

A COMPARATIVE APPRAISAL ANALYSIS OF POLITICAL NEWS IN *THE NAMIBIAN*
AND *NEW ERA* NEWSPAPERS FROM 2015 TO 2018

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All errors, inadequacies and half-truths that lie in this thesis are exclusively mine, and not in way of my supervisor(s) nor of any of the above mentioned people.

DEDICATION

It is my genuine gratefulness and warmest regard that I dedicate this work to my loving husband Thomas Shikongo and our two June baby boys, **Uriah** Shikongo and **Azariah** Shikongo; and my family at large, more especially: Aunty Loide Shikongo, Likolo, Steven and Israel. Without you this work would not have been completed within two years.

DECLARATION

I, Kristoph Namawe, hereby declare that this study is a true reflection of my own research, and that this work, or part thereof has not been submitted for a degree in any institution of higher education.

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ABSTRACT

The thesis is a comparative Appraisal analysis of political news from two Namibian English newspapers (*The Namibian* and *New Era*), particularly focusing examining the propagation of journalistic attitudinal biases in political ‘hard news’ stories and journalistic ‘objectivity’. The research compares the textual structures of news reports from the English language reporting Namibian newspapers (*The Namibian* and *New Era*), during the period January 2015 - December 2018. It is a time in which the country was grappling with a varied number of concerns which split the nation on political grounds. Such a split based on political ideology seems to have trickled down into main stream media and hence creating a very interesting polarity of the media. For example, during this period and beyond, the nation faces unresolved land disputes which are framed in economic crisis, elections, economic woes and social ethnic division. The polarity of the Namibian media on political lines creates occasions where one issue is projected differently in different newspapers. Utilizing Appraisal Theory, in particular the ‘reporter voice’ configuration, the research analyses the nature of reporter biases in political hard news, The texts were textually analysed in terms of their adherence, or lack of it thereof, to the concerns of the “reporter voice configuration”. The research observes that Namibian newspapers, specifically *The Namibian* and *New Era* political reports in English, commonly exhibit cases of deliberate, albeit veiled, biases.

Contents

ACKNOWLEDGEMENTS	i
DEDICATION	iii
DECLARATION	iv
ABSTRACT.....	vi
Chapter 1.....	1
Introduction and General Background.....	1
1.1 Introduction.....	1
1.2 Orientation of the study	2
1.3 Statement of the problem	5
1.4 Objectives of the study.....	6
1.5 Significance of the study.....	7
1.6 Delimitation of the study	8
1.7 summary of the chapter.....	8
Chapter 2.....	9
Literature Review and Theoretical Framework	9
2.1 Introduction.....	9
2.2 Media genres and approaches to news reporting	9
2.2.1 Newspaper genres	10
2.2.2 Categories of news genre	11
2.2.2.1 Hard news genre as the focus of the study.....	12
2.2.2.2 The Body of the Hard News Report.....	13
2.3 The Inverted Pyramid	17
2.4 The ‘Rhetorical Move’ analysis of hard news	19
2.5 The ‘Orbital Structure’ analysis of hard news	21
2.6 The Voices of English-language Broadsheet News Reporting	22
2.7 Ideology in the media.....	25
2.8 Theoretical Framework – Appraisal: the language of evaluation	26
2.8.1 Introduction.....	26
2.8.2 Attitude	30
(i) Affect: Emotion.....	30
(ii) Judgement: Ethics	34
(iii) Appreciation: Aesthetics	35
2.8.3 Journalistic reporting and worldview.....	37

2.8.4 Journalistic Styles of reporting and Authorial ‘‘Neutrality’’	43
2.8.5 Types of Attitude	43
2.8.6 Inscribed (Explicit) Versus invoked (Implicit) Attitude	44
2.8.7 The Voices of English-language Broadsheet News Reporting	45
2.8.8 Inscribed Affect	46
2.8.9 Inscribed Judgement	47
2.8.10 Inscribed Appreciation	47
2.8.11 Invoked (Tokens of) Attitude	47
2.9 Conclusion	50
Chapter 3	48
Research Design and Methodology	48
3.1 Introduction	48
3.2 Research design	48
3.3 Population	51
3.4 Sample	52
3.5 Procedure	53
3.6 Data analysis	54
3.7 Research ethics	54
3.8 Conclusion	55
Chapter 4	56
An Appraisal analysis of political news in The Namibian and New Era newspapers	56
4.1 Introduction	56
4.1.1 Way of recap	57
4.2 The Namibian (2015-12-15)	58
4.2.1 Appraisal and satellite structure analysis	64
4.3 New Era (2015-12-15)	66
4.3.1 Appraisal and satellite structure analysis	72
4.4 Appraisal and satellite structure analysis	74
4.5 New Era (2018-04-18)	80
4.5.1 The Namibian (2018-02-09)	83
4.6 <i>New Era</i> (2018-02-09)	85
4.6.1 Appraisal and satellite structure analysis	95
4.7 The Namibian (2018-04-24)	98
4.7.1 Appraisal and satellite structure analysis	102

4.8 New Era (2018-05-16)	104
4.8.1 Appraisal and satellite structure analysis	107
4.9 The Namibian (2015-12-09)	108
4.9.1 Appraisal and satellite structure analysis	112
4.10 New Era (2015-12-09)	116
4.10.1 Appraisal and satellite structure analysis	119
4.11 The Namibian (2015-12-09).....	121
4.11.1 Appraisal and satellite structure alysis).....	125
4.12 SUMMARY: A COMPARATIVE ANALYTIC CRITICISM.....	126
(a)The Namibian	131
(b) New Era.....	132
Chapter 5	130
Conclusion and Recommendations.....	130
5.1 Introduction.....	130
5.1 Main findings	131
5.2 Contributions of the study.....	134
5.2.1 Contribution to the field of discourse analysis and genre analysis in Namibia	134
5.3 Recommendations.....	135
References.....	136

Chapter 1

Introduction and General Background

1.1 Introduction

The study analyses the features of political news in Namibian newspapers from an Appraisal perspective. Focus is on political news, the hard news reports, published in the newspapers between the years 2015 to 2018. Analysis of these political news and their representation in the newspapers is conducted comparatively by examining how a similar theme or story has been reported on in the two newspapers. The study addresses issues such how are systematic resources of Appraisal theoretic frameworks contributing to the analysis of the objective – subjective political news reporting in Namibian newspapers? The study cross-examines important issues about how Appraisal features are invoked and evoked in news reports to account for the manner in which reporters/journalists manage biases. The study in an expose of how the public (*The Namibian*) and state (*New Era*) newspapers use the resource of language to report on the same theme, and how such representations evince the biases of the author(s)/authorial voice. This chapter, as an introduction to the study, constitutes of discussions of the orientation of the study, statement of the problem, objectives of the study, significance of the study, delimitations and limitations of the study respectively. It concludes by discussing the contents of subsequent chapters – organisation of the study.

1.2 Orientation of the study

Communication affects societies in various ways, as it is vital and fundamental for human existence. The thirst for knowledge is never-ending and the main conveyor of this knowledge is

the media which is a communication channel through which news, entertainment; education, data, or promotional messages are dispersed (Kaur, 2013). The media includes every broadcasting and narrowcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet. The basic “communicative role of the media is to disseminate news and information to its readership in as dispassionate way as possible” (McCabe & Heilman, 2007, p.20). Reporting news, as an exercise, must therefore be informed “by facticity, reporting nothing but the facts” (Sabao & Visser, 2015, p.50). Studies on the nature of language use in news media has been explored in many researches, notable among them van Dijk (1983, 1988), Bell (1991, 1998), Iedema, Feez & White (1994), White (1998) and Vo (2011). In this study an examination and comparison of how the same political issues are represented in Namibian newspapers hard news genre, specifically *The Namibian* and *New Era* is undertaken. Following Iedema et al (1994), White (1997,1998) and Vo (2011), the research explores the notions of intertextuality in news media examining how the concept of ‘voices’ provides avenues through which biases can be established and interpreted as expressed in the news reports. The structure of the news report and the issues it handles have attracted many studies in linguistics (Thomson, White & Kitley, 2008), “but how these structures and issues are constrained by specific ideological interests maintained by the media has not yielded equal proportion of scholarship” Kaur (2017 p. 30), hence one major concern of this research.

Media institutions often claim objectivity and transparency in their reporting by purporting that they simply provide space for public debate and report on state of affairs without invested interest (Wodak, 2001, p. 6). Herman and Chomsky (1994:2), in their propaganda model argue that “the raw material of news must pass through successive filters, leaving only the cleansed residue fit to print”. However, journalists claim objectivity and independency which can’t be trusted as “no

language use or discourse is free from ideology” Duleimi and Asl-Ebadi (2016). Reese (1997: 425) argues that objectivity has been a cornerstone in American print journalism, adding that there is no way it cannot exist in journalistic practice. Van Dijk (1998, p. 21) suggests that the ideologies of journalists somehow influence their opinions, which in turn influence the discourse structures of the opinion articles. He goes on to explain that the ideologies and opinions in newspapers are social, institutional or political, which is the focus of this study.

Newspapers are called the mirrors of the world because they reflect and report the trends and happening from all parts of the world and they cover every aspect of life – national, international, local, social, political, cultural *etc.* (Kaur, 2013). “Their mission, they assert over and over, is to report the news as it happens, not as anyone wants it to happen, but as it actually happens” (McCabe & Heilman, 2007). Some, if not most, newspaper writers publish news in order to provide citizens with the information they need in order to make the best possible decisions about their lives, their communities, their societies, and their governments (American Press Institute, 2018). According to the American Press Institute (2018), news keeps people informed of the daily changing events and issues. In Namibia, for example, the unavailability of land for the masses and salary (allowances) cutting for civil servants have continued to affect the economic stability and social peace in the country, hence journalists report on the conflicts they have observed regards issues of revealing their ideological position.

Every story can be told in a variety of ways. It can be long or short, include paragraphs, be written in a straight news way or have a more feature-style approach. Hence, this study aims to scrutinise and carefully compare the notion of journalistic voices appearing in political reports on similar issues that are reported in the public newspaper, *The Namibian* as well in the government newspaper, *New Era*.

During the period between 2015 and 2018, political news in Namibia has been centred on several identifiable topics such as the country's unresolved land disputes and the economic crisis. During this period, Namibian newspapers have evinced a tendency of polarity. Since 2015 to 2018, too many changes transpired as the country became instable in most of the crucial aspects of life. This period between 2015 and 2018 is crucial because it stands out in the calendar. In November 2014, Geingob was elected as a third president of Namibia and in November 2017, Geingob became the third president of SWAPO after winning by a large margin at the party's 6th Congress. This is a period the country, for the first time after independence, started to experience financial crises. The unemployment rate increased, and the youth have been on the municipalities and town councils fighting and grabbing land illegally. Renting cost increased as well. Gender Based Violence has increased too.

It was a critical time as most of the things transformed in the country, some from better to worse, and some from worse to better. Most of the basic services in all the ministries got cut off or reduced to save some coins for the government. Accordingly, journalists have also taken advantage of this crucial opportunity to keep the nation well informed as well as misinformed on such issues. As such, such political issues have been the focus of many news reporters from various newspapers such as *The Namibian* and *New Era*. In order for the news reporters to attract the reader's attention and win people's interest, journalists employ various Appraisal and "stylistic devices to create different shapes, contents, and structures" Jakimaviciute (2013). The consideration for *The Namibian* and *New Era* newspapers aims to reveal and examine the notion of objectivity in the private and state sectors, as well as to compare the journalistic voice in both newspapers.

However, the way different journalists report on the same political issues and themes differently in different newspapers being private or state has raised a concern and that is the motive behind

this research. These two newspapers are crucial in Namibia because they are regarded as the most popular and widely read newspapers in the country, and the most interesting part is that one is a public newspaper and another one is a private newspaper, which will be interesting in comparatively examining their political inclinations and biases.

