixth* [t.-reac] consecutive quarterly contraction, and retaliatory measures from China will **only worsen** [-reac] the situation.

China has not officially announced it will retaliate but it will **not sit idle** [-[-prop]] when the interests of its enterprises are **jeopardized** [-reac].

Since the start of the European sovereign debt **crisis** [-reac], China has offered Europe a helping hand [+prop]. If its **goodwill** [+reac] moves are only repaid with growing protectionism, it is entitled to fight back [t.+prop].

The EU now has 31 trade investigations, 18 of them involving China. It is advisable for China to rethink its European strategy.

Admittedly, a tit-for-tat strategy will **not benefit** [-[+reac]] either side. Total trade between the two sides was *down 3.7 percent* [t.-reac] year-on-year in 2012 and it has *continued to drop by 1.3 percent* [t.-reac] year-on-year in the first four months of this year.

But any appeasement on China's part will only send the **wrong** [-reac] signal and invite more protectionism.

### **Safety at work a priority**

Safety at work a **priority** [+reac]

Three *major* [t.-val] industrial accidents; *more than 100* [t.-val] deaths.

**Most tragically** [-reac] a fire at the poultry processing plant in Dehui, Jilin province killed *at least 119 people* [t.-reac] on Monday. The other two accidents were a fire at a grain depot in Heilongjiang province on Friday and an explosion at a petrochemical plant in Dalian, Liaoning province on Sunday, which inflicted *heavy economic losses* [t.-reac].

The accidents happened *within a week of each other* [t.-reac] and bring home the **harsh** [-reac] reality that China has *much to do* [t.-reac] to improve workplace safety.

Although the causes are yet to be determined, the ignoring of workplace safety rules contributed to the *high death toll* [t.-reac]. According to Monday's survivors, some of the exits at the slaughterhouse remained locked [t.-reac] when workers tried to escape.

While extending our **condolences** [-hap] to families of those that died, we urge the relevant government departments to investigate the accidents promptly and publicize the causes, and if any irregularities are discovered, those responsible must be held accountable in accordance with law.

In April, the Jilin authorities carried out a *province-wide* [t.+reac] work-safety check that lasted one month. It is **discomforting** [-reac] and thought provoking that the check-up **still failed** [-reac] to prevent Monday's accident.

Although the number of deaths as a result of workplace accidents has been on the *decline* [t.-reac] in the past decade, as the authorities have *strengthened* [t.+prop] implementation of workplace safety standards in mines and industrial enterprises, people die every day in accidents at work *nationwide* [t.-reac].

Since it is a matter of life and death, the nation must draw the **necessary** [+reac] lessons from these accidents, the regulators must do a **better** [+reac] job in plugging potential loopholes [t.+prop], and the management must more **faithfully** [+ten] implement the work-safety rules.

The public should also be invited to supervise workplace safety. Social networking tools, such as micro blogs, can play a **constructive** [+reac] role in pressuring management to improve their workplace safety.

## Caribbean co-operation

Caribbean co-operation

It is **heartening** [+reac] to see President Xi Jinping's visit to Trinidad and Tobago, the *first* [t.+reac] leg of his three-nation state visit to Latin America and the Caribbean, has already achieved **eye-catching** [+reac] results. With the two sides poised to mark next year's 40th anniversary of their diplomatic ties, Xi's visit, the *first* [t.+reac] by a Chinese president, has **historic significance** [+val] as it has lifted bilateral relations and mutually **beneficial** [+reac] co-operation to a new *height* [t.+val].

When meeting with Prime Minister Kamla Persad-Bissessar of Trinidad and Tobago, Xi put forward a four-point proposal suggesting that the two sides *enhance* [t.+prop] high-level interaction, *expand* [t.+prop] co-operation in such sectors as infrastructure construction, energy and mining, *increase* [t.+prop] people-to-people exchanges and *strengthen* [t.+prop] coordination on international affairs.

Xi's proposal shows China's **commitment** [+des] to carrying forward its **time-honoured** [+reac] friendship with Trinidad and Tobago as well as advancing bilateral pragmatic co-operation.

It is **noteworthy** [+reac] that Xi also met the presidents of Guyana and Suriname, and the prime ministers of Antigua and Barbuda, Dominica, Grenada, the Bahamas, Jamaica and Barbados on Saturday and Sunday in the capital of Trinidad and Tobago.

Xi **pledged** [+des] that China will *scale up* [t.+prop] assistance to Caribbean nations in an effort to give fresh impetus to the co-operation between China and the region through such *initiatives* [t.+reac] as establishing one or two demonstration centers in the next three years to showcase agricultural technologies and sending 100 medical staff to the region.

The meetings, though **informal** [-comp] in nature, were a manifestation of China's **balanced** [+comp] diplomacy, which gives **importance** [+val] to advancing ties with both developing and developed partners.

What Xi's visit has achieved so far shows China's **new** [+reac] leadership is **looking to** [+des] forge *stronger* [t.+reac] ties with the Caribbean region. China's decision to contribute *more* [t.+reac] to regional development should be a **blessing** [+reac] to the region as well as a **golden** [+reac] opportunity for the two sides to press ahead with the *growth* [t.+reac] of bilateral relations, which is an *open and inclusive* [t.+reac] process featuring **win-win** [+reac] co-operation.

China and Caribbean countries enjoy a *historical* [t.+reac] friendship and share the same approach to development. Over the years, the two sides have found an increasingly common language in nation-building, governance and international affairs.

As long as the two sides uphold the principles of mutual respect, equality, mutual benefit and common development, bring into play respective advantages and expand co-operation, China and Caribbean nations will be **good** [+reac] partners that support each other in their pursuit of common prosperity.

## Ward off capital risks

Ward off capital **risks** [-reac]

The yuan keeps *rising* [t.-reac], inter-bank rates have *shot up* [t.-reac], and foreign exchange purchases have *slumped* [t.-reac]. Such **conflicting** [-reac] trends have caused **worries** [-reac] among puzzled China watchers. But are such **fears** [-reac] justifiable? The yuan *hit new highs* [t.-reac] on Monday in terms of the official central parity rate, *rising to 6.1598* [t.-reac] against the US dollar before edging down on Tuesday. It has risen by *more than 2 percent* [t.-reac] since the start of this year.

While the economic fundamentals are out of line [t.-reac] with the currency appreciation momentum, the fast pace of yuan revaluation is also in contrast [t.-reac] to the money market conditions. The interest rates that Chinese banks charge each other for short-term loans unexpectedly *surged* [t.-reac] recently, indicating a sudden liquidity *shortage* [t.-reac] that demands central bank intervention.

New foreign exchange purchases, which are a main gauge of money inflows, also *slumped to 67 billion yuan* [t.-reac] (\$10.9 billion) in May, compared with *nearly 300 billion yuan* [t.+reac] in April.

The stock market, meanwhile, has also shown **prolonged weakness** [-reac] in recent trading days. Some analysts have said the diverging [t.-reac] trends of yuan appreciation and liquidity tightness show that the attraction of the rising yuan to foreign capital is *on the wane* [t.-reac] and there could be an *unaffordable* [t.-reac] capital exodus that results in a hard landing [t.-reac] for the Chinese economy.

Admittedly, some international capital is flowing out of the emerging-market economies, including China, due to the **sustained improvement** [+reac] in the economic fundamentals of the United States. Despite a capital *drain* [t.-reac], the *world's second-largest economy* [t.+reac] remains **capable** [+cap] of handling it given its **sound** [+reac] fundamentals.

The Chinese economy continues to *expand at more than 7 percent* [t.+reac], a rate that is the **envy** [+reac] of many other countries and its exports *continue to grow* [t.+reac], while its consumption remains **resilient** [+reac].

**More importantly** [+reac], it has *ample* [t.+reac] foreign exchange reserves - *\$3.44 trillion* [t.+reac] by the end of March - to ward off the **risks** [-reac] of a large-scale capital exodus.

China is undoubtedly facing **multiple challenges** [-reac]. For example, local government debts, coupled with shadow banking, are putting its financial stability **at risk** [-reac]. Rising housing prices also serve as a *Sword of Damocles* [t.-reac] over its economic stability.

It is advisable for policymakers to closely monitor the international capital market changes. Still, it is **premature** [-reac] to **worry** [-reac] about any **immediate dangers** [-reac] from capital outflows.

## Untie Syrian knot

Untie Syrian *knot* [t. -reac]

The **crisis** [-reac] in Syria is **worsening** [-reac] with every passing day, miring the country in **bloodbaths** [-reac] and *fueling* [t.-reac] widespread **concern** [-reac] from the international community. But it is even **more troubling** [-reac] to see that Western countries led by the United States are *accelerating* [t.-prop] their efforts to aid the Syrian opposition in their *bid* [t.-prop] to force a regime change in the country.

After the European Union *reversed its arms* [t.-prop] embargo policy to allow the arming of Syrian rebels, the US lifted its sanctions on the Syrian opposition last week and decided to provide **lethal** [-reac] aid to Syria's rebels. Yet Washington's claim that Syrian government forces have used chemical weapons [t.-reac], which it says *crossed the line* [t.-norm] and is a *game changer* [t.-prop] for the two-year-old **crisis** [-reac], is, at the very least, **one-sided** [-comp] if proved true.

With reports from the United Nations and some Western media showing the opposition forces have used chemical weapons [t.-reac], Washington's decision to send weapons to the rebels *lacks* [t.-reac] solid ground.

Especially as members of al-Qaida and other extremist groups have long penetrated into Syria and mingled with the rebel forces there, which is the very reason the West had adopted a **comparatively cautious** [+reac] approach toward arming the opposition.

The US and its Western allies cannot be **so blind** [-[-cap]] that they are **unable** [-[-cap]] to foresee the **tricky** [-comp] situation that lies ahead when they set out to remove the last obstacle to arming the rebels, as some of the weapons they intend to provide will very likely end up in the **wrong** [-reac] hands and help al-Qaida *expand* [t.-prop] its influence in the **war-torn** [-reac] country and even the region at large.

There have been media reports about **atrocities** [-reac] that some rebel forces have committed, which must have prompted Russian President Vladimir Putin's **rebukes** [-sat] against arming "organ-eating fighters" [t.-prop] when responding to the US decision. In their meeting on the sidelines of the G8 summit on Monday, Putin and US President Barack Obama agreed to push for a summit in Geneva on Syria, despite admitting the big differences they have on Syria.

The new Geneva summit should be held *as soon as possible* [t.+reac]. At a time when the West is hastily paving the way for military intervention, it might be the *last chance* [t.+reac] for the international community to conjure up political resolutions to end the **crisis** [-reac].

## United against terrorism

United against terrorism [t.-reac]

It is **horrible** [-reac], **despicable** [-reac] and **unbearable** [-reac].

Terrorists **slaughtered** [-prop] 17 people, including nine policemen and security guards and eight civilians, before police opened fire and killed 10 of them in a remote township of Shanshan county, Northwest China's Xinjiang Uygur autonomous region on Wednesday. Initial reports added that according to local officials three rioters were arrested and several others have been admitted to hospital.

It is the second terrorist [t.-reac] attack in less than three months in this western autonomous region. Fifteen community workers and policemen were killed and six terrorists were shot dead in the previous attack in April. Since the 2009 **deadly** [-reac] unrest in the region's capital city Urumqi, which left *197 dead* [t.-reac], the regional government has put the fight against the three **evil** [-reac] forces of terrorism, separatism, and extremism *high on its agenda* [t.+prop]. But the **violent** [-reac] attack on Wednesday is a **bloody** [-reac] reminder that the region and the country as a whole face a difficult task fighting the three evils.

Xinjiang is home to 47 ethnic groups, and the peaceful coexistence of people from all groups is necessary if everyone in the region is to live **happily** [+hap] and prosper.