1.3 Statement of the problem

The existing studies on media discourse have predominantly utilised pragmatic and discourse analytical tools in presenting and labelling discourse participants and/or their ideologies, but neglected how media ideologies can be revealed through choices made in the reports. Therefore, this research examines the journalistic voice and reveals the notion of objectivity in the reports in order to establish their link to specific ideological goals of the newspapers in relaying political news. This study undertakes an Appraisal analysis of political hard news reports from the Namibian newspapers, *The Namibian* which is a privately owned newspaper and *New Era*, a state newspaper. The style in which a story is told in a specific newspaper may greatly affect the way media consumers perceive events in the world (Kaur, 2013). Moreover, every journalistic choice, from the types of sources used to the perspectives taken (victim, perpetrator or bystander) helps determine the “prominent themes or meanings within or perceived from a news story as a whole” (Thorson *et al* 2001, p.40). It has also been observed that different newspapers have different ideologies, and the style of writing news reports is based on the creativity and interest of the person sitting on the desk (Kaur, 2013). Therefore, the problem to be investigated is how *The Namibian* and *New Era* newspapers report the same event differently delivering different messages over the same matter, and how reporters handle the journalistic ethic of objectivity in their reporting, as well as how their journalistic voices exhibit ideology and bias. Moreover, the research

compares how the two newspapers employ Appraisal resources to express feelings, how they amplify them, and how they may incorporate additional voices in their discourses of political news reports.

1.4 Objectives of the study

This study was guided by the following research objectives:

- To explore the notions of Appraisal in privately and state owned Namibians newspapers, *The Namibian* and *New Era* specifically; as well as the reporter voice' and objectivity in Newspapers political texts and in media discourse
- To examine how political 'hard news' is represented in Namibian media and how such representations evince the ideological position of the author(s)/authorial voice.
- Make a comparative analysis of Appraisal resources as utilized in political news, and the use of language between *The Namibian* and *New Era* with different political orientations;
- To examine the journalistic style of news reports within Namibian newspapers, in *The Namibian* and *New Era* newspapers and how they aid to the analysis of the texts in terms of their rhetorical potentials

1.5 Significance of the study

This study contributes, it is envisaged, to the overall body of knowledge in the area of Appraisal and guides other scholars who anticipate to comparatively examine and explore political news through the lenses of Appraisal and resources in Namibian and other newspapers in the world. The study has the potential to influence the audience to objectively perceive the ways in which *The*

Namibian newspaper and *New Era* newspaper's political reporters express and seek to negotiate attitudes with their readers. It is also believed that the research is also part of pioneering work on how Namibian journalists have developed their own linguistic styles.

1.6 Delimitations of the study

The study is limited to political reports in *The Namibian* newspaper and *New Era* newspaper from 2015 to 2018 only. Moreover, only 20 different political news reports were used in this study and as such, the results of the study might not necessary reflect the Appraisal structures and ideologies of news on other non-political issues as well as all the Namibian newspapers in general. The political reports selected, allowed the researcher to do an in-depth analysis regarding how the language was used in different political news, in *The Namibian* newspaper and *New Era* newspaper. The researcher also does not focus on the truthfulness in the above mentioned newspaper as this is a concept that is difficult, if not impossible, to measure and quantify.

1.7 Summary of the chapter

This chapter is an introduction of the thesis “a comparative Appraisal of political news in *The Namibian* and *new Era* Newspapers from 2015 to 2018”. The chapter contains the introduction, orientation of the study, statement of the problem, research objectives, significance and limitation of the study. The next chapter reviews the literature related to news reporting, the notion of journalistic voice as well as the Appraisal framework. Chapter two thus discusses the literature related to the research topic, which will help to clarify the study as well as enable the researcher to find the gap in existing knowledge.

Chapter 2

Literature Review and Theoretical Framework

2.1 Introduction

Cresswell (2003) states that literature reviews share with the reader the results of other studies that are closely related to the study being reported. According to Cooper (1984) and Marshall and Rossman, (1999) as cited in Cresswell (2003) a literature review relates a study to other large on-going dialogues in the literature about a topic. It fills gaps and extends prior studies. This chapter presents different scholars' perspectives regarding aspects of newspapers political news reporting, objectivity, bias and related concerns. It also discusses in details the theoretical framework in which the analysis is undertaken – Appraisal Theory. As outlined in chapter 1, the study is an investigation on three major areas in the genre of hard news of political reporting in newspaper, specifically in *The Namibian* and *New Era*.

2.2 Media genres and approaches to news reporting

The main aim of this thesis, as has been mentioned previously in Chapter 1, is to examine how the notions on the 'reporter voice' and 'objectivity/neutrality' exhibit themselves in political hard news reporting through the lenses of Appraisal theory. As already discussed in chapter 1, the study focuses on the exploration of the notion of 'reporter voice' as it relates to 'objectivity' in the Namibian newspapers, specifically *The Namibian* and *New Era*. Furthermore, the study assesses how the 'reporter voice' can be a useful theoretical tool in analysing the notion of 'objectivity/neutrality' in the reporting of 'controversial news' in Namibian newspapers. Even though there are different types of newspaper genres, this study focuses distinctively on one

particular genre of newspaper discourse (the hard news), thus the chapter initially undertakes a review of the hard news genre.

2.2.1 Newspaper genres

The word *genre* simply means order. As applied to artistic works, a genre is a type, class, or category of presentation that shares distinctive and easily identifiable features. According to Alireza (2012), genre analysis as a sub-disciplinary in applied linguistics emerged in the 1980s and blossomed in the 1990s. A genre is highly structured and conventionalized discourse which occurs among the members of a community. Genre consists of a class of communicative events and the members of which share some set of communicative purposes which are recognised by the expert's members of the parent discourse community and thereby constitute the rational genre (Swales, 1990). Bhatia (2004) explains that "genre analysis refers to the study of naturally occurring written discourse focusing, in particular, on analysis beyond the sentence level.

The most important thing in genre analysis is to identify the communicative purposes of the texts or genre to be investigated and how the language has been used as well as the style "in institutionalized settings controlled by communicative conventions existing in and created by a group of participants in a defined discourse community" Alireza (2012). Kress and Threadgold (1988) view the notion of 'genres' as referent to texts that occur in particular and given social contexts and/or events. In a sense resonating with Hymes' (1962) 'Ethnography of Speaking Model'. For Kress and Threadgold (1988), the social event that defines texts as belonging to a given genre is characterised by a number of participants, their social relations and roles, specific goals for interaction, setting/location as well as a set of social practices. According to Vo(2011) "media genre is an umbrella term". Iedema et al. (1994) point out different sub-genre of media

according to the function that they serve. Each type of media genre is written for a specific communicative purpose. Fetzer and Lauerbach (2007) argue that ‘genres’ vary across cultures, historical eras, social classes and sub-cultures and they are also indicators of social change. This implies that even though genres might be important as they provide a context for understanding the communicative meaning at the particular point in time, as texts themselves, offer varied reading positions, the terms ‘genre’ or ‘genre analysis’ are in themselves problematic.

2.2.2 Categories of news genre

McCabe and Heilman (2007: 139) propose that news reports and editorials/comments utilise the same content and contextual resources and ‘focus or centre on very similar experiential content, their purposes are different: to inform, in the case of the report and to argue for a particular line of thought on a given situation in the editorial. The proposed news genre are hard news and soft news’ The ‘hard news’ genre typically consists of stories about public events such as government action, international happenings, economy and crime. Moreover, those types of news reports are generally briefed, fresh and straightforward. In other words, they have something specific to tell (Bhatia, 1994).

The second type of news, according to Santossa (2005, 2009) is the ‘soft’ or feature news. This genre of news covers a wide range of topics, which are largely ‘human interest stories’. Stories/news articles in this category encompass issues that appeal to people’s curiosity, sympathy, scepticism and amazement. Topics covered in this genre often involve people, animals, events and products (Dominick, 1996). According to Suhandag (2004) this genre of news provides the writer(s) with the opportunity to interpret the happenings so the content may be rather subjective. The current study however does not focus on this particular genre of news discourse. The third

type of news genre explored by Dominick (1996) is the ‘view’. This also is known as the ‘commentary’. This is the second genre that the current research seeks to analyse in comparison to the ‘hard news’ genre. This genre of news is typically explicitly subjective as it exposes the reporter’s subjectivities, opinions and the opinions of others. The ‘view’/‘comment’ is highly critical and analytical, involving responses or suggestions to current issues and so on. Examples of such text types according to Sundahag (2004) are editorials, special articles and comment/opinion columns. Olaniyan (2011) argues that, such comments/editorials like the Editors’ comments, unlike news stories which are characteristically typically ‘factual’, ‘neutral and ‘objective’, are ‘articles which express the opinions of the [reporter], editors or publishers on issues of public interest.’ These according to Olaniyan (2011) are often ‘regarded as personal journalism because they project particular persons’ opinions on matters affecting the public’. Of course, an editor’s comment may be the product of one person or an expression of someone’s opinion on a current subject.

2.2.2.1 Hard news genre as the focus of the study

Attention is given to ‘hard news’ as it is the focus of this study. In English-language, the opening in hard news is most typically constituted by the combination of a headline (sometimes headlines) and an opening sentence (the “lead”). The headline(s) and opening sentence can be seen as representing a single unit because, in most cases, the headline exactly repeats a sub-set of the informational content “OBJECTIVITY” AND “HARD NEWS” (Elizabeth et.al 2008). . Accordingly, in the opening of the typical hard news report, the original activity sequence can be said to have been reduced to its “key” elements by a process of elimination the headline/lead opening is a cut down, possibly re-ordered version of the original activity sequence.

“The ‘hard news’ genre is thus, the supposedly non-opinionated and factual news story, characterised by ‘objectivity’ neutrality, facticity, attribution and is typically delivered in three distinct parts, that is, the ‘headline’ (title of news), the ‘head’ (which is the main/important part of the news) and the ‘body’ (which forms the elaboration of the head and provides further details)” (Sabao, 2013). Essentially, this genre of news is evidently neutral and reports just the facts (Thomson, White and Kitley (2008). Additionally, Santossa (2009) suggests that ‘hard news’ is also referred to as ‘straight news’, which in turn is further categorised into the subtypes of ‘matter of fact news’ and ‘action news’. Besides, the commentary/editorial is typically regarded as the opinionated, subjective, emotive and reactive discussion on events and people making news headlines.

2.2.2.2 The Body of the Hard News Report

Following previous work by Iedema et al. (1994) and White (1997, 2000a, 2000b), we see the second phase of the typical English-language hard news report*the body which follows the headline/lead as acting to specify, elaborate and comment on the various strands of information presented in the opening. It is noteworthy that this specification “OBJECTIVITY” AND “HARD NEWS” REPORTING and elaboration is typically presented non-chronologically and discontinuously. That is to say, events are seldom presented in continuous step-by-step sequence in the order in which they occurred, and when dealing with a particular aspect or sub-issue, the writer typically attends to this at different points in the body of the report, rather than dealing with it exhaustively in a single section. The work by Iedema et al. and White cited above has demonstrated that the body of this type of report can be broken down into self-contained components which typically perform one or more of the following functions in relation to the headline/lead.

- ❖ Elaboration or reiteration: One sentence or a group of sentences provides more detailed description or exemplification of information presented in the headline/lead, or acts to restate it or describe the material in the headline/lead in different terms.
- ❖ Causes: One or more sentences describe the causes or reason for some aspect of the “crisis point” presented in the headline/lead. . Consequences: One or more sentences describe the consequences flowing from some element of the crisis point of the headline/lead.
- ❖ Contextualisation: One or more sentences places some aspect of the crisis point of the headline/lead in a temporal, spatial or social context. For example, the geographical setting will be described in some detail or the “crisis point” will be located in the context of preceding, simultaneous or subsequent events. Prior events of a similar nature may be described for the purpose of comparison.
- ❖ Attitudinal assessment: Some form of judgement or evaluation is passed on some element of the headline/lead.

“This arrangement leads to a conceptualisation of such texts as involving a relationship between a central “nucleus” (the headline/lead) and a set of dependent sub-components which can be thought of as “satellites” to that “nucleus””(Sabao, 2013). Thus the headline/lead dominates the text, providing its focus or angle with the subsequent satellites operating only to elaborate on, explain or comment on material presented in that opening. The body of the text does not develop new meanings but, rather, acts to refer back to the headline/lead through a series of specifications.

Example from *The Namibian*:

[headline/lead]

Geingob recycles his problems

PRESIDENT Hage Geingob yesterday shifted three Cabinet members who faced allegations in the media of overseeing offices blamed for rife corruption.

[contextualisation]

The President yesterday said he was unhappy with the allegations of corruption at those three portfolios. “I have particularly been disturbed by various allegations of corruption, maladministration and/or incompetency, mostly directed at the ministry of works; the office of the attorney general; the ministry of mines; and the ministry of health,” he stated.

[Elaboration-details of those involved]

Kandjoze, who is a geologist by profession, had a controversial tenure at the energy ministry, where there were allegations of rampant corruption and cronyism. Incidents such as the ugly power struggle at the National Petroleum Corporation involving a N\$4 billion oil deal and Namib Desert Diamonds (Namdia) were under his watch. The Namibian reported in November 2016 on how Namdia, a state-owned company established in August 2016, was selling its diamonds cheaply to buyers in Dubai.

[Elaboration-details of those involved]

Shanghala, once a powerful politician who controlled government contracts as the attorney general, has been moved to the less busy justice ministry. The new attorney general is Albert Kawana, who was at the justice ministry. The Namibian has also reported how Shanghala pushed through questionable deals, including the N\$36 million genocide legal payments, and his other interventions that were questioned by the President himself. Shanghala, who has always insisted that he was innocent, said he was looking forward to working at his new role and giving his best

as required.

[contextualization]

Another person familiar with the President's thinking said the main issues that got people reshuffled were corruption and governance. His speech was clear that he will attack incompetence next, the person said.

[Attitudinal assessment]

Geingob also attacked public officials who have entitlement attitudes. "The lack of teamwork between ministers, deputy ministers and permanent secretaries will not be tolerated," he stressed, adding that dysfunctional relationships between officials will compromise service delivery.

Since this is a comparative analysis, the English-language model can be observed to be in operation across English newspapers. We demonstrate this below by means of an analysis of an English news report, specifically from the *New Era*.

[headline/lead]

Reshuffle: An opportunity to move things

Yesterday's Cabinet reshuffle – described by some as old wine in new bottles – presents an opportunity to reinvigorate the country and place it on a growth path

[contextualisation]

Politics aside, the long-awaited change of guard gives the country a sense of hope for a better future. We therefore prefer to avoid the noise and rather focus on fundamentals.

[elaboration:details of those involved]

Three deputy ministers were elevated to the level of minister, perhaps an indication that President Hage Geingob saw their potential and wanted to give them liberty to work.

[Elaboration: details of those involved]

It's now up to ministers Stanley Simataa, Peya Mushelenga and Erastus Utoni, and of course the youthful Sakeus Shanghala, to vindicate the President's bold decision to appoint them.

[Contextualization]

Since December, the country has experienced tremors, not only of the seismic kind, that left many a citizen anxious. It took long to announce the changes, but since they are now here, we must embrace them.

[Attitudinal assessment]

This reshuffle, we hope, is not shaped along political opportunities of individuals but that it was made with a full consciousness of the state we find our country in, especially from an economic vantage.

2.3 The Inverted Pyramid

According to White (1998), the 'inverted pyramid' analysis to 'hard news' reports is an arrangement of details in news reports or discursal structure, which according to journalistic training material is determined by the key claims that 'the structure of news reports [must be] directed by 'importance' - what is 'important' and 'relevant' must come first, with the story then moving progressively through layers of decreasing 'significance'. The descriptions of the inverted

pyramid structure provided in the journalism training and media discourse literature in general make two key claims, (1) that such reports begin by providing a summary of the event under consideration and (2) that, instead of providing a chronologically ordered reconstruction of what happened, such reports are arranged in a way that what is “most important information” comes first and what is “less important” comes after. Therefore Rich, in *Writing and Reporting News*, describes the opening of the inverted pyramid in the following terms: The most common type of lead on a hard-news story is called a “summary lead” because it summarizes the main points about what happened. It answers the questions who, what, when, where, why and how. The rest of the story elaborates on what, why, and how, (2000, p. 35). However, White (1998) interrogates and critiques such a format of arrangement that it is highly ‘problematic nature from the perspective of rhetorical functionality.’ This is so because in such a discourse structure, the story does not follow a chronological sequencing of events. Such a textual organisation of hard news is constituted typically of the ‘lead’, the ‘body’ and the ‘remainder/fluffy stuff’ and is schematised as with respect to the proposition that the opening singles out what is “most important”, the following quotation from MacDougall in a journalism training text is typical: the climax or end of the story comes first.

Given a schedule of facts to arrange in the form of a newspaper article, the writer selects the most important fact or climax of the story and puts it at the beginning. The second most important fact comes second, the third most important fact third and so on. The ‘inverted pyramid’ technique thus, according to Thomson, et al (2008) is an arrangement by which the ‘most important information’ comes first. Progressively after that, the report develops gradually through to what is ‘least important’. In other words as Thomson, et al(2008) argue,

It is frequently held that authorial neutrality and the inverted pyramid structure are key factors

in the distinction and uniqueness and distinctiveness of the modern hard news report as a text type.

White and Thomson (2008) raise an imperative inspection regarding inverted pyramid which is quite applicable to the current study, that the consideration of what constitutes as ‘most important’ and ‘least important’ is ‘both culturally and ideologically relative’, for the reason that the ‘hard news’ genre must be idyllically and typically characterized by ‘objectivity’ and ‘facticity’, it is important to observe the argument raised here by Thomson, et al (2008) which seems to suggest that the extent to which a news report is objective is determinant on the ‘angle’ of news the reporter elects to take, which in the scope of this study is a key component to the study and analysis of the subjectivities and biases of the reporter or news report.

2.4 The ‘Rhetorical Move’ analysis of hard news

Bhatia (1994) presents a four move rhetorical structure that explains the discursual structure that characterises editorials in newspaper genres, which he argues is chiefly prominent in some forms of academic writing. In the schema the author attempts to explain the circumstances surrounding a real event, which Bhatia (1994) refers to as ‘Case’ and proceeds to proffer an ‘Argument’, followed by a ‘Verdict’ and finally an ‘Action’. Bhatia (1994) argues that this kind of rhetorical structure is also slowly establishing itself in editorials as well as oftentimes in news reports. He presents such a textual organisation as follows:

MOVE	RHETORICAL PURPOSE
1. Presenting the case	This concerns actual events, that is to say, what is or what was in the world of everyday events. It may be seen as framing issues, clarifying choices or defining areas of concern.
2. Offering the argument	This is where the writer/editor discusses the possible alternative worlds, that is to say, what was not or what might have been.
3. Reaching the verdict	This is concerned with the world of desired events, that is to say, what should be or what should have been and is generally seen as the writer's conclusion.
4. Recommending action	This is where and when the writer is seen as suggesting how the desired world of events can be realised.

Table 2.1: Bhatia's Four Move Rhetorical Structure

This form of move structure encourages the proliferation of embedded subjectivities within a given text. This is so because in making an argument and drawing conclusions, the author seeks to sell to the reader their opinions and feelings towards the subject of the writing – a characteristic quite rare in news reports. We seek to argue, that through observation and analysis, and as Bhatia (1994) also argues, that we can discern instances in which such rhetorical moves are also seen to permeate through 'hard news' reports. Bhatia (1994) argues on the other hand that this rhetorical structure is not always present in hard news reports which seek to 'bring the news to the reader as accurately

and dispassionately as possible' and as such, the news reports are 'short, fresh and direct', having something very 'specific and precise to tell'. This thus requires that the news report be as objective as possible and thus must attempt to use linguistic resources that work towards attaining that communicative goal.

Bhatia (1994) argues that editorials, because of their communicative goal often use what Halliday (1986) refers to as grammatical metaphor, in the form of complex nominals and nominalisations 'common and appropriate in news in which the writer argues persuasively to offer views and opinions that he holds or believes in' (Bhatia, 1994: 165). Despite this however, such a phenomenon as Bhatia (1994) illustrates, and as intimated above, also seems to permeate through to the 'hard news' genre. Through this form of analysis, it becomes possible to discern the writer's subjectivities through an analysis of the linguistic resources of their choice. As earlier pointed out, Bhatia (1994) describes the structure of a typical news report through the propositions of the inverted pyramid structure as well. In this regard he argues that 'the discourse structure of the news report...is very characteristic of a news report only. It is very much like an inverted pyramid where the movement from top to bottom represents a general → specific, or, summary → expansion, or, preview → detail.'

2.5 The 'Orbital Structure' analysis of hard news

In discussing the textual organisation of the 'hard news' story, White and Thomson (2008) present what they term the 'typical model of the textual organisation of 'hard news' stories within the English language news reporting culture.' This, they also argue, is captured in the 'inverted pyramid' structure of news. Thomson et al (2008) argue that authorial neutrality (a notion key to

the current study as it mirrors the notion of ‘reporter voice’), a process through which a journalist dissociates himself/herself from the ‘facts’ of a story/event (discussed by Mindich (1998) as ‘detachment’ and ‘facticity’) and the ‘inverted pyramid’ are the key components in the description of the ‘hard news’ genre of newspaper reports.

According to Thomson et al (2008: 213) such kind of a textual organisation of ‘hard news’ makes two key claims: (a) that such reports begin by providing a summary of the events under consideration and (b) that rather than providing a chronologically ordered reconstruction of what happened, such reports are arranged so that what is the ‘most important information comes first and what is less important comes after.’ White and Thomson (2008) schematise such a textual organisation of ‘hard news’ in such a manner that it can be divided into two sections, the headline/lead and the body. The headline/lead forms the summary of the concerns of the news report and thus according to them, ‘the nucleus’. The body, which they also, like Thomson et al (2008) argue is not chronologically organised but is constituted of different sections which act as ‘satellites’ that elaborate on the ‘claims’ made by the lead.

2.6 The Voices of English-language Broadsheet News Reporting

The approach that is taken in this study is in line with the theory that has been selected, the Appraisal theory as developed by Martin and White (2005), and White (2006). The theory alludes to journalistic voice as it is inscribed or evoked in the text (Jakaza, 2013, p. 51). Thompson et al (2008:220) observe that the notion of “journalistic voice” is an approach that views “news media texts according to the use they make of certain key evaluative meanings...the various ways in which positive or negative assessments are conveyed or activated. This section focuses on what is objectivity, what constitute objectivities, what kind of factors that affect objective writing and the

general evaluative meaning activated in news media texts.

The study of objectivity in news reporting or journalism is arguable. Cohen-Almagor (2008) points out that it has been linked with the American Penny press in the 1830s. They further argue that Penny press had been claimed to be giving dependable and authentic journalism, not tainted by political, economic, and social values as the daily papers used to do. In this case White (2000) argues that objectivity has been explored as ethical reporting, professional writing, authentic reporting, balance reporting and so on. As a result, it has been observed to involved several dimensions: accuracy, truthfulness, fairness and balance, and moral neutrality. The notion that seems to recur in the way news is reported, from these dimensions, is the idea that ideal texts are 'neutral' in reporting 'just the facts' (Jakaza, 2013, p 51). Thus, in objectivity one can and should separate facts from values, though it is quiet problematic to distinguish the two. Giing a general definition of objectivity, Cohen-Almagor (2008, p. 140) states that objectivity:

...is concerned with the way news is created and reported in the selection of facts, their arrangement, their framing and formation on public agenda with or without relationship to values.

Jakaza (2013) conclude that the above definition "alludes to the fact that the various dimension of objectivity compromised or are difficult to realise". The example given is that the notion of accuracy is compromised from the instance journalists that start to select and interpret texts. Apart from that, Archakis and Tsakona (2010, p. 919) observes that "Journalists do not strive for accuracy; instead they aim at creating a reader-attractive account of the specific debate. This means that journalists do not focus on accuracy, but on communicating certain ideologies and reinforcing the solidarity bond with the readers. Hence the language that is chosen is used on its ability to

inform the readers and give them a particular worldview. This is the reason why the journalistic voice may either be inscribed or evoked in a text. On the basis of the studies conducted by Iedema et al (1994) and White (1998), Martin and white (2005) develop a framework in which journalistic voices can be identified by Appraisal values. In the study of news texts gathered from Australian and British wires services, they identify ‘evaluative keys within journalistic writing which can be loosely linked with journalistic categories of “news” and comments/opinion, (Martin and White, 2005, p. 165). These evaluative keys are arranged into three types of voices: reporter voice, correspondent voice and commentator voice. The features of journalistic voice they observe are as follow:

Reporter voice: text written in the reporter voice has the following evaluative properties:

- No or very little unmediated inscribed judgment,
- No authorial effect,
- Observed effect,
- Lower probability of unmediated inscribed appreciation.