The terrorists, separatists and extremists perpetrate **violent** [-reac] acts to sow the seeds of **hatred and fear** [-reac] among local residents in order to facilitate their own *selfish* [t.-reac] goals. And such incidents undoubtedly disrupt the **normal** [+reac] lives of local residents and have a **negative** [-reac] impact on the development of the local economy, as well as claiming the lives of **innocent** [+reac] people.

The strikingly similar manner of the latest terrorist [t.-reac] attack to the previous one means it is difficult to see them as isolated incidents. While finding out the truth about this specific attack, investigators should pay *close* [t.+prop] attention to the wider background factors. Since past cases have indicated links with

overseas terrorist [t.-reac] cells, the current probe should leave *no such potential* [t.+reac] links unscrutinized and unaddressed in order to prevent more loss of life.

Both the central and local governments should also *spare no efforts* [t.+prop] in ensuring that there are no terrorist [t.-reac] cells in our country.

Meanwhile, the police and residents should be on the alert [+prop] against any more attacks.

Local people of different ethnic groups should continue to take a firm and united stand [t.+prop] to crush the *sinful brutality* [-prop] of those who seek their own gains at the cost of harmonious coexistence.

## **China – POK partnership**

The four-day visit to China by the President of the Republic of Korea, Park Geun-hye, which starts on Thursday, is expected to *inject new vitality* [+reac] into the **strategic** [+reac] co-operative partnership between the two countries, as it presents a **good** [+reac] opportunity for the neighbors to *deepen* [t.+cap] their co-operation at both the bilateral and the multilateral levels.

In a written interview with *China Daily* prior to her visit, Park expressed the **hope** [+des] that the two countries will elevate their relationship to *new heights* [t.+cap], reaching *beyond what they have achieved over the past 20 years* [t.+cap].

“To this end, I will work with President Xi Jinping during my visit to outline a *new* [t.+val] blueprint for the common prosperity of Korea and China looking to the next two decades,” she said.

She will find her sentiments well received by Chinese leaders, as Beijing is **sincere** [+ver] about *deepening* [t.+cap] mutual trust and *raising* its interaction with Seoul to a *higher level* [t.+cap], so that the two neighbors can not only benefit *more* [t.+cap] from their practical co-operation but also contribute *more* [t.+cap] to regional peace and development.

Thanks to the efforts of both countries, bilateral relations have *advanced smoothly* [t.+reac] since they established diplomatic relations in 1992. China is the *largest* [t.+reac] trading partner and investment destination for the ROK, and the latter is one of China’s *major* [t.+reac] trading partners. The volume of bilateral trade *surpassed \$250 billion* [t.+reac] last year. People-to-people exchanges have also *flourished* [t.+reac].

With Park leading a *sizeable* [t.+reac] delegation to China, Beijing and Seoul are poised to ink *multiple* [t.+reac] agreements that will further *consolidate* [t.+reac] their reciprocal co-operation in *various* [t.+reac] fields. A bilateral free trade agreement is also expected to feature in Park’s meeting with Xi.



It is **widely anticipated** [+des] that the two leaders will also discuss the situation on the Korean Peninsula, and the world will be watching closely to see what consensus the two leaders reach.

Thanks to *more* [t.+reac] contact among the parties concerned and their **increased** [t.+reac] efforts, tensions on the peninsula have been alleviated recently to some degree. There is every reason to continue building on this hard-won [t.+reac] momentum.

We **believe** [+sat] Beijing and Seoul are ready to contribute *more* [t.+cap] to this **positive** [+reac] trend and together will push for *more* [t.+cap] dialogue and contact to stabilize the peninsula.

### **Ensuring milk quality**

While the move to probe THE monopoly practices of some major infant formula producers will help *strengthen* [t.+reac] market order in the short term, the quality of domestic products holds the **key** [+reac] to the **healthy** [+reac] development of the market in the long run.

The National Development and Reform Commission is investigating alleged price fixing and anti-competitive practices by producers of milk powder. The investigation was launched against the backdrop of *repeated rises* [t.-reac] in the prices of infant formula produced by some major brands in the past four years and ensuing **complaints** [-reac] from consumers. Most of the investigated companies are foreign, and together they hold *about half of the total market share* [t.-reac].

Aimed at *restoring* [t.+reac] normal market order, such an investigation is **necessary** [t.+reac] so long as it is carried out in line with anti-trust laws and regulations. Experiences in all markets show that price control aimed at excluding fair competition is against the interests of consumers [t.-reac] and damages the market in the long run [t.-reac].

However, policymakers and regulators should also be aware that the alleged violations [t.-prop] of the country's anti-monopoly laws by these brands have been partially encouraged by domestic producers' **lack of competitiveness** [-[+cap]].

The consumer **preference** [+sat] for foreign infant formula brands is mainly driven by the public **distrust** [-sat] of domestic producers after *a series of serious* [-reac] milk safety scandals since 2008, one of which *left at least six children dead* [t.-reac] after toxic chemicals were added to milk powder products. Since then many Chinese families have **favoured** [+sat] foreign brands, even though they are priced *much higher* [t.-reac] than domestic products, as they **believe** [+sat] them to be *safer* [t.+reac].

When there is evidence that prices are being fixed, intervention by regulators is **indispensable** [+reac]. But in the long term, what ultimately drives competition and eliminates such practices is the participation of more major players.

While they are **generally weaker** [-cap] than their foreign competitors in terms of financial strength, technological capability and marketing skills, Chinese companies are **primarily uncompetitive** [-cap] because most of them have **yet to win back public trust** [-[+cap]]. It will take time and strict enforcement of the recently introduced quality guarantee system to improve the quality of domestic baby formula and raise public confidence in domestic formula producers.

### Solving Egyptian puzzle

The **drastic** [-reac] changes in Egypt's political scene have not only *fueled* [t.-reac] widespread **concerns** [-reac] for the fate of Mohamed Morsi, the country's first president elected through a national poll, they have also *ignited* [t.-reac] deep **worries** [-reac] that the most populous Arab country may plunge *deeper* [t.-cap] into political **crisis** [-reac] and social **unrest** [-reac].

On Wednesday, the Egyptian military ousted Morsi, suspended the constitution and called for new elections. Adli Mansour, head of the Supreme Constitutional Court, was sworn in as interim leader on Thursday. Defense Minister and head of Egypt's armed forces General Abdel Fattah al-Sisi said Morsi had "**failed** [-cap] to meet the demands of the people". The Morsi administration had faced **rising criticism** [-reac] from the opposition in the past year, and *unprecedented* [t.-reac] protests demanding Morsi step down have *swept the nation* [t.-reac] since Sunday. Morsi had **promised** [+des] to tackle the country's **woes** [-reac] - a security vacuum, fuel shortages, soaring prices and a crumbling economy - within his first 100 days in office. But those promises turned out to be more difficult to honour than Morsi had **anticipated** [+des]. He and his group, the Muslim Brotherhood, have **failed** [-cap] to usher in reconciliation and unite all political forces to realise social stability and economic recovery. Morsi's ousting constitutes a **severe** [-reac] setback to the Arab country's political transition. Having paid a dear price to put an end to the Hosni Mubarak regime in 2011 and undergone year-long unrest, Egyptians now face a new **dilemma** [-reac] in repairing the country's broken political fabric.

The divides and even **hatred** [-hap] between different forces and factions will still exist after Morsi's ousting, which will make national reconciliation difficult in the short term. But for the long-term well-being of Egypt and its people, such reconciliation is **indispensable** [+reac].

The Egyptian military has put forward a roadmap [t.+reac] for post-Morsi political arrangements, which ran into **immediate opposition** [-reac] from the Muslim Brotherhood. It is **good** [+reac] to hear that Mansour used his inauguration to hold out an olive branch [t.+reac] to the Brotherhood.

It will obviously take time for Egypt to build a national consensus on the country’s political future, and the process will be **complex** [-comp] considering the sectarian feuds that exist.

However, we **hope** [+des] the process will be **peaceful** [+reac] and **orderly** [+comp], and the **disruption** [-reac] to civilian well-being kept to a minimum.

## Appendix VII: Gloss of people in editorials from *The Australian*

The Appendix VII offers an explanation of the politicians mentioned in the editorials from *The Australian*. Most of the explanations are based on the Wikipedia, the free encyclopedia ([https://en.wikipedia.org/wiki/Main\\_Page](https://en.wikipedia.org/wiki/Main_Page)).

People	Explanation
Julia Gillard	Julia Gillard is a former Australian politician. She was the first and to date only woman to hold the position of deputy prime minister, prime minister and leader of a major party in Australia. She served as the 13 <sup>th</sup> Deputy Prime Minister of Australia from 3 December 2007 to 24 June 2010; and the 27 <sup>th</sup> Prime Minister of Australia from 24 June 2010 to 27 June 2013. She held the cabinet positions of Minister for Education, Minister for Employment and Workplace Relations and Minister for Social Inclusion from 2007 to 2010.
Pauline Hanson	Pauline Hanson is an Australian politician and the leader of One Nation, a far right political party with a populist, conservative, and anti-multiculturalism platform. She held the position from 11 April 1997 to 5 August 2002. She returned the leadership from 18 November 2014 till now.
Simon Crean	Simon Crean is an Australian politician and trade unionist.
Douglas Cameron	Douglas Cameron is a Scottish-born Australian politician and trade unionist. He has been a Labor member of the Australian Senate since July 2008, representing the state of New South Wales.
Gough Whitlam	Gough Whitlam was the 21 <sup>st</sup> Prime Minister of Australia, serving from 1972 to 1975. The Leader of Labor Party from 1967 to 1977, Whitlam led his party to power for the first time in 23 years at the 1972 election. He won the 1974 election before being controversially dismissed by the Governor-General of Australia, Sir John Kerr, at the climax of the 1975 Australian constitutional crisis. Whitlam remains the only Australian prime minister to have his commission terminated in that manner.
Brendan O’Connor	Brendan O’Connor is an Australian politician. O’Connor is a member of the Australian Labor Party. On 4 February 2013, O’Connor was sworn in as Minister for Immigration and Citizenship. Following the June 2013 Labor leadership spill,

	O'Connor was appointed Minister for Employment and Minister for Skills and Training in the Second Rudd Ministry.
Michael O'Connor	Michael O'Connor is a former rugby league and rugby union footballer who represented Australia in both codes, in other words a dual-code rugby international.
Kevin Rudd	Kevin Rudd is a former Australian politician. He was the 26 <sup>th</sup> Prime Minister of Australia, from 3 December 2007 to 24 June 2010, and again from 27 June 2013 to 18 December 2013.
Tony Abbott	Tony Abbott is an Australian politician who was the 28th Prime Minister of Australia, from 18 September 2013 to 15 September 2015. Abbott was leader of the Liberal Party from 1 December 2009 to 14 September 2015.
Mark Latham	Mark Latham, an Australian author and former politician, was leader of the Federal Parliamentary Australian Labor Party and Leader of the Opposition for thirteen months, from 2 December 2003 to 18 January 2005.
Bill Hayden	Bill Hayden is an Australian politician who was the 21 <sup>st</sup> Governor-General of Australia from 1989 to 1996. He was previously the Leader of the Labor Party and Leader of the Opposition from 1977 to 1983, and served as Minister for Foreign Affairs and Trade under Prime Minister Bob Hawke from 1983 to 1988. Earlier he had briefly been the Treasurer of Australia under Gough Whitlam in 1975.
Bob Hawke	Bob Hawke is an Australian politician who was the Prime Minister of Australia and the Leader of the Labor Party from 1983 to 1991.
Paul Keating	Paul Keating is an Australian politician who was the 24 <sup>th</sup> Prime Minister of Australia and the Leader of the Labor Party from 1991 to 1996.
Wayne Swan	Wayne Swan is an Australian politician who was the Deputy Prime Minister of Australia and the Deputy Leader of the Labor Party from 24 June 2010 to 27 June 2013, and the Treasurer of Australia from 3 December 2007 to 27 June 2013.
Rob Oakeshott	Rob Oakeshott is a retired Australian politician. He was the independent Member of the House of Representatives for the Division of Lyne in New South Wales, which he won at the 2008 Lyne by-election following the resignation of former Nationals leader and former Deputy Prime Minister Mark Vaile. He retained Lyne at the 2010 election with a large margin, and in the hung parliament, after negotiations, backed Julia Gillard and Labor to form a minority government, providing confidence and supply from the crossbench whilst retaining the right to vote on conscience until 5 August 2013.
Khoa Do	Khoa Do is a film director, screenwriter, professional speaker and philanthropist who received the Young Australian of the Year Award in 2005.
Waleed Aly	Waleed Aly is an Australian writer, academic, lawyer, media presenter and musician.