Correspondent voice: text written in the Correspondent voice has the following evaluative properties:

- No or low probability unmediated inscribed social sanction judgment,
- No authorial effect,
- Regular use of unmediated inscribed social esteem judgment,
- Higher probability (relative to reporter voice) unmediated inscribed appreciation,
- Observed affect.

Commentator voice: texts written in commentator voice display the following evaluative arrangements:

- No co-textual constraints on judgement,
- Higher probability (relative to reporter voice) unmediated inscribed appreciation,
- Observed and authorial affect.

To sum up, the system of journalistic voices in Martin and White's 2005 framework involves all of the three attitudinal categories which are judgement, affect and appreciation in which the attitudinal values are examined in terms of whether they are inscribed (Vo, 2011, pp 40-41).

2.7 Ideology in the media

According to the Longman dictionary of contemporary English (2009), 'ideology' is generally defined as a set of beliefs on which a political or economic system is based, or which strongly influence the way people behave. However, van Dijk (1998) explains that 'ideology' is one of the most controversial concepts in the social sciences and the humanities. He states,

...ideologies are basic frameworks of social cognition, shared by members of social groups, constituted by relevant selections of sociocultural values, and organised by an ideological schema that represents the self-definition of a group. Besides their social function of sustaining the interests of groups, ideologies have their social function of organizing their social representations (attitudes, knowledge) of the group, and thus indirectly monitor the group-related social practices, and hence also the text and talk of its members (van Dijk, 1995, p. 248).

According to van Dijk's framework, ideology can be approached by identifying groups which

differ in beliefs, attitudes, knowledge and interest. He offers the notion of ‘in-group’ vs “outgroup” such as “Whites” vs “Black” or “Western” vs “Eastern” or “Us” vs “Them” to analyse such topics as racism and discrimination of explicitly conveyed in media language. However, Fairclough & Wodak (1997, p. 275) argue that ideologies are particular ways of representing and constructing society which produce unequal relations of power, relations of domination and exploitation’. This explanation is going hand in hand with the current study because they emphasise of an unequal relation of power in society and the ideology associated with that inequality.

2.8 Theoretical Framework – Appraisal: the language of evaluation

2.8.1 Introduction

As Martin and White (2005) acknowledge, the main principle of developing an Appraisal framework was to expand traditional accounts regarding issues of speaker/writer evaluation, certainty, commitment and knowledge, and also to consider how the textual voice positions itself with respect to other voices and other positions in the discourse. Consequently, this theoretical orientation moves us towards an analysis of ‘meanings in context and towards rhetorical effects rather than towards grammatical forms’ (Martin and White 2005: 94), as the grammar and discourse of language are conceived as a set of resources that ‘make’ meanings, more than as rules to organise structure (Martin and Rose 2008). “Appraisal has to do with the negotiation of meanings among real or potential interlocutors, such that every utterance enters into processes of alignment or misalignment with others, helping us to understand the levels and types of ideological solidarity that authors maintain with their potential readers/listeners” (Oteiza, 2017, p.40).

Appraisal, as discussed above, informs the analysis of newspapers’ political reports in the current study. This framework is attributed to the ‘Write it Right’ project of the 80s and 90s for the

Disadvantaged Schools Program which was intended at exploring the “literacy requirements of the discourses of science, technology, the media, history, English literature studies, geography and the visual arts” (Jakaza, 2013, p.11). In its expansion, the theory followed SFL tradition in qualitatively exploring individual pieces of discourse of relatively small size (White, 1998). Consequently, it has been applied to small scale corpus as in a political speech, narratives, legal act (Martin, 2002), stories, songs (Martin, 2004), an act of parliament, a music review (Martin and Rose 2003), evangelical sermons (Ethelston, 2009), a movie (Martin 1995, 2000), news reporting in newspapers (White 2006).

According to Martin & White (2005: 95) emphasis in these studies is on the role of Appraisal resources in construing personae, negotiating sociality and solidarity as well as aligning readers/hearers ‘into a community of shared value and belief. However, in as much as there are studies on parliamentary discourse (Ilie, 2009b, 2010a, Santibáñez, 2009, van Dijk 2010, Fantom- Smith 2008) and newspaper discourse (Archakis and Tsakona 2009, 2010, Bednarek 2006, 2008), there is hardly any research within Appraisal on parliamentary debates perse and how it is represented newspaper articles. Oteiza explains that:

The Appraisal framework therefore aims to provide a comprehensive theoretical and descriptive systematisation of the linguistic resources that can be used to construe the value of social experience, and thereby to achieve a richer understanding of the patterns of interpersonal meaning beyond the manifestation of only emotionality across discourse.

In support of this view, White (2001) also clarifies that,

... is concerned with the linguistic resources by which texts/speakers come to express, negotiate and naturalise particular inter-subjective and ultimately ideological positions. Within this broad

scope, the theory is concerned more particularly with the language of evaluation, attitude and emotion, and with a set of resources which explicitly position a text's proposals and propositions interpersonally. That is, it is concerned with those meanings which vary the terms of the speaker's engagement with their utterances, which vary what is at stake interpersonally both in individual utterances and as the texts unfolds cumulatively.

From the definition provided by White (2001) we differentiate that the theory is concerned with the resources with which we can understand the manner in which speakers/writers construe for themselves particular authorial identities through the way(s) in which they align with or dissociate themselves from actual or potential respondents and or audiences (Martin and Rose, 2003).

As it is explained already, the framework is concerned with the analysis of the approach in which "the subjective presence of the author is visible from the manner in which they 'adopt' a positioning with regards to the material they are presenting (speaking/writing about) as well as those with which they are communicating" (Sabao, 2013, p.51). However, Bednarek (2006) argues that the Appraisal analysis provides revelations for and of the context as well as 'the interpersonal character of evaluation as well as the communicative importance of evaluation itself'. Martin and White (2005) shed more light on this when they argue that Appraisal is a major discourse semantic resource construing interpersonal meanings.

Appraisal has been widely employed in the analysis the notion of 'authorial stance' (White, 2006: Martin, 2000: Martin and Rose, 2003: Martin and White, 2005: Thomson and White, 2008: Thomson, White and Kitley, 2008, Sabao 2013: 2015: 2016). The concept of 'authorial stance' is quite central to the current study as it devotes on how the author/speaker have responded emotionally to the subject of evaluation, be it a person, event or situation. In short, the Appraisal

resources make it possible to analyse and ‘evaluate’ these instances in a text which point towards some form of attitudinal and ideological positioning that the speaker/writer assumes towards the subject of their text.

According to Thompson and Hunston (2000: 6), evaluation is important and has been a worthy area of study, because it has three key functions in language:

1. to express the speaker’s or writer’s opinion and, in doing so to reflect the value system of that person and their community;
2. to construct and maintain relations between the speaker or writer and hearer or reader and
3. to organise the discourse.

Moreover, the focus of the study of entrenched emotions and reactions to phenomena within texts, and is a theoretical model that can explain in the best way possible the way language construes attitude and enables writers and speakers to position themselves evaluatively with respect the viewpoints of potential respondents and other speakers/writers (White, 2008:Thomson, White and Kitley, 2008), the Appraisal framework is a system constituted of three interacting domains of ATTITUDE, ENGAGEMENT and GRADUATION (Martin and White, 2005: White, 1998). ATTITUDE, which is central to the analysis in the current study because it is concerned with feelings, including emotional reactions, judgement of behaviour and evaluation of things, is constituted of three subdomains or categories of feeling – AFFECT, JUDGEMENT and APPRECIATION.

2.8.2 Attitude

Attitude is one of the major resources of the Appraisal theory. Within the Appraisal framework, the sub-domain of ATTITUDE concerns itself with the construal of feelings, including emotional

reactions, judgements of behaviour and evaluation of things (Oteiza, 2017). Within ATTITUDE are three categories of JUDGMENT (focused on the evaluation of human behaviour with respect to social norms), APPRECIATION (concerned with the evaluation of objects by reference to aesthetic principles and other systems of social value) and AFFECT (which refers to the characterisations of phenomena by reference to emotion) (White, 2007), Bednarek (2006) and White (2001) contend that ATTITUDE is concerned with the analysis of the values by which writers/speakers pass judgement and associate emotional/effectual responses with participants and processes

(i) Affect: Emotion

Oteiza (2017) states that “Affect deal with the expression of positive and negative feelings” (p.460). Bednarek (2008b: 183) observes that “much research has shown that AFFECT clusters or patterns in text”. This implies that what should be explicated is the nature of affect so that one will be able to see where it patterns in text. According to White (2005a:4) affect is “concerned with emotions, with positive and negative emotional responses and dispositions”. These emotions are expressed directly (explicit or inscribed) or indirectly (implicit or invoked). Thus, with affect, the focus is on the evaluation of feelings as happy or sad, confident or anxious, interested or bored as they are expressed implicitly or explicitly in discourse in relation to a response to things, person or happening.

Many factors have been considered in the classification of affectual terms. In an earlier approach, Martin and Rose (2003) posit a two-way classification of AFFECT: (i) writers can either use words that label emotions (fear), or (ii) use words that denote ‘behaviour that also directly expresses emotion’ (Martin and Rose 2003:27). In addition, this approach is too broad and a general way of

classifying emotions. Research in emotions/affect has shown that “emotions are complex physiological affective-cognitive responses to the physical and social/cultural environment” (Bednarek, 2008b: 148) such that they cannot be classified in the way that Martin and Rose have done.

Martin and White (2005) propose that the region of meanings of affect – that is, the semantic resources for construing emotions – can be organised by means of a typology of six variables:

1. Feelings can be positive or negative, following the notion that feelings in general are constructed by the culture as positive or negative experiences:

positive: the girl was **happy**

negative: the girl was **sad**

2. Feelings might be realised as ‘a surge of emotion involving some kind of embodied paralinguistic or extralinguistic manifestation, or more internally experienced as a kind of emotive state or ongoing mental process’ (Martin and White 2005: 47). This distinction between an extralinguistic manifestation and an internal experience is constructed by the grammar as:

behavioural process: the boy **cried**

mental process: the boy **disliked** the surprise

relational process: the boy **felt sad**

3. Feelings can be constructed as directed at, or reacting to, some specific emotional trigger or as a general ongoing mood. This distinction can be codified by the grammar as the opposition between mental processes and relational states:

reaction to other: the boy **liked** the teacher (mental process)

undirected mood: the boy **was happy** (relational state)

4. Feelings can be also graded on a scale of intensity – towards a lower- or higher-valued end:

low: the girl **liked** the surprise

median: the girl **loved** the surprise

high: the girl **adored** the surprise

5. Feelings can involve intention, rather than reaction, in relation to a stimulus that is *irrealis* rather than *realis*. This implies making the distinction between feelings that relate to future or unrealised states and feelings that relate to present existing ones. This distinction is realised grammatically with emotive and desiderative mental processes, respectively:

realis: the girl **liked** the surprise

irrealis: the girl **wanted** the surprise

The last variable of this typology of affect groups emotions into the three major subcategories that can be positive or negative – un/happiness, in/security and dis/satisfaction:

in/security: the boy was **anxious/confident**

dis/satisfaction: the boy was **fed up/absorbed**

un/happiness: the boy **was sad/happy**

The expression of AFFECT can also be codified by means of grammatical metaphor (Halliday and Matthiessen 2004), which includes nominalised realisations of qualities (joy, sadness, sorrow) and

processes (grief, sobs). However, “the systems of affect, judgement and appreciation not only follow the distinction between positive and negative polarity, but also can be classified as direct or implied Appraisals” (Oteiza, 2017, p. 462). This latter distinction is treated in the Appraisal model as inscribed and evoked Appraisal (tokens). Oteiza (2017) further explains that an inscribed Appraisal is explicitly expressed in the text, and is connected with detailed lexical items and their graduation, whereas an evoked Appraisal is manifested in an implicit manner by reference, for example, to a metaphorical language that can provoke a particular valorative meaning. Martin (2000: 155) explains: [As] far as reading affect is concerned, inscribed affect is more prescriptive about the reading position naturalized – it is harder to resist or ignore; evoked AFFECT on the other hand is more open – accommodating a wider range of reading positions, including readings that may work against the response otherwise naturalized by the text.

(ii) Judgement: Ethics

JUDGEMENT is another sub-system of attitude. Oteiza (2017) explains that “it can be seen as the institutionalisation of feelings in terms of proposals or norms about how people should and should not behave” (p. 462). Oteiza (2017) further elaborated that It is concerned with the assessment of human behaviour with reference to such aspects as legality/illegality, morality/immorality, politeness/impoliteness as they are more or less codified by culture. Thus, with judgement, concern is” with language which criticises or praises, which condemns or applauds the behaviour, the actions, deeds sayings, beliefs, motivations etc.- of human individuals and groups” (White 2005a:17). As with AFFECT, judgment can be positive (admiring) or negative (criticising) and can also be explicitly or implicitly portrayed, personal or non-personal judgements of social acceptability, norms and morals are also evident (White, 2005). Consequently, in the process of telling people how one feels emotionally, speakers/writers evaluate their character. An

evaluation of the people's character results in the evaluated raised or lowered in the esteem of their community.

This subsystem also has a positive and negative dimension, and can be inscribed or evoked in the discourse. Martin and White (2005), following media research made by Iedema et al. (1994), propose a subdivision of judgement into two major groups: Social Esteem (values of normality, capacity and tenacity) and Social Sanction (values of veracity and propriety). Social Esteem involves admiration and criticism, whereas Social Sanction involves praise and condemnation. The following are some examples of this semantic region of judgement, although it is crucial to take into consideration that what counts as Appraisal depends on the field of discourse.

Social Esteem:

Normality (how special someone is): he is **fashionable**/he is **dated**

Capacity (how capable someone is): she is an **expert**/she is **inexpert**

Tenacity (how resolute someone is): he is **tireless**/he is **weak**

(iii) Appreciation: Aesthetics

The final category of attitude is APPRECIATION. Appreciation is concerned with "evaluations which are concerned with positive and negative assessment of objects, artefacts, processes and states of affairs rather than with human behaviour" (White, 2005a: 13). It can be understood as the institutionalisation of feelings in terms of propositions, deals with norms about how products, performances and naturally occurring phenomena are valued (Martin and White 2005). In this aesthetic evaluation, things are evaluated according to their value and worth. In this case, appreciation can be argued to classify a speaker/writer's attitude toward things including "things

we make and performances we give” (Martin & White, 2005: 56). The three variables that authors identified in this semantic domain are related to Holliday’s transitivity mental processes of affection, perception and cognition. Though APPRECIATION encompasses values which fall under the general heading of aesthetics, other “non-aesthetic category of social evaluation’ which includes meaning such as significant and harmful” (White, 2005b: 24) are evident. However, it is imperative to state that apart from appreciating things, human participants may also be appreciated especially “in cases where the assessment does not directly focus on the correctness or incorrectness of their behaviour” (White, 2005a: 13) and “when viewed more as entities than as participants who behave” (White, 2005b:25).

Appreciation values are generally divided into three: (i) ‘reaction’ to things (do they captivate us, please us, inspire us et cetera), (ii) ‘composition’ (balance and complexity) and (iii) value (how innovative, authentic, real, and genuine). In the position resource, valuation has been argued to be necessary in the field where people want real, genuine, captivity and innovative things (Martin & White, 2005). Therefore appreciation can be divided into our reactions to things (do they catch our attention? do they please us?), their composition (balance and complexity) and their value (was it worthwhile?) (Martin and White 2005: 56). In other words, the appreciation framework ‘might be interpreted metafunctionally – with reaction oriented to interpersonal significance, composition to textual organization and valuation to ideational worth’ (Martin and White 2005: 57).

Some examples that illustrate these categories are as follows.

Reactions (affection): The movie was **captivating**/The movie was **boring**

The movie was **lovely**/The movie was **plain**

Composition (perception): The argument was **consistent**/The argument was **contradictory**

Valuation (cognition): The movie was creative/The movie was prosaic

As was clarified earlier on this study, the analysis of authorial stance involves the analysis of all the three subsystems of ATTITUDE since their resources cohere and act in complementarity. Despite, of course, these subsystems of ATTITUDE being defined here autonomously in terms of the manner in which they construe attitudinal meanings, it is important to observe that because AFFECT is viewed as the primary resource and that the other two act in complementarity, AFFECT thus is at the heart of these three broad semantic domains as it is the one that ‘is at the heart of institutionalised meanings’ (Martin and White, 2005)

2.8.3 Journalistic reporting and worldview

The media play an important role in the society, especially in the world of technology. Archakis and Tsakona (2009: 360) argue that “our knowledge about the world is, to a considerable extent, mediated and shaped through media discourse” and that “...journalists and media people in general are the ones who decide on the significance of the reported events.” This argument sees to clarify that journalists, in their reporting of news events, choose what they want to be known. This observation is in support of the well held perspective that newspapers are not value- free representation of reality but ideological constructs (Archakis and Tsakona 2010, 2009, Bell 1991, White 2006). This simple means that events are chosen and reported on the basis of a certain ideological perspective.

Catenaccio et al (2011) define news as “a wide range of genres in journalism such as features, opinion, columns, and letters to the editor etcetera” (pp 1844). This simply means that “this broad spectrum of understanding news is problematic as one would want to know the perspective from which it is being defined from (media practitioners, researchers, public relations professionals)

and the potential audience” (Jakaza, 2013, p.44). Despite the fact that news can be concurrent to a large number of aspects, the focus in the present study is restricted only to the newspaper, the print media. Moreover, in the newspaper, the focus is on the political news only from *The Namibian* and *New Era*.

Catenaccio et al (2011) further point out that news is defined through its relation with time and that “news is all about retelling, intertextuality and, by extension, intertextualisation” (p. 1844). As it is with the present study, the focus is also on the context which should be treated as a key issue in the examination of meaning making. Catenaccio et al (2011) argue that “The full meaning of a new text will never be fully tapped by deploying the rules of linguistic analysis alone since such texts are the outcome of a series of discourse processes” (p. 1845). Linking this to the current study, the role of context is recognised in meaning making. Instead of examining the actual process of news production, the present study focuses at what Catenaccio et al called ‘products’ even though more research on the reporting of political news in the print media, especially from the Appraisal perspective, require advance analysis.

The role of the media in the representation of language related issues has been cited by a number of scholars as a source for possible wrong perceptions and mis-representation. Johnson and Ensslin (2007: 11) argue that “our daily lives are increasingly both characterised and determined by the production and consumption of diversely mediated meanings.” This argument means that the media is impacting both the industry and audience positively and negatively. Consequently, it is not only the contexts of production that is affected but contexts of reception as well. In order to understand the meanings coming out of the media, Johnson and Ensslin (2007) (ibid) point out that an exploration of the role of language in the media in relation to the question of language representation requires a fairly liberal conceptualisation of metalanguage. According to them,

metalanguage has to do or encompass three aspects:

1. Consist of language about language. When people comment on language, for example pronunciation
2. involves a less explicit form of linguistic commentary where there is simply a mention of talk itself, for example, do you understand me in other words?
3. Consists of more general body of shared beliefs and attitudes around language structure and use that obtain within a given speech community.

Even though this might be a credible approach in the analysis of media texts, adopting the meta-zone is totally insufficient for a critical and systematic analysis of newspaper articles, hence analysing mediated meanings, and the Appraisal theory is the best theory and approach (Jakaza, 2013). The current study hence decides to use Appraisal theory to analyse the political news. It has been observed that in news reporting, journalists do not report everything that happens and in order of which events have happened. In support of this view, Archakis and Tsakona (2010: 919) observe that, journalists reconstruct the discourse by “selecting specific extracts, by paraphrasing, by using evaluative framing devices reflecting their political orientation and audience.” This view implies that journalists utilize relatively number of evaluative devices and styles when reporting on the deliberations of the news. It is important to also observe and note that these evaluative devices are used decisively to serve distinct function in news reporting (Jakaza, 2013).

White (2006: 37), examines news reporting as an approach of rhetoric, disagrees that news reporting is a “value laden, ideologically determined discourse with a clear potential to influence the media audience’s assumptions and beliefs about the way the world is and the way it ought to be.” This standpoint is widely confirmed in literature. Archakis and Tsakona (2010) are in support

that stories are selected on the basis of certain values and beliefs and they are also evaluated differently depending on the ideological construct of that newspaper. For this reason, the differences that are reflected by different newspapers reporting on the same event are not merely a result of the different stories that are selected for publication but also the linguistic encoding of each newspaper, which is the fundamental of the current study. To examine those linguistic devices employed in the political news reporting. In support of this point, Bell (1991) argues that newspaper articles are narratives based on the selection of specific events and on the suppression or omission of certain others. The use of different linguistic devices in the reporting of news events based on the reasons and goals of a particular publication also show why they are different reports of the 'same events'. Accordingly, in Labovian's concept of evaluation, Archakis and Tsakona (2009: 363) clarify that certain events are 'tellable' "when it is breaking the expectations of the audience or violates some widely held norms, values and beliefs." Expanding on Labovian perspective, Bayley (2004) argues that tellability seems to be a yard-stick or decider. He states that journalists seem to report on what they assume is more interesting and important for readers as well as on what is 'unusual' and 'frame breaking, like money stolen, economic crisis, fighting of land and other necessary events happening in the political world. The investigation conducted in this present study will give evidence of how different journalists report differently on the same event.

Journalists in their reporting of news events, Bell (1991) examines that journalists pursue what is called audience design. Jakaza (2013) explains that this audience design as "a process by which journalists strategically adapt their linguistic encoding and meanings to the value system and expectations of their assumed audience" (p.46). As a consequence, journalists adjust their language when reporting news and select stories on the basis of the audience or readership they are writing

for (Jakaza, 2013). Cohen- Almagor (2008), in support of this argument, points out that the language that is chosen is used on its ability to inform the reader. He further argues that journalists, with the pressure they will be getting from their editors, thrive to come up with exciting stories and will also try to sensationalise certain events. However, these pressures mostly have a bad effect on the journalists 'objective' reporting of news. This view implies that one of the major systematic and goal in journalistic reporting is to write for the audience only the 'fact' and nothing else. In the present case, the focus is on understanding how journalists from two newspapers, The Namibian and New Era select whatever they consider newsworthy for their readers in the selected political news.

In addition, wide-range of ways in which journalists report events to capture the readers' interests is evident. Bednarek (2008b) explores two ways in which news producers report speech events to capture the reader's interest: Firstly by focusing on the speech event itself as one of the stages of a battle. She argues that journalists reconstruct the statements of politicians not simply as part of a dialogue but as being part of an argument. Thus, an argument is viewed or presented as a battle. A battle has so many stages including attack, defence, retreat, counter attack and victory/ defeat. This dramatisation of the stories makes them more exciting, impressive and sensational. Secondly, she points out that news producers report speech events focusing on the reported statements. These statements have a rhetorical effect. The way journalists utilise direct speech in newspaper reporting is discussed below.

Research on how journalist position readers in newspaper discourse has also been carried out from a corpus linguistic perspective. In a corpus- based analysis of Spanish and English newspaper discourse, Elorza (2009/10) examines dissimilarities in the reporting of the world food summit which was organized by the UN's Food and Agriculture Organisation. She was focusing on "how

different newspapers use different cultural patterns in their representations and construction of real world events as news” (2009/10: 2). It was a comparative study of the Spanish and English newspapers. Using both qualitative and quantitative analysis as well as corpus linguistic methodology and Discourse Analysis, Elorza (2009/10) observes that newsworthiness was higher in El Pais (Spanish newspaper) than in the Guardian (English newspaper) and that each newspaper aligns with different participants and readership giving a different account and positioning readers differently. She contends that key meanings could be found in relation to a keyword, a key participant or a textual prominent position. She argues that “readers can be positioned into a certain opinion by means of different strategies” (pp 13). These strategies include key evaluation, meaning extension and meaning accumulation. At the end she concludes that the differences that are there in the two papers are as a result of the different agendas they followed and are culturally determined. She concludes that the two newspapers, the El Pais (Spanish) and Guardian (English), had different sources of attribution in order to give credence to the information they are giving.