Tony Windsor	Tony Windsor is an Australian politician. He entered federal politics, serving as an independent member of the Australian House of Representatives from 2001 to 2013, representing the electorate of New England. He was one of several MPs who supported the Gillard minority Labor government from 24 June 2010 to 5 August 2013, and retired at the 2013 federal election.
Craig Thomson	Craig Thomson is an Australian former trade union official and a former politician implicated in the Health Services Union expenses affair. On 15 December 2014 Thomson was found guilty in the County Court of Victoria of thirteen charges of theft, and later convicted and fined A\$25,000.
Peter Slipper	Peter Slipper is a former independent member of the Australian House of Representatives, who represented the Division of Fisher, Queensland, a seat he held from 1993 until his defeat in 2013. Slipper served as the 27th Speaker of the House of Representatives from 24 November 2011 to 9 October 2012.
Mike Baird	Mike Baird, an Australian politician, is the 44th Premier of New South Wales, the Minister for Infrastructure, the Minister for Western Sydney, and the Leader of the New South Wales Liberal Party since April 2014. He has represented the Electoral district of Manly in the New South Wales Legislative Assembly for the Liberal Party of Australia since 2007. Before becoming Premier, Baird was the Treasurer of New South Wales in the O'Farrell government between 2011 and 2014.
Barry O'Farrell	Barry O'Farrell is an Australian former politician who was the 43 <sup>rd</sup> Premier of New South Wales and Minister for Western Sydney from 2011 to 2014. He was the Leader of the New South Wales Liberal Party from 2007 to 2014,
Campbell Newman	Campbell Newman is a former Australian politician who served as the 38th Premier of Queensland from 26 March 2012 to 14 February 2015.
Maurice Iemma	Maurice Iemma is a former Australian politician who was the 40 <sup>th</sup> Premier of New South Wales, serving from 3 August 2005 to 5 September 2008. Iemma led Labor to victory at the 2007 state election, albeit with a slightly reduced majority.
Stephen Conroy	Stephen Conroy is an English-born Australian politician and was the Minister for Broadband, Communications and the Digital Economy in the Second Gillard Ministry until his resignation on 26 June 2013 following Kevin Rudd's successful challenge of Julia Gillard for leadership of the Australian Labor Party.
Bill Shorten	Bill Shorten is an Australian politician who has been Leader of the Australian Labor Party and Leader of the Opposition since October 2013. He was the Minister for Workplace Relations from 14 December 2011 to 18 September 2013.
Malcolm Turnbull	Malcolm Turnbull is the 29 <sup>th</sup> and current Prime Minister of Australia. Turnbull became Prime Minister and Leader of the Liberal Party in 2015 after he contested the leadership of Prime Minister Tony Abbott in a private vote within the Liberal

	Party. He was the Minister for Communications from 18 September 2013 to 14 September 2015.
David Feeney	David Feeney is an Australian politician. He is the Labor member for the House of Representatives seat of Batman, which he won at the 2013 federal election (since 7 September 2013).
Martin Ferguson	Martin Ferguson, an Australian politician, was an Australian Labor Party member of the Australian House of Representatives from 2 March 1996 until 5 August 2013 representing the Division of Batman, Victoria.
Peter Garrett	Peter Garrett is an Australian former politician. He was appointed Minister for School Education, Early Childhood and Youth by Prime Minister Julia Gillard (14 September 2010 to 26 June 2013).
Adrian Piccoli	Adrian Piccoli is an Australian politician representing the electoral district of Murray in the New South Wales Legislative Assembly. He is the deputy leader of The Nationals in the New South Wales Parliament, and has been the Minister for Education since 3 April 2011.

## Appendix VIII: Gloss of technical terms in editorials from *The Australian*

This Appendix VIII explains the key technical terms employed in editorials from *The Australian*. Most of the explanations are based on Wikipedia, the free encyclopedia ([https://en.wikipedia.org/wiki/Main\\_Page](https://en.wikipedia.org/wiki/Main_Page)).

Technical terms	Explanation
457 visa	The 457 visa is the most commonly used program for Australian or overseas employers to sponsor skilled overseas workers to work in Australia temporarily. It was introduced soon after John Howard became Prime Minister in 1996.
Australian Labor Party	The Australian Labor Party (ALP, also Labor, was Labor before 1912) is a political party in Australia. It competes against the Liberal/National Coalition for political office at the federal and state (and sometimes local) levels.
Liberal Party of Australia	The Liberal Party of Australia is a right-winged political party in Australia. Founded in 1945 to replace the United Australia Party (UAP), the Liberal Party of Australia is one of the two major parties in Australian politics, along with the centre-left Australian Labor Party (ALP).
One Nation	One Nation is a minor political party in Australia. One Nation was founded in 1997, by then-member of parliament, Pauline Hanson and her advisors David Ettridge and David Oldfield after Hanson was dis-endorsed as a federal candidate for the Liberal Party. The dis-endorsement came before the 1996 federal election because of comments she made about Indigenous Australians.
Hawke–Keating Government	The Hawke–Keating Government refers to the Federal Government of Australia from 11 <sup>th</sup> March 1983 to 11 <sup>th</sup> March 1996. The Government was formed by the Australian Labor Party, and was led first by Bob Hawke as Prime Minister and then by Paul Keating. The Hawke–Keating Government began after the Fraser Government was defeated at the 1983 election, and ended with defeat at the 1996 election, which ushered in the Howard Government.
Federal election 2013	A federal election to determine the members of the 44 <sup>th</sup> Parliament of Australia took place on 7 September 2013.
Coalition (Australia)	The Coalition is a political alliance of centre-right parties, which has existed in Australian politics in various forms since 1923. The Coalition is composed of the Liberal Party of Australia (LPA), the National Party of Australia (formerly the Country Party and the National Country Party), the Country Liberal Party (CLP), and the Liberal National Party (LNP).

Australian Greens (The Greens)	The Australian Greens is an Australian green political party. The party was formed in 1992 and is today a confederation of eight state and territory parties.
Australia Council Act 2013	Australia Council Act 2013 is an Act to provide for a Council for purposes connected with the support and promotion of the arts, and for related purposes.
National Broadband Network	The National Broadband Network (NBN) is an Australian national wholesale-only, open-access data network. It is based on the premise that access to fixed line, wireless and satellite broadband connections are sold to retail service providers (RSPs), who then sell internet access and other services to consumers. The NBN was subject to political and industry debate and radical change after the 2013 federal election.
Gonski Report	In April 2010, Gonski was commissioned by Julia Gillard, then Minister for Education in the Rudd Government, to be chairman of a committee to make recommendations regarding funding of education in Australia. The findings and recommendations of the committee were presented to the government in November 2011, whereafter deliberations were entered into by the Federal and state governments to consider its content. The committee's report is known as the Gonski Report.
National Party of Australia	The National Party of Australia is an Australian political party. Federally and in New South Wales, and to an extent in Victoria and historically in Western Australia, it has, in government, been the minor party in a centre-right Coalition with the Liberal Party of Australia, and its leader has usually served as Deputy Prime Minister. The National Party was (and remains) in a longstanding formal coalition with the Liberal Party, so while it is a distinct institution from the Liberal Party, it formed at the time the institution of the federal opposition together with the Liberal Party, and currently forms the institution of the Australian government together with the Liberal Party.
Port Botany	Port Botany is a deep water seaport located in Botany Bay in Sydney, Australia. The port is dominated by trade in containerised manufactured products, and to a lesser extent, bulk liquid imports including petroleum and natural gas. It is Australia's second-largest container port, and is administered by NSW Ports which entered into a 99-year lease agreement with the NSW Government in May 2013.
Port Kembla	Port Kembla is a suburb of Wollongong 8 km south of the CBD and part of the Illawarra region of New South Wales. The suburb comprises a seaport, industrial complex (one of the largest in Australia), a small harbour foreshore nature reserve, and a small commercial sector.



the Division of Batman	The Division of Batman is an Australian Electoral Division in the state of Victoria. The division was created in 1906, replacing the Division of Northern Melbourne.
EMILY's List	EMILY's List is an American political action committee that aims to help elect pro-choice Democratic female candidates to office.

### **Appendix IX: Gloss of people in editorials from the *China Daily***

<b>People</b>	<b>Explanation</b>
Xi Jinping	Xi Jinping is a Chinese politician and taking the political positions of the current General Secretary of the Communist Party of China, President of the People's Republic of China, and Chairman of the Central Military Commission.
Kamla Persad-Bissessar	Kamla Persad-Bissessar is a Trinidadian politician. She was the 7th Prime Minister of Trinidad and Tobago from 26 May 2010 to 9 September 2015. At the present she is taking the position of the Political Leader of the United National Congress and the Leader of the Opposition of the People's Partnership coalition in the eleventh parliament.
Vladimir Putin	Vladimir Putin is a Russian politician. He is the President of the Russian Federation since 7 May 2012.
Park Geun-hye	Park Geun-hye is a politician in South Korea. She was the 18th president of South Korea on 25 February 2013 but is currently suspended from office amidst impeachment proceedings.
Mohamed Morsi	Mohamed Morsi is an Egyptian politician. He was the fifth President of Egypt, from 30 June 2012 to 3 July 2013. He was the first democratically elected head of state in the 5000 years of Egyptian history.
Adli Mansour	Adli Mansour is an Egyptian judge and statesman. He is the President (or Chief Justice) of the Supreme Constitutional Court of Egypt. He was the acting President of Egypt from 4 July 2013 to 8 June 2014.
Abdel Fattah al-Sisi	Abdel Fattah al-Sisi is the sixth and incumbent President of Egypt, in office since June 2014.

## Appendix X: Gloss of technical terms in editorials from *China Daily*

Technical terms	Explanation
National Development and Reform Commission	The National Development and Reform Commission of the People's Republic of China is an agency of broad administrative and planning control over the Chinese economy.
State Council	The State Council is the chief administrative authority of the People's Republic of China.
European Union	The European Union is a politico-economic union, including 28 member states that are located primarily in Europe.
Trinidad and Tobago	Trinidad and Tobago is a country of two island. It is situated off the northern edge of the South American mainland.
Caribbean	The Caribbean is a region, including the Caribbean Sea, its islands and the surrounding coasts.
hard landing	<i>Hard landing</i> is a term typically used in the business cycle or economic cycle. It refers to an economy which shifts rapidly from growth to slow-growth to flat as it approaches a recession, usually caused by government attempts to slow down inflation.
Sword of Damocles	<i>Sword of Damocles</i> is from a famous story about the Syracusan tyrant Dionysius II and his courtier Damocles. This story implicates that happiness is fragile, although it is frequently used as a reminder that for a powerful man, there's always danger.
chemical weapons	A chemical weapon is a specialized munition that uses chemicals formulated to inflict death or harm on human beings.
G8 summit	The G8 is an inter-governmental political forum of the world's major highly industrialized economies in countries that view themselves as democracies.
olive branch	The olive branch is a symbol of peace or victory and was historically worn by brides and virgins.