Elorza (2009/10)’s study is of important to the present study. However, pretty a number of differences can be observed. Apart from the difference in theories being employed, the studies also differ in terms of their objects of study. Elorza conducted a contrastive analysis of newspapers from different cultural patterns noting the cross- cultural reader positioning in these newspapers. The comparative analysis of the political news conducted in the present study is not based on newspapers from different cultural patterns, but on newspapers within the ‘same’ culture and using the same language (English) in their reporting of news. The findings will shed more light on how journalist position and align readers when reporting news. Another significant difference in the two studies is that instead of only focusing at one event, the present study explores a number of same events and themes reported in *The Namibian* and *New Era*. This difference will also stand

to give an in depth analysis of how different newspapers report differently on the same news based on their ideologies and readership.

2.8.4 Journalistic Styles of reporting and Authorial “Neutrality”

This is another feature of hard news reporting which, as mentioned above, is so often associated with notions of media objectivity, namely the view that hard news reports, or at least ideal examples of such, avoid any authorial opinion or point of view and present “just the facts”. In our approach to this issue we turn to the work of Iedema et al. (1994), White (2000a, 2005, 2006) and Martin and White (2005), and their notion of “journalistic voice”. For these authors, journalistic voice refers to a taxonomy for classifying and grouping news media texts according to the use they make of certain key evaluative meanings, and more specifically to the various ways in which positive or negative assessments are conveyed or activated. The journalistic voice taxonomy itself relies on work within what is known as the Appraisal framework (see e.g. Martin 2000; Martin and White 2005; White 2000a, 2002). Appraisal theory has been developed over the last 15 years or so by a group of researchers concerned to develop an analytical model which could better deal with the way language construes attitude and enables writers/ speakers to position themselves evaluatively with respect to the viewpoints of potential respondents and other speakers/writers. In terms of the analysis of journalistic discourse and the associated notion of “objectivity”, the following insights of Appraisal theory are key.

2.8.5 Types of Attitude

Appraisal theory holds that positive and negative assessments (which it groups together under the heading of “attitude”) can be divided into those which involve (1) emotional reactions (what the Appraisal framework terms “affect”), (2) assessments of human behavior and character by

reference to some system of conventionalised or institutionalised norms (what the Appraisal framework terms “judgment”) and (3) assessments of artefacts, texts, natural objects, states of affairs and processes in terms of how they are assigned value socially, for example in terms of their aesthetic qualities, their potential for harm or benefit, their social significance, and so on. For example (relevant items are underlined):

Affect -emotional reaction. It was, then, with fury, that I returned home on Saturday to find my own country rumbling with the mumbles of the peaceniks.

Judgment -normative assessment of human behavior, i.e. by reference to notions of ethical/unethical, honest/dishonest, normal/abnormal, and so on. To see police brutally manhandling demonstrators was not only shocking but representative of more repressive regimes, such as China.

Appreciation -assigning a social value to objects, artifacts, texts, states of affairs, i.e. by reference to aesthetics and other systems of social valuation. The new president’s speech was elegant and well-woven, sounding panoply of themes without seeming scattered.

2.8.6 Inscribed (Explicit) Versus Invoked (Implicit) Attitude

Appraisal theory also attends closely to the possibility that attitudinal evaluations may be more or less explicitly articulated. It applies the label “inscribed” attitude to locutions which carry an attitudinal value (positive or negative assessment) which is largely fixed and stable across a wide range of contexts. For example, via lexical items such as corrupt, virtuously, skilfully, tyrant, coward, beautiful, abused, and brutalised. This “inscription” of attitude is contrasted with formulations where there is no single item which, of itself and independently of its current co-text,

carries a specific positive or negative value. Rather, the positive/negative viewpoint is activated via various mechanisms of association and implication.

The term attitudinal “invocation” is used of such instances. It is a feature of attitudinal invocations that they are typically conditioned by the co-text and will often be subject to the beliefs, attitudes and expectations the reader brings to their interpretation of the text (i.e. their reading position).

2.8.7 The Voices of English-language Broadsheet News Reporting

The work on journalistic voice cited above has found that English-language broadsheet news reporting (as opposed to commentary and opinion) is typically conducted in one or other of two “voices” or “styles” (termed “keys” in Martin and White, 2005), where “voice” references a particular pattern in the use and co-occurrence of evaluative meanings. These two evaluative arrangements are termed “reporter voice” and “correspondent voice”. Reporter voice is shown to be used most typically in “hard news” coverage of the type we are currently considering* i.e. reports of accidents, disasters, protests, crimes, court proceedings, warfare and similar events.

This hard news reporter voice involves a substantial curtailment of the author’s use of explicitly attitudinal meanings, particularly with respect to inscribed judgement. Correspondent voice most typically occurs in the work of specialist or rounds journalists (i.e. “correspondents”) and in the context of news items covering local or international politics. Correspondent voice texts involve some curtailment of inscribed attitude, but the constraints are less extensive than in reporter voice. Thus writers operating in correspondent voice will, on their own behalf, explicitly assess human behaviour by reference to notions of human capacity, tenacity and normality, but will refrain from explicitly making ethical judgements about right and wrong, good and evil.

In contrast, journalists operating in reporter voice mode refrain from all such judgements of human

behaviour, confining such evaluations to the quoted words of external sources. A third voice, termed “commentator voice”, is most typically found in the context of the overtly argumentative and subjective text types (i.e. opinion pieces, commentaries and editorials) and is substantially less common on the news pages. The full array of attitudinal meanings is available to those writing in this commentator style. (For the account of journalistic voice upon which we rely here, see Martin and White, 2005, pp. 164–84.) The system of journalistic voice as a set of options with respect to the occurrence and co-occurrence of attitudinal values is presented diagrammatically in Figure 2. The voice of hard news reporting (reporter voice), is outlined in some more detail below.

2.8.8 Inscribed Affect

In those texts where there are few or no instances of inscribed authorial judgement, there will also be no instances of the author describing his/her own emotional responses. Thus authorial affect appears incompatible with reporter voice. Against this, it is observed that texts without inscribed authorial judgement do sometimes include instances of the author reporting on the emotional responses of third parties, even if the frequency of such instances within individual texts is not high. Thus the author reporting that others are “pleased”, “upset”, “troubled” etc. is compatible with reporter voice.

2.8.9 Inscribed Judgement

There is a very high probability that any explicit (inscribed) positive or negative judgements (assessments of human behaviour and character by reference to notions of ethics and social acceptability) will be confined to material attributed to outside sources. Thus there will be no or very few instances of the journalistic author explicitly, in his/her own words, passing judgment on human actions and behaviours.

2.8.10 Inscribed Appreciation

Instances of inscribed authorial appreciations (assessments by the author of objects, artefacts, happenings and states of affairs by reference to aesthetic and related systems of social valuation) do occur in the texts which, on the other hand, exclude instances of inscribed authorial judgement and affect. However, even while they occur with some regularity across corpora of new9 reporting texts, they occur at relatively low frequencies

2.8.11 Invoked (Tokens of) Attitude

The research cited above indicates that invoked attitude (i.e. via implication and association) is a common feature in hard news reporter voice texts in English.

2.9 Conclusion

The chapter discussed related literature in an attempt to place the current study within the existing body of knowledge. In this regard, the chapter discussed concepts such as ideology in news, the structure of news. Genres in news reporting, journalistic objectivity and bias, political interference in news reporting and the reporter voice. It further discusses the theoretical framework guiding the analysis of data within the study. This is done to demonstrate the validity and applicability of the theory in the context of this study. It was also done in order to adequately demonstrate the explanatory potential the theory has in explaining the nature of data that this study utilised.

Chapter 3

Research Design and Methodology

3.1 Introduction

The previous chapter discussed the literature review relevant for this study, as well as the theoretical framework that informed this study. The present chapter will present the methodology. It is important in any research to discuss the methodology since, as defined by Kothari (2004, p. 8), “it is a way to solve the research problem systematically or a science of studying how research is done systematically”.

Nepolo (2017) also explains that the methodology chapter offers the researcher an insight into the steps that one uses to study one’s research problem and find the rationality the question might have. Kothari (2004, p. 8) states that “researchers need to know how to apply particular research techniques and which of the methods or techniques are relevant to their research problems as well as what they would mean and indicate and why”. Therefore, this chapter presents the research design, the population, sample, procedures, data analysis and research ethics respectively.

3.2 Research design

To begin with, Jakaza (2013) defines research design as “an overall plan for a piece of research including four main ideas; the strategy, the theoretical frame work, the questions of who or what will be studied, and the tools used for collecting and analysing materials”(p. 11). Durrheim further put is that (1999, p. 29) a research design as “a strategic framework for action that serves as a bridge between research questions and the execution or implementation of the research... which should provide an explicit plan for action”.Mushandja (2007) illuminates,

...research design refers to the plan and structure of the investigation used to obtain evidence to answer the research questions. The design describes the procedures one uses to carry out the study... therefore the ultimate aim of the research design is to provide the most valid, accurate answers to research questions (p. 47).

Polit, London, and Martinez (2001, p.167) define a research design as “the researcher’s overall for answering the research question or testing the research hypothesis.” Research designs are further defined as plans and procedures for research that span the decision from broad assumptions to detailed methods of data collection and analysis. In short, a research design is an arrangement that depicts how, when and where data are to be collected and analysed.

There are three main types of research designs, namely qualitative and quantitative and mixed methods. Some authors, such as De Vos (2002) claim that the two designs are better used together for they complement each other. Qualitative approach is complex in terms of defining it. However, several authors made attempts to define and explain the qualitative design and what it entails, as well as what those, who employ this design in carrying out their studies do. Neuman (2003, p. 146) points out “qualitative researchers use language of causes and contexts, employ bricolage, examine social processes and cases in their social context, and look and look at interpretations or the creation of meaning in a specific setting”. This study was carried using a single design, the descriptive and exploratory qualitative approach in nature as it gives quality data and it provides quality interpretation of the texts. Firstly, qualitative research design is interpretative. This simply means that qualitative research design is concerned with the understanding, experience and

interpretation of the social world. Secondly, qualitative research methods of data collection “are both flexible and sensitive to the social context in which data are produced” Masson (2002, p. 3).

This is opposed to the rigid and standardized methods of quantitative research where standard methods are designed for every study. This study is mainly concerned with comparing how *The Namibian* and *New Era* newspapers utilised language of Appraisal to reveal their ideological stance in political news, specifically hard news. The study’s outcome can also not be generalised to all the political news in these newspapers because the study will only be based on the selected reports political reports but not on the entire news reports. The latter is in line with what Mapani (2012, p. 61) summarises, that “it is a basic tenet of qualitative inquiry to seek deep understanding of the phenomenon (by selecting few information-rich cases) and not building theories and generalising knowledge”.

This study Appraisally analysed political news from *The Namibian* and *New Era* newspapers through a close analysis on reports written on specific issues, including social, political as well as economic circumstances in Namibia. The study further looked at specific political news - those that have the features of hard news genre as they are the researcher’s study interest guided. The features of hard news genre are well elaborated in chapter 2. As highlighted by Neuman (2003), this study looked at interpretations of the language used in the political news from *The Namibian* and *New Era* newspapers to create meaning in the elements employed. Kumar (2011, p. 133) clearly states that qualitative studies are not as detailed, accurate and well demarcated as studies in quantitative research. Moreover, Kumar (2011, p. 104) further advocates that “the main focus in qualitative research is to analyse, explain, explore and discover the perceptions, attitudes,

values, beliefs and experiences of a group or individuals”. In line with this, McMillan and Schumacher (1997, p. 389) elaborates that “qualitative research may be generally classified as primarily an interactive field of research or as an interactive document research.

This study intends to formulate a comparative analysis of style and Appraisal resources as utilized in political news, and the use of language between *The Namibian* and *New Era* with different political orientations. It was a desktop study that used primary sources (political news). The news was interpreted based on the Appraisal resources that appeared in the selected news reports, and if the features of hard news were met, the journalistic style was as well examined and interpreted.

3.3 Population

Bhattacharjee (2012, p. 65) defines a population as all people or items (unit of analysis) with the characteristics that one wishes to study. In the same vein Burns and Grove (2003, p. 213) define a research population as all the elements that meet the criteria for inclusion in a study”. That is to say, the population is the whole group that signifies the other parts that the researcher desires to study (Nahole, 2017). Similarly, De Vos (2002, p. 198) presents various definitions of a study population as follows:

“Firstly as individual in the universe who pose characteristics. Secondly, as a set of entities in which all the measurements of interest to the practitioner or researcher are represented. Thirdly, as the total set from which the individual or units of the study are chosen. Finally, as the totality of persons, events, organisation units, case records or other sampling units with which the research problem is concerned”.

To sum up, population simple means anything (human or inhuman) from which the data of the study are drawn from. Using the above explanations, therefore, the population of this study was all the political news from the Namibian and *The Namibian* and *New Era* from 2015 to 2018. Though there is abundant of political news, that are 100 500 from *The Namibian* and 120 700 from *New Era*, hence it was found appropriate for this study to focus on the selected political news since it is not possible to study all the political news found in the above mentioned newspapers in a single study.

3.4 Sample

De Vos (2002, p. 198) states that “the major reason for sampling is feasibility, since a complete coverage of the total population is seldom possible, and all the members of a population of interest cannot probably be reached”. There are two types of sample designs, namely probability sampling and non-probability sampling. According to Kothari (2004):

Non-probability sampling is that sampling procedure which does not afford any basis for estimating the probability that each item in the population has of being included in the sample. In this type of sampling, items in the sample are selected deliberately by the researcher. Probability sampling on the other hand, is also known as “random sampling” or “chance sampling” whereby every item of the universe has an equal chance of inclusion in the sample. (p. 60).

The sample for this study was selected purposefully which is part of non-probability sampling. Purposive sampling entails that the researcher selects particular elements from the population that will be representative or informative about the topic of interest (Berg, 2004; McMillan & Schumacher, 1997, p. 171). Thus, 10 political news reports were selected those that appear in

most preferable *The Namibian* and *New Era* newspapers in order to carry out a clearer comparative analysis. The political news reports were selected based on those that are in the genre of hard news. In line to Bhatia, the ‘hard news’ genre in general consists of stories about public events such as government action, international happenings, economy and crime, which is the interest of this study.

3.5. Procedure

Data for this study were collected from *The Namibian* and *New Era* newspapers’ websites for 2015 to 2018. In-depth of political news reports were undertaken to examine and compare the notion of journalistic voices, as well as to examine how political ‘hard news’ is represented in Namibian media and how such representations evince the ideological position of the author(s)/authorial voice. identify that appear in the political news of these two newspapers. 10 political reports were selected, of the same themes that appear in both *The Namibian and New Era*, that concern politics and the state/government issues. However, only reports that are in the category of hard news genre. The ‘hard news’ genre typically consists of stories about public events such as government action, international happenings, economy and crime. Moreover, those types of news reports are generally briefed, fresh and straightforward. In other words, ‘they have something specific to tell’ (Bhatia, 1994, p.51).

3.6 Data analysis

According to Durrheim (1999), is the main purpose of the data analysis is “transform information (data) into an answer to the original research questions” (p. 47). Being a qualitative study, this study employed an interpretive approach using discourse analysis. Discourse analysis as a design type (Henning et al 2004) “is a recent version of textual analysis which aims to study the meanings

of words but within larger “chunks” of texts such as conversation or discourse” (Mouton 2001, p.168). The study makes an empirical enquiry investigating a contemporary discourse phenomenon in depth and within its real life context. A discourse analytic approach suits this study because the intent is to critically compare political news and their representation in newspaper reports, examining the ways in which meanings are created and communicated in context. Discourse analysis ‘account for ‘text’ in ‘context’: that is the analyst views these levels of abstraction as interrelated ‘strata” (Fenton- Smith 2008: 103). The term context is being used here to refer to the “textual, the situational and socio- cultural environment of linguistic expressions” (Bednarek 2006: 10). The analysis of this study too, began when the researcher had to study the political news and identify those that were appropriate for this study.

3.7 Research ethics

Strydom (2002, p. 62) accentuates that “for researchers in the social sciences, the ethical issues are pervasive and complex, since data should never be obtained at the expense of human objects in obtaining data. The data were collected from public publications, namely *The Namibian* and *New Era* newspapers and the study did not focus on the views expressed or the personality of the reporters or anything that pertains to the reporters as persons, but, this study solely focused on the notion of Appraisal, and how reporters handle the journalistic ethic of objectivity in their reporting, as well as how their journalistic voices exhibit ideology and and bias.

Moreover, the researcher sought ethical clearance from UNAM ethics committee as well as the permission to conduct research from the UNAM postgraduate studies committee. Nonetheless, did not need to seek permission from *The Namibian* and *New Era* because the political news is in the public domain and do not require specific permission from the author nor the publisher (*The*

Namibian and New Era).

3.8 summary of the chapter

This chapter discussed the methodology used in carrying out this study. The following topics were discussed and elaborated upon: the design, sample, procedure, data analysis and ethical consideration. The next chapter discusses the findings of the research.

Chapter 4

An Appraisal analysis of political news in *The Namibian* and *New Era* newspapers

4.1 Introduction

In this section 10 political news reports from the two Namibian newspapers are analysed from an Appraisal theoretic perspectives. The analysed news reports were extracted from a privately owned newspaper in Namibia, *The Namibian*, and the publicly owned newspaper *New Era*. The study seeks to demonstrate how an analysis of the choices made by the reporter/author at the lexical level shows stance-taking – and authorial ideological bias. The news reports are on political issues, and belonging to the ‘hard news’ genre. Based on the observation made, the analysis seeks to demonstrate that, while acknowledging the impossibility of producing an ideology-free news text, we can argue for news texts that keep such evaluative implication to a minimum.

In order to study the evaluative meanings expressed in the text, the researcher chose Appraisal Theory as a functional model of language at the level of discourse semantics, in particular the works of Martin (1997, 2000, 2004), Martin and Rose (2003) and Martin and White (2005), to gain insight into negotiation of attitudes in the news reports. As Martin and Rose (2003: 22) state, Appraisal is used for “negotiating our social relationships, by telling our listeners or readers how we feel about things and people.” In the following section, a brief summary of Appraisal theory, supplemented with giving examples from the data used in the current study, is given. Moreover, Appraisal is “concerned with evaluation: the kinds of attitudes that are negotiated in a text, the strength of the feelings involved and the ways in which values are sourced and readers aligned” (Martin and Rose 2003:22). The resources of Appraisal consist of three aspects of analysis. There

are three sub-systems to an Appraisal analysis: attitude, graduation and engagement.

4.1.1 As a way of recap, the study's endeavour is to:

- To explore the notions of Appraisal in privately and state owned Namibians newspapers, *The Namibian* and *New Era* specifically; as well as the reporter voice' and objectivity in Newspapers political texts and in media discourse
- To examine how political 'hard news' is represented in Namibian media and how such representations evince the ideological position of the author(s)/authorial voice.
- Make a comparative analysis of Appraisal resources as utilized in political news, and the use of language between *The Namibian* and *New Era* with different political orientations;
- To examine the journalistic style of news reports within Namibian newspapers, in *The Namibian* and *New Era* newspapers and how they aid to the analysis of the texts in terms of their rhetorical potentials

KEY

bold underlining = inscribed (explicit) negative attitude

bold = implicit (implied) negative attitude

italics underlined = inscribed positive attitude

italics = invoked positive attitude

boxed material = heterogloss (material attributed to an external source)

The subtype of the attitude is indicated in square brackets immediately following the relevant span of text:

[j] = judgement (positive/negative assessment of human behaviour in terms of social norms)

[ap] = appreciation (positive/negative assessment of objects, artefacts, events and states of affairs in terms of systems of aesthetics and other systems of social valuation)

[af] = affect (positive/negative emotional response); 1st af = first person or authorial affect; 3rd af = observed affect, i.e. the reporter describing the emotional responses of third parties.

Kinds of attribution

<ack> = ‘acknowledgement’: material is attributed to some external source by means of quotation and related formulations. Nothing in the lexicogrammar of the words by which the quotation is framed indicates where the writer stands with respect to propositions being presented – i.e. there is no overt indication of the writer favouring or disfavouring the attributed material. It is however possible that the writer’s position visà-vis the attributed material will be indicated elsewhere in the text. Attribution is typically via a formulation involving reporting verbs – for example, “X stated that...”, “X argues that...”, “X believes that...” or through adjuncts such as “according to X...”

<end> = ‘endorsement’: material is attributed to an external source – as is the case with acknowledgement – but the framing is such as to indicate that the writer holds the material as true or valid – for example by means of ‘factive’ reporting such as ‘to prove’, ‘to show’ or ‘to demonstrate’;

<dist> = ‘distancing’: material is attributed to an external source – as in the case of acknowledgement – but the framing is such as to indicate that the writer holds the material to be still open to question, as not yet proved. Distancing in English is typically achieved by the use of the reporting verb ‘to claim’ and by the use of so called ‘scare quotes’.

4.2 *The Namibian* (2015-12-15)

	Appraisal ANALYSIS	ORBITAL STRUCTURE ANALYSIS
001	Geingob makes more <i>promises</i> [J] <i>The Namibian reporter</i>	Nucleus: Headline (Appraised): Announcement that Geingob made more promises to the nation)

	'Harambe towards prosperity' plan will include solutions [j] to fix [j] those problems.	
070	In terms of electricity, Geingob said <ack> he had stopped the N\$23 billion Kudu gas project because it was too expensive [ap] while the Xaris project needed <i>massive</i> [app] guarantees from the state.	Satellite 9: Elaboration (Further specification of the details of the evidence presented as leading to the strategies Geingob will take in order to make his promises a reality)
075	That means the state will be using a combination of energy sources to tackle the electricity problem.	
080	This includes using solar and wind energy, Geingob said, adding that the sector will be reformed to make it <i>more attractable</i> [ap] for investors	Satellite 10: Elaboration (Further specification of the details of the evidence presented as leading to the strategies Geingob will take in order to make his promises a reality)
085	INFRASTRUCTURE Geingob's administration has lately made questionable decisions [j] regarding infrastructure projects. Three of the current top infrastructure projects are not linked to health, education, housing or social services but more to investments on projects such as airports, oil	

110	Even though Geingob was evading [j] most of the questions during the press conference, the President <i>promised</i> [j] to provide the main document next year. This document will guide the administration on how to tackle poverty and other social crises.	Satellite 14: Elaboration (Authorial inscribed evaluation of the press conference)

4.2.1 Appraisal and satellite structure analysis

The Namibian news report represents a theoretical unconventionality from the pursuit of the ‘objectivity’ ideal as rooted in the ‘reporter voice’ configuration because it exhibits some instances of inscribed authorial attitudinal subjectivities. The headline of the news is already a concern. By using the adjective ‘more’ (001) in the headline is a signal that Geingob has made promises before that are perchance and not contented. Such a sentiment of amplification suggested by the ‘more’ (001) as it appears in the headline is reinforced through the attributed words of a quoted source, a process that Jullian (2011) argues is a strategy through which journalists appraise and evaluate indirectly through quoting voices which support the standpoint or reading position they want to bring out. This attributed reinforcement is expressed in the following extract (021-023):

He said one of his fears is not being able to fulfill the promises he made to the masses.

The reporter has listed out the promises made by Geingob, which seems to convince the readers of his/her her standpoint that “Geingob makes more promises” (001) as set in the headline. I contemplate the following extract (016 – 081):

<p><u>This means that he can only achieve that goal after his second term which could start in 2020 to 2025</u> [JUDGEMENT].</p>

The reporter is assuming that there is a possibility that Geingob will not be able to achieve most of what he has listed as they require time and his presidential time frame will be up at the end of the year 2019 if he is not to be re-elected. These inscriptions have inscribed attitudinal meanings and display the reporter’s subjectivities through the manner in which Geingob is evaluated. The reporter is suggesting that there is too much promises in Hage’s speech as there is no guarantee that he will be re-elected to rule the second time. In this story the reporter uses the voice of Geingob to reinforce the negative inscription going in line with the headline that gives a proof of the possibility of Geingob not being able to achieve what he has speculated: Most of the affectual evaluations are expressed through attributed materials. Attributed evaluations that raised emotional reactions to the promises he made to the nation “**He said one of his fears is not being able to fulfil the promises he made to the masses**” (021-023) this demonstrates such expressions of attributed emotional reactions to the promises made which further serve as reinforcements of the state already assumed by the authorial voice.