**Appendix XI: Attitudinal encodings in the text of *Between a tragedy and a farce* in *The Australian***

<b>Appraising</b>	<b>Appraiser</b>	<b>Appraised</b>	<b>Affect</b>	<b>Judgement</b>	<b>Appreciation</b>
tragedy	<i>Writers</i>	Labor's cultural policy			t.-reaction
farce	<i>Writers</i>	Labor's cultural policy			t.-reaction
Triumph...experience	<i>Writers</i>	arts community			t.-reaction
expects	arts community	more sympathy...	+inclination		
sympathy	arts community	Labor	+satisfaction		
almost six years	<i>Writers</i>	Rudd and Gillard administrations			t.-reaction
misplaced	<i>Writers</i>	faith			t.-reaction
promised to	Labor	Build a more vibrant cultural life...	+inclination		
vibrant	<i>Writers</i>	Cultural life			+reaction
prosaic	<i>Writers</i>	Labor's cultural policy			-valuation
dispiriting	<i>Writers</i>	Labor's cultural policy			-valuation
devoid...funding	<i>Writers</i>	Labor's cultural policy			-[+valuation]
pushed...fast	<i>Writers</i>	the Australia Council Bill 2013			t.-reaction
hardly...sides	<i>Writers</i>	the Australia Council Bill 2013			t.-reaction
worst	<i>Writers</i>	Bureaucratic shuffle			-reaction
worse	<i>Writers</i>	matters			-reaction
far from good	<i>Writers</i>	the Australia Council Bill 2013			t.-reaction
expecting	we	Regional diversity	+inclination		
narrowly focused	<i>Writers</i>	the expertise on the board			t.-reaction
key	<i>Writers</i>	literature			+reaction
friendless	<i>Writers</i>	literature			t.-reaction
short shrift	<i>Writers</i>	visual arts			t.-reaction
interesting	<i>Writers</i>	appointment			+reaction
sank...released	<i>Writers</i>	Labor's cultural policy			t.-reaction
best	<i>Writers</i>	It...released			+reaction
muddled and timid	<i>Writers</i>	Labor's cultural policy			
unimaginative	<i>Writers</i>	Policy authors		-capacity	
enriches and	<i>Writers</i>	idea			t.+reaction
enlightens					
inspires	<i>Writers</i>	idea			t.+reaction
surrender on the altar	<i>Writers</i>	Idea...			t.-reaction
hum-drum logic	<i>Writers</i>	logic		t.-capacity	-reaction

**Appraising**

questionable  
bring the curtain down  
long-running  
farce  
intelligently

**Appraiser**

*Writers*  
*Writers*  
*Writers*  
*Writers*  
*Writers*

**Appraised**

school hall buidings program  
Labor’s cultural policy  
Labor’s cultural policy  
Labor’s cultural policy  
other parties than Labor or Coalition  
administrations

**Affect**

**Judgement**

+capacity

**Appreciation**

-reaction  
t.-reaction  
t.-reaction  
t.-reaction

**Appendix XII: Attitudinal encodings in the text of *Caribbean co-operation in China Daily***

<b>Appraising</b>	<b>Appraiser</b>	<b>Appraised</b>	<b>Affect</b>	<b>Judgement</b>	<b>Appreciation</b>
heartening	<i>Writers</i>	Xi Jinping's visit...eye-catching results			+reaction
first	<i>Writers</i>	Xi Jinping's visit to Trinidad and Tobago			t.+reaction
eye-catching	<i>Writers</i>	Xi Jinping's visit to Trinidad and Tobago			+reaction
first	<i>Writers</i>	Xi Jinping's visit to Trinidad and Tobago			t.+reaction
significance	<i>Writers</i>	Xi's visit			+reaction
beneficial	<i>Writers</i>	co-operation			+reaction
lifted...height	<i>Writers</i>	Xi's visit			t.+reaction
enhance	<i>Writers</i>	China and Trinidad and Tobago		t.+propriety	
expand	<i>Writers</i>	China and Trinidad and Tobago		t.+propriety	
increase	<i>Writers</i>	China and Trinidad and Tobago		t.+propriety	
strengthen	<i>Writers</i>	China and Trinidad and Tobago		t.+propriety	
commitment	China	carry...co-operation	+inclination		
time-honoured	<i>Writers</i>	friendship			+reaction
noteworthy	<i>Writers</i>	Xi also...Trinidad and Tobago			+reaction
pledged	Xi	China...region	+inclination		
assistance	Xi	China		+propriety	
initiatives	Xi	establishing...region			t.+reaction
informal	<i>Writers</i>	meetings			-composition
balanced	<i>Writers</i>	diplomacy			+composition
importance	<i>Writers</i>	advancing...partners			+valuation
new	<i>Writers</i>	leadership			+reaction
looking to	China's leadership	forge...region	+inclination		
stronger	<i>Writers</i>	ties			t.+reaction
more	<i>Writers</i>	China's decision			t.+reaction
blessing	<i>Writers</i>	China's decision...development			+reaction
golden	<i>Writers</i>	China's decision...development			+reaction
growth	<i>Writers</i>	bilateral relations			t.+reaction
open...inclusive	<i>Writers</i>	bilateral relations			t.+reaction
win-win	<i>Writers</i>	bilateral relations			+reaction
historical	<i>Writers</i>	friendship			t.+reaction
good	<i>Writers</i>	China and Caribbean nations			+reaction

## References

- Adendorff, R. & de Klerk, V. 2005, 'The role of APPRAISAL resources in constructing a community response', *Linguistics and the Human Sciences*, vol. 1, no. 3, pp. 489-513.
- Allan, S. 2006, *Online news: Journalism and the internet*, Open University Press, Maidenhead.
- Almutairi, B.A.A. 2014, 'Visualizing evaluative language in relation to constructing identity in English editorials and op-eds', PhD thesis, University of Sydney.
- Alonso Belmonte, I. 2009a, 'Positioning the reader: A study on the use of interactive textual patterns in English written newspaper editorials and articles of opinion', *English Text Construction*, vol. 2, no. 1, pp. 48-69.
- Alonso Belmonte, I. 2009b, 'Toward a genre-based characterization of the problem–solution textual pattern in English newspaper editorials and op-eds', *Text & Talk*, vol. 29, no. 4, pp. 393-414.
- Arant, M.D. & Anderson, J.Q. 2001, 'Newspaper online editors support traditional standards', *Newspaper Research Journal*, vol. 22, no. 4, pp. 57-69.
- Baker, P., Gabrielatos, C. & McEnery, T. 2013, *Discourse analysis and media attitudes: The representation of Islam in the British press*, Cambridge University Press, Cambridge.
- Barnhurst, K.G. 2002, 'News geography and monopoly: The form of reports on US newspaper internet sites', *Journalism Studies*, vol. 3, no. 4, pp. 477-89.
- Bauer, M.W., Gaskell, G. & Allum, N.C. 2000, 'Quality, quantity and knowledge interests: Avoiding confusions', in M.W. Bauer & G. Gaskell (eds), *Qualitative researching with text, images and sound*, Sage Publications, London, pp. 3-17.
- Bednarek, M. 2006, *Evaluation in media discourse: Analysis of a newspaper corpus*, Continuum, London.
- Bednarek, M. 2009, 'Polyphony in Appraisal: Typological and topological perspectives', *Linguistics and the Human Sciences*, vol. 3, no. 2, pp. 107-36.
- Bednarek, M. 2010a, 'Corpus linguistics and systemic-functional linguistics: Interpersonal meaning, identity and bonding in popular culture', in M. Bednarek & J.R. Martin (eds), *New discourse on language: Functional perspectives on multimodality, identity, and affiliation*, Continuum, London, pp. 237-66.
- Bednarek, M. 2010b, *The language of fictional television: Drama and identity*, Continuum, London.
- Bednarek, M. & Caple, H. 2012, *News discourse*, Continuum, London.
- Bednarek, M. & Martin, J.R. (eds) 2010, *New discourse on language: Functional perspectives on multimodality, identity, and affiliation*, Continuum, London.

- Beldarrain-Durandegui, A. 2012, 'We and them rhetoric in a left-wing secessionist newspaper: A comparative analysis of Basque and Spanish language editorials', *Critical Discourse Studies*, vol. 9, no. 1, pp. 59-75.
- Bell, A. 1991, *The language of news media*, Blackwell, Oxford.
- Ben, W.N. 2012, 'Assessing argumentative normativity in the English medium Kenyan newspaper editorials from a linguistic-pragmatic approach', *International Journal of Humanities and Social Science*, vol. 2, no. 21, pp. 133-44.
- Benwell, B. & Stokoe, E. 2006, *Discourse and identity*, Cambridge University Press, Cambridge.
- Bernstein, B.B. 1996, *Pedagogy, symbolic control, and identity: Theory, research, critique*, Taylor & Francis, London.
- Bizzell, P. 1992, 'What is a discourse community', in P. Bizzell (ed.), *Academic discourse and critical consciousness*, University of Pittsburgh Press, Pittsburgh, PA, pp. 222-37.
- Boczkowski, P.J. 2004a, *Digitizing the news: Innovation in online newspapers*, MIT Press, Cambridge, MA.
- Boczkowski, P.J. 2004b, 'The processes of adopting multimedia and interactivity in three online newsrooms', *Journal of Communication*, vol. 54, no. 2, pp. 197-213.
- Bonyadi, A. 2010, 'The rhetorical properties of the schematic structures of newspaper editorials: A comparative study of English and Persian editorials', *Discourse & Communication*, vol. 4, no. 4, pp. 323-42.
- Bonyadi, A. 2011, 'Linguistic manifestations of modality in newspaper editorials', *International Journal of Linguistics*, vol. 3, no. 1: E30, pp. 1-13.
- Butsch, R. 2007, *Media and public spheres*, Palgrave Macmillan, New York, NY.
- Caffarel, A. & Rechniewski, E. 2008, 'A case study of ideologically opposed French news stories', in E.A. Thomson & P.R.R. White (eds), *Communicating conflict: Multilingual case studies of the news media*, Continuum, London, pp. 25-49.
- Caffarel, A. & Rechniewski, E. 2009, 'A systemic-functional approach to analysing and interpreting ideology: An illustration from French editorials', *Revista Alicantina de Estudios Ingleses*, vol. 22, no. 1, pp. 27-43.
- Caldwell, D. & Zappavigna, M. 2011, 'Visualizing multimodal patterning', in S. Dreyfus, S. Hood & M. Stenglin (eds), *Semiotic margins: Meaning in multimodalities*, Continuum, London, pp. 229-42.
- Caple, H. 2008, 'Reconciling the co-articulation of meaning between words and pictures: Exploring instantiation and commitment in image nuclear news stories', in A. Mahboob & N. Knight (eds), *Questioning linguistics*, Cambridge Scholars Publishing, Newcastle, pp. 77-94.

- Caple, H. 2009, 'Playing with words and pictures: Intersemiosis in a new genre of news reportage', PhD thesis, University of Sydney.
- Caple, H. 2010, 'Doubling-up: Allusion and bonding in multi-semiotic news stories', in M. Bednarek & J.R. Martin (eds), *New discourse on language: Functional perspectives on multimodality, identity, and affiliation*, Continuum, London, pp. 111-33.
- Caple, H. 2013, *Photojournalism: A social semiotic approach*, Palgrave Macmillan, New York, NY.
- Chang, C. 2004, *English idioms and interpersonal meaning*, Zhongshan da xue chu ban she, Guangzhou.
- Charaudeau, P. 1997, *Le discours d'information médiatique: La construction du miroir social*, Nathan, Paris.
- Clancy, B.L. 2004, *Culture and customs of Australia*, Greenwood Publishing Group, Westport, CT.
- Clark, C., Drew, P. & Pinch, T. 2003, 'Managing prospect affiliation and rapport in real-life sales encounters', *Discourse Studies*, vol. 5, no. 1, pp. 5-31.
- Coffin, C. 1997, 'Constructing and giving value to the past: An investigation into secondary school history', in F. Christie & J.R. Martin (eds), *Genre and institutions: Social processes in the workplace and school*, Cassell, New York, NY, pp. 196-230.
- Coffin, C. 2000, 'History as discourse: Construals of time, cause and appraisal', PhD thesis, University of New South Wales, Sydney.
- Coffin, C. & Hewings, A. 2004, 'IELTS as preparation for tertiary writing: Distinctive interpersonal and textual strategies', in R.A. Ellis & L. Ravelli (eds), *Analysing academic writing: Contextualized frameworks*, Continuum, London, pp. 153-71.
- Conboy, M. 2007, *The language of the news*, Routledge, London.
- Conboy, M. 2010, *The language of newspapers: Socio-historical perspectives*, Bloomsbury Publishing, London.
- Connor, U.M. 1996, *Contrastive rhetoric: Cross-cultural aspects of second language writing*, Cambridge University Press, Cambridge.
- Corbin, J. & Strauss, A. 1998, *Basics of qualitative research: Techniques and procedures for developing grounded theory*, 2nd edn, Sage Publications, Thousand Oaks, CA.
- Crismore, A. 1989, *Talking with readers: Metadiscourse as rhetorical act*. Peter Lang, New York, NY.
- Crismore, A., Markkanen, R. & Steffensen, M.S. 1993, 'Metadiscourse in persuasive writing: A study of texts written by American and Finnish university students', *Written Communication*, vol. 10, no. 1, pp. 39-71.



- Crompton, P. 2002, 'Theme in argumentative texts: An analytical tool applied and appraised', PhD thesis, Lancaster University.
- Crompton, P. 2004, 'Theme in discourse: 'Thematic progression' and 'method of development' re-evaluated', *Functions of Language*, vol. 11, no. 2, pp. 213-49.
- Crowley, S. & Hawhee, D. 1999, *Ancient rhetorics for contemporary students*, Allyn and Bacon, Boston, MA.
- Crystal, D. 2011, *Internet linguistics: A student guide*, Routledge, New York, NY.
- Dafouz-Milne, E. 2008, 'The pragmatic role of textual and interpersonal metadiscourse markers in the construction and attainment of persuasion: A cross-linguistic study of newspaper discourse', *Journal of Pragmatics*, vol. 40, no. 1, pp. 95-113.
- Dantas-Whitney, M. & Grabe, W. 1989, 'A comparison of Portuguese and English newspaper editorials', paper presented to the *23rd Annual TESOL Convention*, San Antonio, TX, 7-11 March.
- Deuze, M., Neuberger, C. & Paulussen, S. 2004, 'Journalism education and online journalists in Belgium, Germany, and The Netherlands', *Journalism Studies*, vol. 5, no. 1, pp. 19-29.
- Diamantopoulos, M. (ed.) 2010, *30: Thirty years of journalism and democracy in Canada: The Minifie lectures, 1981-2010*, University of Regina Press, Regina, SK.
- Don, A.C. 2012, 'Legitimizing tenor relationships: Affiliation and alignment in written interaction', *Linguistics and the Human Sciences*, vol. 5, no. 3, pp. 303-27.
- Dondis, D.A. 1973, *A primer of visual literacy*, MIT Press, Cambridge, MA.
- Dörnyei, Z. 2007, *Research methods in applied linguistics: Quantitative, qualitative, and mixed methodologies*, Oxford University Press, Oxford.
- Driscoll, P.D. 2005, 'Legal issues in online journalism', in M.B. Salwen, B. Garrison & P.D. Driscoll (eds), *Online news and the public*, Lawrence Erlbaum, Mahwah, NJ, pp. 81-117.
- Duke, R.K. 1990, *The persuasive appeal of the Chronicler: A rhetorical analysis*, Almond Press, Sheffield.
- Durant, A. & Lambrou, M. 2009, *Language and media*, Routledge, London.
- Eggins, S. 1994, *An introduction to systemic-functional linguistics*, Pinter Publishers, New York, NY.
- Eggins, S. 2000, 'Researching everyday talk', in L. Unsworth (ed.), *Researching language in schools and communities: Functional linguistic perspectives*, Cassell, London, pp. 130-51.
- Eggins, S. & Slade, D. 1997, *Analysing casual conversation*, Cassell, London.
- Ekstrand, V.S. 2002, 'Online news: User agreements and implications for readers', *Journalism & Mass Communication Quarterly*, vol. 79, no. 3, pp. 602-18.

- Encyclopedia of language and linguistics* 1994, Pergamon Press, Oxford.
- Fairclough, N. 1989, *Language and power*, Longman, London.
- Fairclough, N. 1992, *Critical language awareness*, Longman, London.
- Fairclough, N. 1995a, *Critical discourse analysis: The critical study of language*, Longman, London.
- Fairclough, N. 1995b, *Media discourse*, Bloomsbury, London.
- Fasold, R.W. & Connor-Linton, J. 2014, *An introduction to language and linguistics*, Cambridge University Press, Cambridge.
- Fearon, D.S. 2004, 'The bond threat sequence: Discourse evidence for the systematic interdependence of shame and social relationships', in C.W. Leach & L.Z. Tiedens (eds), *The social life of emotions*, Cambridge University Press, New York, NY pp. 64-86.
- Feez, S., Iedema, R. & White, P. 2008, *Media literacy*, NSW Adult Migrant Education Service, Surry Hills.
- Fellow, A.R. 2010, *American media history*, Wadsworth, Boston, MA.
- Feng, D. 2013, 'National voice: A discourse analysis of China Central Television's News Simulcast', *Discourse & Communication*, vol. 7, no. 3, pp. 255-73.
- Fowler, R. 1991, *Language in the news: Discourse and ideology in the press*, Routledge, London.
- Francis, G. 1989, 'Thematic selection and distribution in written discourse', *Word*, vol. 40, no. 1-2, pp. 201-21.
- Francis, G. 1990, 'Theme in the daily press', *Occasional Papers in Systemic Linguistics*, vol. 4, no. 1, pp. 51-87.
- Fries, P.H. 2002, 'The flow of information in a written English text', in P.H. Fries (ed.), *Relations and functions within and around language*, Continuum, London, pp. 117-55.
- Fries, P.H. 2009, 'The textual metafunction as a site for a discussion of the goals of linguistics and techniques of linguistic analysis', in G. Forey & G. Thompson (eds), *Text type and texture*, Equinox, London, pp. 8-44.
- Fuller, G. 1998, 'Cultivating science: Negotiating discourse in the popular texts of Stephen Jay Gould', in J.R. Martin & R. Veel (eds), *Reading science: Critical and functional perspectives on discourses of science*, Routledge, London, pp. 35-62.
- Fulton, H.E. 2005, *Narrative and media*, Cambridge University Press, Cambridge.
- Gallardo, S. & Ferrari, L. 2010, 'How doctors view their health and professional practice: An appraisal analysis of medical discourse', *Journal of Pragmatics*, vol. 42, no. 12, pp. 3172-87.
- Halliday, M.A.K. 1970a, *A course in spoken English: Intonation*, Oxford University Press, London.

- Halliday, M.A.K. 1970b, 'Language structure and language function', in L. Joan (ed.), *New horizons in linguistics*, Penguin, Harmondsworth, pp. 140-65.
- Halliday, M.A.K. 1973, *Explorations in the functions of language*, Edward Arnold, London.
- Halliday, M.A.K. 1974, 'A sociosemiotic perspective on language development', *Bulletin of the School of Oriental and African Studies*, vol. 37, no. 1, pp. 98-118.
- Halliday, M.A.K. 1978, *Language as social semiotic: The social interpretation of language and meaning*, Arnold, London. Halliday, M.A.K. 1979, 'Modes of meaning and modes of expression: Types of grammatical structure and their determination by different semantic functions', in D.J. Allerton, E. Carney & D. Holdcroft (eds), *Function and context in linguistic analysis*, Cambridge University Press, Cambridge, pp. 57-79.
- Halliday, M.A.K. 1981, 'Text semantics and clause grammar: Some patterns of realization', in J.E. Copeland & P.W. Davis (eds), *The seventh LACUS forum*, Hornbeam Press, Columbia, SC, pp. 31-59.
- Halliday, M.A.K. 1984, 'Language as code and language as behaviour: A systemic-functional interpretation of the nature and ontogenesis of dialogue', in R.P. Fawcett, M.A.K. Halliday, S. Lamb & A. Makkai (eds), *The semiotics of culture and language*, Pinter, London, pp. 3-35.
- Halliday, M.A.K. 1985a, 'Context of situation', in M.A.K. Halliday & R. Hasan (eds), *Language, context and text*, Deakin University, Geelong, pp. 3-14.
- Halliday, M.A.K. 1985b, *An introduction to functional grammar*, Edward Arnold, London.
- Halliday, M.A.K. 1985c, 'Systemic background', in J.D. Benson & W.S. Greaves (eds), *Systemic perspectives on discourse. Selected theoretical papers from the 9th International Systemic Workshop*, vol. 1, Ablex, Norwood, NJ, pp. 1-15.
- Halliday, M.A.K. 1993, 'Quantitative studies and probabilities in grammar', in M. Hoey (ed.), *Data, description, discourse: Papers on the English language in honour of John McH. Sinclair*, Harper Collins, New York, NY, pp. 1-25.
- Halliday, M.A.K. 1994, *An introduction to functional grammar*, 2nd edn, Edward Arnold, London.
- Halliday, M.A.K. 1996, 'Literacy and linguistics: A functional perspective', in R. Hasan & G. Williams (eds), *Literacy in society*, Longman, London, pp. 339-76.
- Halliday, M.A.K. 1998, 'Things and relations: Regrammaticising experience as technical knowledge', in J.R. Martin & R. Veel (eds), *Reading science: Critical and functional perspectives on discourses of science*, Routledge, London pp. 185-235.

- Halliday, M.A.K. 2004, 'Representing the child as a semiotic being (one who means)', in J. Foley (ed.), *Language, education and discourse: Functional approaches*, Continuum, London, pp. 19-42.
- Halliday, M.A.K. 2005, 'Computing meanings: Some reflections on past experience and present prospects', in M.A.K. Halliday & J. Webster (eds), *Computational and quantitative studies*, Continuum, London, pp. 239-67.
- Halliday, M.A.K. & Hasan, R. 1976, *Cohesion in English*, Longman, London.
- Halliday, M.A.K. & Matthiessen, C.M.I.M. 1999, *Construing experience through meaning: A language-based approach to cognition*, Cassell, London.
- Halliday, M.A.K. & Matthiessen, C.M.I.M. 2004, *An introduction to functional grammar*, 3rd edn, Arnold, London.
- Halliday, M.A.K. & Matthiessen, C.M.I.M. 2014, *An introduction to functional grammar*, 4th edn, Routledge, New York, NY.
- Halmari, H. 2005, 'In search of successful political persuasion: A comparison of the styles of Bill Clinton and Ronald Reagan', in H. Halmari & T. Virtanen (eds), *Persuasion across genres: A linguistic approach*, John Benjamins, Philadelphia, PA, pp. 105-34.
- Halmari, H. & Virtanen, T. 2005, 'Towards understanding modern persuasion', in H.V. Halmari & T. Vertanen (eds), *Persuasion across genres: A linguistic approach*, John Benjamins, Philadelphia, PA, pp. 229-44.
- Hao, J. 2015, 'Construing biology: An ideational perspective', PhD thesis, University of Sydney.
- Hao, J. & Humphrey, S. 2009, 'The role of 'coupling' in biological experimental reports', *Linguistics and the Human Sciences*, vol. 5, no. 2, pp. 169-194
- Harwood, N. 2005, '"We do not seem to have a theory ... The theory I present here attempts to fill this gap': Inclusive and exclusive pronouns in academic writing', *Applied Linguistics*, vol. 26, no. 3, pp. 343-75.
- Hasan, R. 1986, 'The ontogenesis of ideology: An interpretation of mother child talk', in T. Threadgold (ed.), *Semiotics, ideology, language*, Sydney Association for Studies in Society and Culture, Sydney, pp. 1-15.
- Hasan, R. & Webster, J.J. 2005, *Language, society and consciousness*, Equinox, London.
- Hasan, R. & Webster, J.J. 2009, *Semantic variation: Meaning in society and in sociolinguistics*, Equinox, London.
- Hawes, T. & Thomas, S. 1996, 'Rhetorical uses of theme in newspaper editorials', *World Englishes*, vol. 15, no. 2, pp. 159-70.
- Herbert, J. 2001, *Practising global journalism: Exploring reporting issues worldwide*, Focal Press, Oxford.

- Hjelmslev, L. 1961, *Prolegomena to a theory of language*, University of Wisconsin Press, London.
- Hodge, R. & Kress, G. 1993, *Language as ideology*, Routledge, London.
- Hoey, M. 1983, *On the surface of discourse*, Allen & Unwin, London.
- Hoey, M. 2001, *Textual interaction: An introduction to written discourse analysis*, Routledge, London.
- Hood, S. 2004, 'Appraising research: Taking a stance in academic writing', PhD thesis, University of Technology Sydney.
- Hood, S. 2006, 'The persuasive power of prosodies: Radiating values in academic writing', *Journal of English for Academic Purposes*, vol. 5, no. 1, pp. 37-49.
- Hood, S. 2008, 'Summary writing in academic contexts: Implicating meaning in processes of change', *Linguistics and Education*, vol. 19, no. 4, pp. 351-65.
- Hood, S. 2010, *Appraising research: Evaluation in academic writing*, Palgrave Macmillan, New York, NY.
- Hood, S. 2012, 'Voice and stance as APPRAISAL: Persuading and positioning in research writing across intellectual fields', in C.S. Guinda & K. Hyland (eds), *Stance and voice in written academic genres*, Palgrave Macmillan, New York, NY, pp. 51-68.
- Hood, S. 2013, *What does genre mean in SFL and does it matter?*, GXB: Genre Across Borders, viewed 26 December 2016, <<http://www.genreacrossborders.org/research/systemic-functional-linguistics>>.
- Hood, S. 2015a, 'APPRAISAL as GRADUATION: When less is more, more or less', paper presented to the *Appraisal Symposium*, Sydney, 18-19 February.
- Hood, S. 2015b, 'Introducing GRADUATION: Resources for implying an attitudinal position', paper presented to the *Appraisal Symposium*, Sydney, February 18-19.
- Hood, S. & Forey, G. 2005, 'Introducing a conference paper: Getting interpersonal with your audience', *Journal of English for Academic Purposes*, vol. 4, no. 4, pp. 291-306.
- Hood, S. & Martin, J.R. 2007, 'Invoking attitude: The play of graduation in appraising discourse', in R. Hasan, C.M.I.M. Matthiessen & J. Webster (eds), *Continuing discourse on language*, Equinox, London, pp. 739-64.
- Humphrey, S. & Hao, J. 2013, 'Deconstructing written genres in undergraduate biology', *Linguistics and the Human Sciences*, vol. 7, no. 1-3, pp. 29-53.
- Hunston, S. 2000, 'Evaluation and the planes of discourse: Status and value in persuasive texts', in S. Hunston & G. Thompson (eds), *Evaluation in text: Authorial stance and the construction of discourse*, Oxford University Press, Oxford, pp. 176-207.
- Hyland, K. 1998a, 'Disciplinary identity in research writing: Metadiscourse and academic communities', in L. Lundquist, H. Picht & J. Qvistgaard (eds), *LSP: Identity and interface*

- research, knowledge and society*, Copenhagen Business School, Copenhagen, pp. 648-54.
- Hyland, K. 1998b, 'Exploring corporate rhetoric: Metadiscourse in the CEO's letter', *Journal of Business Communication*, vol. 35, no. 2, pp. 224-44.
- Hyland, K. 2005, *Metadiscourse: Exploring interaction in writing*, Continuum, London.
- Hynds, E.C. & Martin, C.H. 1979, 'How non-daily editors describe status and function of editorial pages', *Journalism Quarterly*, vol. 56, no. 2, pp. 318-23.
- Hyon, S. 1996, 'Genre in three traditions: Implications for ESL', *TESOL Quarterly*, vol. 30, no. 4, pp. 693-722.
- Iedema, R. 2003, *Discourses of post-bureaucratic organization*, John Benjamins, Amsterdam.
- Iedema, R., Feez, S. & White, P.R.R. 1994, *Media literacy (Write it Right Literacy in Industry Research Project – Stage 2)*, Metropolitan East Disadvantaged Schools Program, Sydney.
- Inako, A. 2015, 'Affiliating in crisis: A linguistic perspective on community formation on Twitter after the nuclear accident in Japan in 2011', PhD thesis, University of Technology Sydney.
- Jacobs, S.E. 1989, 'From syntax to genre: Writers' use of definite constructions in fifteen editorials', *Written Communication*, vol. 6, no. 4, pp. 528-54.
- Jaworska, S. & Larrivé, P. 2011, 'Women, power and the media: Assessing the bias', *Journal of Pragmatics*, vol. 43, no. 10, pp. 2477-9.
- Johnson, S.A., Milani, T.M. & Upton, C. 2010, 'Language ideological debates on the BBC 'Voices' website: Hypermodality in theory and practice', in S.A. Johnson & T.M. Milani (eds), *Language ideologies and media discourse: Texts, practices, politics*, Continuum, London, pp. 223-51.
- Johnston, J. & Baumann, S. 2007, 'Democracy versus distinction: A study of omnivorousness in gourmet food writing', *American Journal of Sociology*, vol. 113, no. 1, pp. 165-204.
- Kaid, L.L. & Holtz-Bacha, C. 2008, *Encyclopedia of political communication*, Sage Publications, Los Angeles, CA.
- Knight, N.K. 2008, 'Still cool ... and American too!': An SFL analysis of deferred bonds in internet messaging humour', in N. Norgaard (ed.), *Systemic-functional linguistics in use* [Odense Working Papers in Language and Communication, vol. 29], University of Southern Denmark, Odense, pp. 481-502.
- Knight, N.K. 2010a, 'Laughing our bonds off: Conversational humour in relation to affiliation', PhD thesis, University of Sydney.
- Knight, N.K. 2010b, 'Wrinkling complexity: Concepts of identity and affiliation in humour', in M. Bednarek & J.R. Martin (eds), *New discourse on language: Functional perspectives on multimodality, identity, and affiliation*, Continuum, London, pp. 35-55.

- Knox, J.S. 2007, 'Visual-verbal communication on online newspaper home pages', *Visual Communication*, vol. 6, no. 1, pp. 19-53.
- Knox, J.S. 2009, 'Multimodal discourse on online newspaper home pages: A social-semiotic perspective', PhD thesis, University of Sydney.
- Knox, J.S. 2010, 'Online newspapers: Evolving genres and evolving theory', in x. C. Coffin, T.M. Lillis & K. O'Halloran(eds), *Applied linguistics methods: A reader*, Routledge, London, pp. 33-51.
- Knox, J.S., Patpong, P. & Piriyaasilpa, Y. 2010, 'ข่าว นาน นุง (Khao naa nung): A multimodal analysis of Thai-language newspaper front pages', in M. Bednarek & J.R. Martin (eds), *New discourse on language: Functional perspectives on multimodality, identity, and affiliation*, Continuum, London, pp. 80-110.
- Kopple, W.J.V. 1985, 'Some exploratory discourse on metadiscourse', *College Composition and Communication*, vol. 36, no. 1, pp. 82-93.
- Kress, G. 1996, 'Representational resources and the production of subjectivity', in C.R. Caldas-Coulthard & M. Coulthard (eds), *Texts and practices: Readings in critical discourse analysis*, Routledge, New York, NY, pp. 15-31.
- Kress, G. & Van Leeuwen, T. 1998, 'Front pages: (The critical) analysis of newspaper layout', in A. Bell & P. Garrett (eds), *Approaches to media discourse*, Blackwell, Oxford, pp. 186-219.
- Kress, G.R. & Van Leeuwen, T. 2006, *Reading images: The grammar of visual design*, Routledge, London.
- Le, E. 2003, 'Information sources as a persuasive strategy in editorials: *Le Monde* and *The New York Times*', *Written Communication*, vol. 20, no. 4, pp. 478-510.
- Le, E. 2004, 'Active participation within written argumentation: Metadiscourse and editorialist's authority', *Journal of Pragmatics*, vol. 36, no. 4, pp. 687-714.
- Le, E. 2007, 'The power of the French 'on' in editorials', *RAEL: Revista Electrónica de Lingüística Aplicada*, vol. 1, no. 1, pp. 32-48.
- Le, E. 2009, 'Editorials' genre and media roles: *Le Monde*'s editorials from 1999 to 2001', *Journal of Pragmatics*, vol. 41, no. 9, pp. 1727-48.
- Le, E. 2010, *Editorials and the power of media: Interweaving of socio-cultural identities*, vol. 35, John Benjamins, Amsterdam.
- Lemke, J.L. 1992, 'Interpersonal meaning in discourse: Value orientations', in M. Davies & L. Ravelli (eds), *Advances in systemic linguistics: Recent theory and practice*, Pinter, London, pp. 82-104.
- Lemke, J.L. 1995, *Textual politics: Discourse and social dynamics*, Taylor & Francis, Abingdon.

- Lemke, J.L. 1998, 'Resources for attitudinal meaning: Evaluative orientations in text semantics', *Functions of Language*, vol. 5, no. 1, pp. 33-56.
- Liu, L. 2009a, 'Discourse construction of social power: Interpersonal rhetoric in editorials of the *China Daily*', *Discourse Studies*, vol. 11, no. 1, pp. 59-78.
- Liu, L. 2009b, 'Formalizing power in editorials in *China Daily*: A genre analysis', *Linguistics and the Human Sciences*, vol. 5, no. 2, pp. 195-223.
- Liu, L. 2010, *Interpersonal rhetoric in the editorials of China Daily: A generic perspective*, Peter Lang, New York, NY.
- Love, A. 2004, 'Drawing on (a lot of) Given: One aspect of Theme choice in newspaper editorials', in D. Banks (ed.), *Text and texture: Systemic-functional viewpoints on the nature and structure of text*, L'Harmattan, Paris.
- Love, K. 2006, 'APPRAISAL in online discussions of literary texts', *Text & Talk*, vol. 26, no. 2, pp. 217-44.
- MacDougall, C.D. 1973, *Principles of editorial writing*, W. C. Brown Co. Publishers, Dubuque.
- Maddalena, A. & Alonso Belmonte, I. 2011, 'Unveiling the writer-reader interaction in Peninsular Spanish and American English newspaper editorials: A cross linguistic study', *Journal of Pragmatics*, vol. 43, no. 3, pp. 891-903.
- Mahboob, A. & Knight, N. 2008, *Questioning linguistics*, Cambridge Scholars Publishing, Newcastle.
- Malinowski, B. 1923, 'The problem of meaning in primitive languages', in C.K. Ogden & I.A. Richards (eds), *The meaning of meaning*, Routledge & Kegan Paul, London, pp. 1-23.
- Marín Arrese, J.I. & Núñez Perucha, B. 2006, 'Evaluation and engagement in journalistic commentary and news reportage', *Revista Alicantina de Estudios Ingleses*, vol. 19, no. 1, pp. 225-48.
- Martin, J.R. 1986, 'Grammaticalising ecology: The politics of baby seals and kangaroos', in T. Threadgold, E.A. Grosz, G. Kress & M.A.K. Halliday (eds), *Semiotics, ideology, language*, Sydney Association for Studies in Society and Culture, Sydney.
- Martin, J.R. 1989, *Factual writing: Exploring and challenging social reality*, Oxford University Press, Oxford.
- Martin, J.R. 1991, 'Intrinsic functionality: Implications for contextual theory', *Social Semiotics*, vol. 1, no. 1, pp. 99-162.
- Martin, J.R. 1992a, *English text: System and structure*, John Benjamins, Philadelphia, PA.
- Martin, J.R. 1992b, 'Macro-proposals: Meaning by degree', in W.C. Mann & S.A. Thompson(eds), *Discourse description: Diverse analyses of a fund raising text*, John Benjamins, Amsterdam, pp. 359-95.



- Martin, J.R. 1994, 'Reading positions/positioning readers: Judgment in English', *Prospect*, vol. 10, no. 2, pp. 27-37.
- Martin, J.R. 1995a, 'Interpersonal meaning, persuasion and public discourse: Packing semiotic punch', *Australian Journal of Linguistics*, vol. 15, no. 1, pp. 33-67.
- Martin, J.R. 1995b, 'Text and clause: Fractal resonance', *Text*, vol. 15, no. 1, pp. 5-42.
- Martin, J.R. 1996a, 'Evaluating disruption: Symbolising theme in junior secondary narrative', in R. Hasan & G. Williams (eds), *Literacy in society*, Longman, London, pp. 124-71.
- Martin, J.R. 1996b, 'Types of structure: Deconstructing notions of constituency in clause and text', in E.H. Hovy & D.R. Scott (eds), *Computational and conversational discourse: Burning issues-an interdisciplinary account*, vol. 151, Springer, New York, NY, pp. 39-66.
- Martin, J.R. 1997, 'Analysing genre: Functional parameters', in F. Christie & J.R. Martin (eds), *Genre and institutions: Social processes in the workplace and school*, Cassell, New York, NY, pp. 3-39.
- Martin, J.R. 1999a, 'Grace: The logogenesis of freedom', *Discourse Studies*, vol. 1, no. 1, pp. 29-56.
- Martin, J.R. 1999b, 'Modelling context: A crooked path of progress in contextual linguistics', in M. Ghadessy (ed.), *Text and context in functional linguistics*, John Benjamins, Philadelphia, PA, pp. 25-62.
- Martin, J.R. 2000a, 'Beyond exchange: APPRAISAL systems in English', in G. Thompson & S. Hunston (eds), *Evaluation in text: Authorial stance and the construction of discourse*, Oxford University Press, Oxford, pp. 142-75.
- Martin, J.R. 2000b, 'Close reading: Functional linguistics as a tool for critical discourse analysis', in L. Unsworth (ed.), *Researching language in schools and communities: Functional linguistic perspectives*, Cassell, London, pp. 275-302.
- Martin, J.R. 2000c, 'Design and practice: Enacting functional linguistics', *Annual Review of Applied Linguistics*, vol. 20, pp. 116-26.
- Martin, J.R. 2000d, 'Factoring out exchange: Types of structure', in M. Coulthard, J. Cotterill & F. Rock (eds), *Dialogue analysis VII: Working with dialogue: Selected papers from the 7th IADA Conference, Birmingham 1999*, Tübingen, Niemeyer, pp. 19-40.
- Martin, J.R. 2001a, 'Cohesion and texture', in H.E. Hamilton, D. Schiffrin & D. Tannen (eds), *The handbook of discourse analysis*, Blackwell, Malden, MA, pp. 35-53.
- Martin, J.R. 2001b, 'A context for genre: Modelling social processes in functional linguistics', in J.D. Villiers & R.J. Stainton (eds), *Communication in linguistics*, Éditions du GREF, Toronto, pp. 287-328.

- Martin, J.R. 2002a, 'Blessed are the peacemakers: Reconciliation and evaluation', in C.N. Candlin (ed.), *Research and practice in professional discourse*, City University of Hong Kong Press, Hong Kong, pp. 187-227.
- Martin, J.R. 2002b, 'Fair trade: Negotiating meaning in multimodal texts', in P. Coppock (ed.), *The semiotics of writing: Transdisciplinary perspectives on the technology of writing*, Brepols, Turnhout, pp. 311-38.
- Martin, J.R. 2002c, 'Meaning beyond the clause: SFL perspectives', *Annual Review of Applied Linguistics*, vol. 22, no. 1, pp. 52-74.
- Martin, J.R. 2004a, 'Mourning: How we get aligned', *Discourse & Society*, vol. 15, no. 2-3, pp. 321-44.
- Martin, J.R. 2004b, 'Negotiating difference: Ideology and reconciliation', in M. Pütz, J.N.-v. Aertselaer & T.A.v. Dijk (eds), *Communicating ideologies: Multidisciplinary perspectives on language, discourse, and social practice*, Peter Lang, New York, NY, pp. 86-118.
- Martin, J.R. 2004c, 'Positive discourse analysis: Solidarity and change', *Revista Canaria de Estudios Ingleses*, vol. 49, pp. 179-200.
- Martin, J.R. 2006, 'Genre, ideology and intertextuality: A systemic-functional perspective', *Linguistics and the Human Sciences*, vol. 2, no. 2, pp. 275-98.
- Martin, J.R. 2008a, 'Innocence: Realisation, instantiation and individuation in a Botswanan town', in A. Mahboob & N. Knight (eds), *Questioning linguistics*, Cambridge Scholars Publishing, Newcastle, pp. 32-76.
- Martin, J.R. 2008b, 'Tenderness: Realisation and instantiation in a Botswanan town', in N. Norgaard (ed.), *Systemic-functional linguistics in use* [Odense Working Papers in Language and Communication, vol. 29], Odense, Denmark, pp. 30-62.
- Martin, J.R. 2009a, 'Boomer dreaming: The texture of re-colonisation in a lifestyle magazine', in F. Davies, G. Forey & G. Thompson (eds), *Text type and texture*, Equinox Publishing, London, pp. 260-182.
- Martin, J.R. 2009b, 'Discourse studies', in M.A.K. Halliday & J. Webster (eds), *Continuum companion to systemic-functional linguistics*, Continuum, London, pp. 154-65.
- Martin, J.R. 2009c, 'Realisation, instantiation and individuation: Some thoughts on identity in youth justice conferencing', *DELTA: Documentação de Estudos em Lingüística Teórica e Aplicada*, vol. 25, no. SPE, pp. 549-83.
- Martin, J.R. 2010, 'Semantic variation: Modelling realisation, instantiation and individuation in social semiosis', in M. Bednarek & J.R. Martin (eds), *New discourse on language:*

- Functional perspectives on multimodality, identity, and affiliation*, Continuum, London, pp. 1-34.
- Martin, J.R. 2013, *Systemic-functional grammar: A next step into the theory – axial relations*, Higher Education Press, Beijing.
- Martin, J.R. 2014, 'Looking out: Functional linguistics and genre', *Linguistics and the Human Sciences*, vol. 9, no. 3, pp. 307-21.
- Martin, J.R. In press, 'Discourse semantics', in G. Thompson, W. Boucher, L. Fontaine & J.Y. Liang (eds), *The Cambridge handbook of systemic-functional linguistics*, Cambridge University Press, Cambridge.
- Martin, J.R. & Bednarek, M. (eds) 2010, *New discourse on language: Functional perspectives on multimodality, identity, and affiliation*, Continuum, London.
- Martin, J.R., Matthiessen, C.M.I.M., Painter, C. & Webster, J.J. 2010, *Deploying functional grammar*, The Commercial Press, Beijing.
- Martin, J.R. & Plum, G.A. 1997, 'Construing experience: Some story genres', *Journal of Narrative and Life History*, vol. 7, no. 1-4, pp. 299-308.
- Martin, J.R. & Rose, D. 2003, *Working with discourse: Meaning beyond the clause*, Continuum, London.
- Martin, J.R. & Rose, D. 2007, *Working with discourse: Meaning beyond the clause*, 2nd edn, Continuum, London.
- Martin, J.R. & Rose, D. 2008, *Genre relations: Mapping culture*, Equinox, London.
- Martin, J.R. & Stenglin, M.K. 2007, 'Materializing reconciliation: Negotiating difference in a transcolonial exhibition', in W.L. Bowcher & T.D. Royce (eds), *New directions in the analysis of multimodal discourse*, Lawrence Erlbaum, London, pp. 215-38.
- Martin, J.R. & White, P.R.R. 2005, *The language of evaluation: Appraisal in English*, Palgrave Macmillan, New York, NY.
- Martin, J.R., Zappavigna, M. & Dwyer, P. 2012, 'Beyond redemption: Choice and consequence in youth justice conferencing', in M. J.R. & Z. Wang (eds), *Forensic Linguistics Shanghai* Jiao Tong University Press, Shanghai, pp. 227-58.
- Martin, J.R., Zappavigna, M., Dwyer, P. & Cléirigh, C. 2013, 'Users in uses of language: Embodied identity in youth justice conferencing', *Text & Talk*, vol. 33, no. 4-5, pp. 467-96.
- Maton, K. 2014, *Knowledge and knowers: Towards a realist sociology of education*, Routledge, Abingdon.
- Mauranen, A. 1993, *Cultural differences in academic rhetoric: A textlinguistic study*, Peter Lang, New York, NY.

- McCabe, A. & Heilman, K. 2007, 'Textual and interpersonal differences between a news report and an editorial', *Revista Alicantina de Estudios Ingleses*, vol. 20, no. 1, pp. 139-56.
- McNair, B. 2000, *Journalism and democracy: An evaluation of the political public sphere*, Routledge, New York, NY.
- McNair, B. 2009, *News and journalism in the UK*, Routledge, New York, NY.
- Miles, M.B. & Huberman, A.M. 1994, *Qualitative data analysis: An expanded sourcebook*, Sage, Thousand Oaks, CA.
- Morley, J. 2004, 'The sting in the tail: Persuasion in English editorial discourse', in A. Partington, J. Morley & L. Haarman (eds), *Corpora and discourse*, Peter Lang, New York, NY, pp. 239-55.
- Neff-van Aertselaer, J. & Dafouz-Milne, E. 2008, 'Argumentation patterns in different languages: An analysis of metadiscourse markers in English and Spanish texts', in J. Neff-van Aertselaer & M. Pütz (eds), *Developing contrastive pragmatics: Interlanguage and cross-cultural perspectives*, Mouton de Gruyter, New York, NY, pp. 87-102.
- Newsom, D. & Wollert, J.A. 1985, *Media writing: News for the mass media*, Wadsworth, Belmont, CA.
- Niblock, S. & Machin, D. 2006, *News production: Theory and practice*, Routledge, New York, NY.
- Norman, F. 1989, *Language and power*, Longman, London.
- Painter, C. 2003, 'Developing attitude: An ontogenetic perspective on APPRAISAL', *Text*, vol. 23, no. 2, pp. 183-210.
- Palmer, F.R. 1970, *Prosodic analysis*, Oxford University Press, London.
- Paterson, C.A. & Domingo, D. 2008, *Making online news: The ethnography of new media production*, Peter Lang, New York, NY.
- Phelan, S. 2007, 'The discursive dynamics of neo-liberal consensus: Irish broadsheet editorials and the privatization of Eircom', *Journal of Language and Politics*, vol. 6, no. 1, pp. 7-28.
- Planchenault, G. 2015, *Voices in the media: Performing French linguistic otherness*, Bloomsbury Publishing, London.
- Poynton, C. 1989, *Language and gender: Making the difference*, Deakin University Press, Geelong.
- Poynton, C. 1991, 'Address and the semiotics of social relations: A systemic-functional account of address forms and practices in Australian English', PhD thesis, University of Sydney.

- Poynton, C. 1996, 'Amplification as a grammatical prosody: Attitudinal modification in the nominal group', in M. Berry & M.A.K. Halliday (eds), *Meaning and form: Systemic-functional interpretations*, Ablex, Norwood, NJ, pp. 211-28.
- Reah, D. 2002, *The language of newspapers*, 2nd edn, Routledge, London.
- Richards, L. 2005, *Handling qualitative data: A practical guide*, Sage Publications, London.
- Richardson, J.E. 2007, *Analysing newspapers: An approach from critical discourse analysis*, Palgrave Macmillan, Basingstoke.
- Rivers, W.L., McIntyre, B.T. & Work, A.R. 1988, *Writing opinions: Editorials*, Iowa State University Press, Ames.
- Rodriguez, M.J.G. 2007, 'On the interpretation of ideology through comment articles: Two views in opinion discourse', *RAEL: Revista Electrónica de Lingüística Aplicada*, vol. 1, no. 1, pp. 49-68.
- Rothery, J. & Stenglin, M.K. 2000, 'Interpreting literature: The role of appraisal', in L. Unsworth (ed.), *Researching language in schools and communities: Functional linguistic perspectives*, Cassell, London, pp. 222-44.
- Royce, T.D. & Bowcher, W.L. 2007, *New directions in the analysis of multimodal discourse*, Lawrence Erlbaum, London.
- Salwen, M.B., Garrison, B. & Driscoll, P.D. 2005, 'The baseline survey projects: Exploring questions', in M.B. Salwen, B. Garrison & P.D. Driscoll (eds), *Online news and the public*, Lawrence Erlbaum, Mahwah, NJ, pp. 121-45.
- Sandelowski, M. 2003, 'Tables or tableaux? The challenges of writing and reading mixed methods studies', in A. Tashakkori & C. Teddlie (eds), *Handbook of mixed methods in social and behavioral research*, Sage Publications, Thousand Oaks, CA, pp. 321-50.
- Sano, M. 2008, 'The rhetoric of editorials: A Japanese case study', in E.A. Thomson & P.R.R. White (eds), *Communicating conflict: Multilingual case studies of the news media*, Continuum, London, pp. 97-118.
- Santosa, R. 2009, 'Genre in media discourse', *Journal of Bahasa Sastra dan Studi Amerika*, vol. 1, no. 1, pp. 1-23.
- Sanz, R. L. 2011, 'The study of authorial voice: Using a Spanish-English corpus to explore linguistic transference'. *Corpora*, 6(1), pp. 1-24.
- Seargeant, P. & Tagg, C. 2014, *The language of social media: Identity and community on the internet*, Palgrave Macmillan, London.
- Semino, E. 2008, *Metaphor in discourse*, Cambridge University Press, Cambridge.
- Shi, Y.H. 2011, 'A contrastive study on appraisal resources in English and Chinese editorials', PhD thesis, Central China Normal University, Wuhan.

- Sinclair, J. & Mair, C. 1995, *Collins Cobuild English language dictionary*, Harper Collins, London.
- Sinclair, J.M. & Coulthard, M. 1975, *Towards an analysis of discourse: The English used by teachers and pupils*, Oxford University Press, London.
- Singer, J.B. 2005, 'The political j-blogger 'normalizing' a new media form to fit old norms and practices', *Journalism*, vol. 6, no. 2, pp. 173-98.
- Stempel, G.H., III & Hargrove, T. 2004, 'Despite gains, internet not major player as news source', *Newspaper Research Journal*, vol. 25, no. 2, pp. 113-115.
- Stenglin, M.K. 2004, 'Packaging curiosities: Towards a grammar of three-dimensional space', PhD thesis, University of Sydney.
- Stenglin, M.K. 2009, 'Space odyssey: Towards a social semiotic model of three-dimensional space', *Visual Communication*, vol. 8, no. 1, pp. 35-64.
- Stonecipher, H.W. 1979, *Editorial and persuasive writing: Opinion functions of the news media*, Hastings House, New York, NY.
- Sulkunen, P. & Törrönen, J. 1997, 'The production of values: The concept of modality in textual discourse analysis', *Semiotica*, vol. 113, no. 1-2, pp. 43-70.
- Szenes, E. 2017, 'The linguistic construction of business reasoning: Towards a language-based model of decision-making in undergraduate business', PhD thesis, University of Sydney.
- Tadros, A. 1985, *Prediction in text*, University of Birmingham Printing Section, Birmingham.
- Tann, K. 2010a, 'Imagining communities: A multifunctional approach to identity management in text', in M. Bednarek & J.R. Martin (eds), *New discourse on language: Functional perspectives on multimodality, identity, and affiliation*, Continuum, London, pp. 163-94.
- Tann, K. 2010b, 'Semogenesis of a nation: An iconography of Japanese identity', PhD thesis, University of Sydney.
- Tann, K. 2013, 'The language of identity discourse: Introducing a systemic-functional framework for iconography', *Linguistics and the Human Sciences*, vol. 8, no. 3, pp. 361-91.
- Tannen, D. & Trester, A.M. 2013, *Discourse 2.0: Language and new media*, Georgetown University Press, Washington, DC.
- Teo, P. 2000, 'Racism in the news: A critical discourse analysis of news reporting in two Australian newspapers', *Discourse & Society*, vol. 11, no. 1, pp. 7-49.
- Thompson, G. 1998, 'Resonance in text', in R. Carter & A. Sánchez Macarro (eds), *Linguistic choice across genres: Variation in spoken and written English*, John Benjamins, Amsterdam, pp. 29-46.
- Thompson, G. 2012, 'Intersubjectivity in newspaper editorials: Construing the reader-in-the-text', *English Text Construction*, vol. 5, no. 1, pp. 77-100.

- Thompson, G. & Zhou, J. 2000, 'Evaluation and organization in text: The structuring role of evaluative disjuncts', in S. Hunston & G. Thompson (eds), *Evaluation in text: Authorial stance and the construction of discourse*, Oxford University Press, Oxford, pp. 121-41.
- Thompson, S.A. & Mann, W.C. 1987, 'Rhetorical structure theory: A framework for the analysis of texts', *IPrA papers in Pragmatics*, vol. 1, no. 1, pp. 79-105.
- Thomson, E.A. & White, P.R.R. (eds) 2008, *Communicating conflict: Multilingual case studies of the news media*, Continuum, London.
- Thorne, S. 2006, *The language of war*, Routledge, Abingdon.
- Tracy, K. 2002, *Everyday talk: Building and reflecting identities*, Guilford Press, New York, NY.
- Unsworth, L. 2000, *Researching language in schools and communities: Functional linguistic perspectives*, Cassell, London.
- van Dijk, T.A. 1987, *News analysis: Case studies of international and national news in the press*, Lawrence Erlbaum, Hillsdale, NJ.
- van Dijk, T.A. 1988, *News as discourse*, Routledge, London.
- van Dijk, T.A. 1991, *Racism and the press*, Routledge, London.
- van Dijk, T.A. 1992, 'Racism and argumentation: "Race riot" rhetoric in tabloid editorials', in F.H. van Eemeren, R. Grootendorst, J.A. Blair & C.A. Willard (eds), *Argumentation illuminated*, Foris, Dordrecht, pp. 242-59.
- van Dijk, T.A. 1993, *Elite discourse and racism*, Sage Publications, California, CA.
- van Dijk, T.A. 1995, 'Opinions and ideologies in editorials', paper presented at the *4th International Symposium of Critical Discourse Analysis, Language, Social Life and Critical Thought*, 14-16 December, Athens.
- van Dijk, T.A. 1998, *Ideology: A multidisciplinary approach*, Sage Publications, London.
- van Dijk, T.A. 2000, 'New(s) racism: A discourse analytical approach', in S. Cottle (ed.), *Ethnic minorities and the media: Changing cultural boundaries*, Open University Press, Philadelphia, PA, pp. 33-49.
- Veel, R. 1998, 'The greening of school science: Ecogenesis in secondary classrooms', in J.R. Martin & R. Veel (eds), *Reading science: Critical and functional perspectives on discourses of science*, Routledge, London, pp. 114-51.
- Ventola, E. 1987, *The structure of social interaction: A systemic approach to the semiotics of service encounters*, Pinter, London.
- Virtanen, T. & Halmari, H. 2005, 'Persuasion across genres: Emerging perspectives', in H. Halmari & T. Virtanen (eds), *Persuasion across genres: A linguistic approach*, John Benjamins, Philadelphia, PA, pp. 3-24.

- Wang, W. 2006, 'Newspaper commentaries on terrorism in China and Australia: A contrastive genre study', PhD thesis, University of Sydney.
- Wang, W. 2007, 'The notions of genre and micro-genre in contrastive rhetoric research', *University of Sydney Papers in TESOL*, vol. 2, no. 1, pp. 83-117.
- Wang, W. 2008, 'Newspaper commentaries on terrorism in China and Australia', in U. Connor, E. Nagelhout & W.V. Rozycki (eds), *Contrastive rhetoric: Reaching to intercultural rhetoric*, John Benjamins, Amsterdam, pp. 169-87.
- White, P.R.R. 1997, 'Death, disruption and the moral order: The narrative impulse in mass-media 'hard news' reporting', in F. Christie & J.R. Martin (eds), *Genres and institutions: Social processes in the workplace and school*, Cassell, New York, NY, pp. 101-33.
- White, P.R.R. 1998, 'Telling media tales: The news story as rhetoric', PhD thesis, University of Sydney.
- White, P.R.R. 2000, 'Media objectivity and the rhetoric of news story structure', in E. Ventola (ed.), *Discourse and community: Doing functional linguistics*, Narr, Tübingen, pp. 379-97.
- White, P.R.R. 2001, 'An introductory tour through appraisal theory', viewed 26 May 2015, <<http://www.grammatics.com/appraisal>>.
- White, P.R.R. 2003, 'Beyond modality and hedging: A dialogic view of the language of intersubjective stance', *TEXT*, vol. 23, no. 2, pp. 259-84.
- White, P.R.R. 2004, 'Subjectivity, evaluation and point of view in media discourse', in C. Coffin, A. Hewings & K. O'Halloran (eds), *Applying English grammar: Functional and corpus approaches*, Arnold, London, pp. 229-46.
- White, P.R.R. & Thomson, E.A. 2008, 'The news story as rhetoric: Linguistic approaches to the analysis of journalistic discourse', in E.A. Thomson & P.R.R. White (eds), *Communicating conflict: Multilingual case studies of the news media*, Continuum, London, pp. 1-23.
- Winter, E.O. 1977, 'A clause-relational approach to English texts: A study of some predictive lexical items in written discourse', *Instructional Science*, vol. 6, no. 1, pp. 1-92.
- Winter, E.O. 1994, 'Clause relations as information structure: Two basic text structures in English', in M. Coulthard (ed.), *Advances in written text analysis*, Routledge, London, pp. 46-68.
- Wu, G. 2001, *Introduction to journalism*, Hebei University Press, Baoding.
- Yan, X. 2016, 'Evaluation and humor in political cartoons: A social semiotic approach', PhD thesis, Sun Yat-sen University.
- Yang, X. 1998, *On commentary*, Suzhou University Press, Suzhou.



- Zappavigna, M. 2011, 'Ambient affiliation: A linguistic perspective on Twitter', *new media & society*, vol. 13, no. 5, pp. 788-806.
- Zappavigna, M. 2014, 'Enacting identity in microblogging through ambient affiliation', *Discourse & Communication*, vol. 8, no. 2, pp. 209-28.
- Zappavigna, M., Cleirigh, C., Dwyer, P. & Martin, J.R. 2010a, 'The coupling of gesture and phonology', in M. Bednarek & J.R. Martin (eds), *New discourse on language: Functional perspectives on multimodality, identity, and affiliation*, Continuum, London, pp. 237-66.
- Zappavigna, M., Cléirigh, C., Dwyer, P. & Martin, J.R. 2010b, 'Visualizing appraisal prosody', in N. Knight & A. Mahboob (eds), *Applicable linguistics*, Continuum, London, pp. 150-66.
- Zhao, M. 2014, 'Distribution of appraisal resources in English newspaper editorial texts: An SFL-based analysis', PhD thesis, Shanghai Jiaotong University.