There are other instances of authorial inscriptions occurring as JUDGEMENT evaluations towards the manners in which Geingob presented his speech. Through the authorial voice, Geingob is

evaluated negatively as, ‘**He did not disclose the exact cost of his plan but he laid out several pointers of what he wants to do**’ (031-033) “**Geingob was evading most of the questions**” (119-120), such evaluations express an authorial conviction that the promises made by Geingob might not be fulfilled, as reinforced that he “**continued to make more promises than take action**” (053-054). Positive JUDGEMENT inscriptions of Geingob occur as authorial inscriptions and cast Geingob in a positive light that he wants to “**arrest hunger**” (059) is ‘**optimistic**’ (073)’.

4.3 New Era (2015-12-15)

	Appraisal ANALYSIS	ORBITAL STRUCTURE ANALYSIS
001	<p>‘Loved’ [3rd af] Geingob takes stock of 2015</p> <p>NEW ERA REPORTER</p>	<p>Nucleus: Headline</p> <p>(Announcement that Geingob is loved and reflects on 2015)</p>
005	<p>Windhoek. President Hage Geingob yesterday said</p> <p><ack> there are attempts [j] to discredit his gains</p> <p>[j] as head of state so far, but added that <i>besides the</i></p> <p><i>prayers from the church community for him to</i></p> <p><i>succeed</i> [affect] the greater part of the populace loves</p> <p>[3rd af] him and the job he has done so far.</p>	<p>Nucleus: Lead (Elaboration)</p> <p>(Restatement of headline on the cause and effect)</p>

010	Taking stock of his nine months in office, the president listed uniting Namibians as one of his achievements [j] .	Satellite 1: Elaboration (Specification of the details of the evidence presented)
015	To exploit [3 rd af] this unity for prosperity, he is to introduce the ‘Harambee’ plan under which targeted economic interventions are to be driven between 2016 and 2021.	Satellite 2: Elaboration Cause and effect (Specification of the procedure to be taken)
020	<i>Hitting back at critics [j]</i> who claim his government has so far been all talk and no action [j] , Geingob said <ack> there were notable successes [ap] on cultivating the culture of transparency, accountability, economic transformation and the declaration of an all-out war on poverty.	Satellite 3: Appraisal (Contextualisation) and context)
025	He also spoke <i>passionately</i> [3 rd af] about engaging the grass-roots [ap] people at town hall meetings in all 14 regions at which he got to <i>understand their problems first-hand [ap]</i> . The streamlining of cabinet decisions and the mass land servicing exercise on a pilot basis in Walvis Bay, Oshakati and Windhoek were further <i>achievements [j]</i> of the new government, the president enumerated.	Satellite 4: Appraisal/Elaboration (Authorial inscribed JUDGEMENT evaluations of Geingob, Specification of the details of the evidence presented)

	af] is not delivering on the promise of delivering prosperity once his term ends.	
055	<p>“As a leader, I am <i>committed</i> [j] to transparency and accountability. One can only be held accountable for the promises made,” <ack> said Geingob. Geingob is not oblivious to threats [j] such as a looming electricity supply deficit and water crisis, [ap] saying <ack> government’s approach is to “embrace a mix of energy solutions”</p>	<p>Satellite 9: Appraisal (Attributed/Authorial inscribed evaluation and critics of Geingob’s ruling)</p>
060	<p>He confirmed that <ack> the much-anticipated Kudu gas project, for which billions of dollars would be needed, has been placed on ice [ap] and replaced with cheaper energy proposals. He said <ack> even the Bible’s insinuations that poverty can never be</p>	<p>Satellite 10: Appraisal: Elaboration (Further specification on the causes of criticisms)</p>
065	<p>eradicated [ap] has not convinced him that the scourge can indeed be <i>wiped</i> [ap] off the face of the earth.</p>	
070	<p>Many sceptics have countered that poverty can never be eradicated, because even the Holy Bible suggests <ack> “the poor [j] will always be with us”. Surprisingly [1st af] when the world came together</p>	<p>Satellite 11: Appraisal: Elaboration (Further specification on the stock out)</p>

	<p>in New York in September this year, the most</p> <p>important resolution taken was to eradicate poverty</p> <p>by 2030,” <ack> he said.</p>	
075	<p>Although he <i>agrees</i> [3rd af] that poverty cannot be eradicated overnight, [j] he said: <ack> “As a first</p> <p>step we will focus on a significant reduction of</p> <p>poverty, before ultimately eradicating it by 2025 in</p> <p>Namibia.”</p>	<p>Satellite 12: Appraisal</p> <p>/Elaboration (Further specification on the stock out)</p>
080	<p>It is against this background that <i>since his inauguration in March he increased the old-age pension, established the Poverty Eradication and Social Welfare Ministry, the national dialogue on wealth redistribution and poverty eradication, and</i></p>	<p>Satellite 13: Appraisal (Authorial inscribed evaluation and strength of Geingob’s ruling)</p>
085	<p><i>finalised the blueprint on poverty eradication</i> [j]</p>	
090	<p>On perceived massive spending and supposed misplaced [j] spending priorities, the president said <ack> national projects such as the planned N\$7</p> <p>billion airport have been long in the pipeline and</p> <p>were not introduced during his time in office.</p>	<p>Satellite 14: Appraisal</p> <p>/Elaboration (Further specification on tackling financial issues)</p>

4.3.1 Appraisal and satellite structure analysis

The main point of the news report as set out in the headline through the authorial voice is that Geingob is loved. This news report is characterized by a high proliferation of evaluative resources of JUDGEMENT which occur mostly as attributed materials. The tone of the authorial voice is set out in the appraised headline which explicitly evaluates attitudinally that ‘loved Geingob’. This authorial stance is reinforced through other instances of observed authorial evaluations specifically those of JUDGEMENT, as Geingob mentioned, **‘uniting Namibians as one of his achievements’ (012-013)**, of which he **‘is to introduce the ‘Harambee’ plan under which targeted economic intervention (014-016)**. The authorial position is further reinforced through attributed evaluations of the same propositions such as attributed evaluations of Geingob as **‘hungry to drive aggressive economic transformation’ and ‘committed (033-034)** to transparency and accountability’. The context from which these evaluations (both authorial and attributed) are framed based on the list of things Geingob said he has achieved, which he further assumed made the “populace to love him”, a context discussed in detail **(017-023)**:

Hitting back at critics [JUDGMENT] who claim **his government has so far been all talk and no action [Judgement]**, Geingob said there were *notable successes* [JUDGEMENT] on cultivating the culture of transparency, accountability, economic transformation and the declaration of an all-out war on poverty.

The news report follows the ‘reporter voice’ configuration with regards to these evaluations like the AFFECT resources, which mainly occur in attribution. While the evaluative AFFECT resources reveal the emotional reactions towards Geingob’s speech, and the JUDGEMENT resources reflect evaluative assessments of the personality of Geingob, they are both mainly framed in attribution and therefore it gives evidence of authorial attempts at the pursuit of the ideals of ‘objectivity’ presenting the necessary information with little inscriptions that suggest journalistic/authorial subjectivities. However, there is a contradiction between the headline **“Loved Geingob” (001)** and the body, because it is controverting the major proposition of the news report which later on focused more on the negative criticisms or challenges Geingob encounters. Attributed evaluations of the emotional reactions of Geingob towards the nation he is ruling as **‘some even wishing him to fail’ (042-043)** **‘By you journalists I have been found to have failed’ (049-050)** **‘People have been looking for fault lines hoping that I fail, he said’ (051-053)**, **‘Geingob said his only fear is not delivering on the promise of delivering prosperity once his term ends’(053-056)** which evince expressions of attributed emotional reactions on how Geingob assumes the quarter of the population feels about him, which further serve as a contradiction of the position already assumed by the authorial voice in the headline that ‘loved Geingob’.

Based on the ground of this report, I seek to argue that the Namibian state owned newspaper satisfy the ‘reporter voice’ configuration. The news report gives more evidence of attempts at reporter ‘objectivity’ and/or ‘neutrality’. From its opening, the reporter evaluated the reasons why Geingob said the quarter of the populace loves him even though not everyone does as he has stated, and he has listed what Geingob said he has achieved based on the speech presented, and also the cause on why some don’t love him based on what Geingob has stated as caused by the journalists that he

055	<p>The PDM leader added that the President had ignored [j] the current state of the labour market, in which over 45 000 jobs were lost [ap] in the construction sector alone, as well as the “truth” that the health, education and agricultural sectors were either collapsing, under-performing or under-funded [ap].</p>	<p>Satellite 6: causes and Effect/Appraisal (Further specification and attributed inscribed evaluation of the possible consequences of the blast as suggested by headline)</p>
060	<p>“The President chose to tell us a <i>tale of two Namibians [j]</i> during his state of the nation address. He told us the tale of Namibia in which he lives, and in which his friends and business associates as well as the elite in this country live [j]. But he left out the tale in which the majority are living,”[j] he charged.</p>	<p>Satellite 6: causes and Effect/Appraisal (Further specification and attributed inscribed evaluation of the possible consequences of the blast as suggested by headline)</p>
065	<p>During the event, Venaani also announced that the PDM will hold its land conference in September to draw up a policy paper for submission at the national land conference, scheduled for October.</p>	<p>Satellite: 7 (Elaboration: Further details of circumstances concerning Venaani)</p>

4.4.1 Appraisal and satellite structure analysis

The Namibian news report seeks to inform the readers that Venaani is annoyed by the government over too much debt in the country. Venaani is president of one of the prominent opposition party called Peoples Democratic Movement, expressing his unhappiness over how the fund is being handled in the country. The news report is characterized by a low probability of the authorial evaluative key. It is not overwhelmed with authorial attitudinal judgements, evaluations and subjectivities hence there are no much observed instances of authorial evaluative/attitudinal key, as evaluative expressions occurring in the news report are framed in attribution. This is an evidence of objectivity as only the necessary factual information that are present with no inscriptions that suggest journalistic/authorial subjectivities. Irrespective of the balance issues that always protrude in the newspaper due to the newspapers' ownership demands for subjectivity, it is a story that largely utilizes the 'reporter voice' configuration.

In this news report, little journalistic inscriptions are made use of by the reporter especially the appraised headline 'Venaani **blasts** the government over debt'. The word blast means to explode or destroy something or someone with explosives, or to break through or hit something with a similar, very strong force (Cambridge English Dictionary, 2019). This negative authorial inscription is reinforced throughout the body of this report which evinced emotional reaction of Venaani due to the president's actions. AFFECT and JUDGEMENT resources are framed in attribution, attributed in this regard to external sources, which are in all instances, quoted and named. The news report gives evidence of attempts by the reporter to 'appraise through the words of others' (Jullian, 2011). Through such kinds of attribution, the news report gives evidence of attempts to distance the authorial voice from making attitudinal and evaluative assessments of both AFFECT and JUDGEMENT evaluations, which are also occurring as attributed material used to express evaluations of Hage and his actions.

Emotional reaction to the financial status of the country, AFFECT resources are framed in attribution. such attributed affectual evaluations is as follows: President has **'failed' (043), ignored (045)** the fact that **thousands of graduates were unemployed (045-047)',** **We borrow money, and we spent it in areas that do not bring economic vitality to our economy' (035-037)** **the president has ignored the truth that the health, education and agricultural sectors were either collapsing, under-performing or under-funded'(052-053), 'government also not utilizing the borrowed money wisely, and had misplaced priorities'(028-029)** evinced the Authorial inscribed evaluations of the financial status of Namibia which is also predicted through the use of heavy negative authorial inscription **'blast' (001)**. In doing this the news report reveals what Jullian (2011) refers to as 'appraising through the words of others' as the external voice summoned confirm the opinionated evaluations that illustrate the inscribed sentiments of the authorial voice. Through such kinds of attribution, the news report gives evidence of attempts to distance the authorial voice from making attitudinal and evaluative assessments of both AFFECT and JUDGEMENT. JUDGEMENT evaluations, which are also occurring as attributed material, are used to express evaluations of what Geingob and the government at large are doing wrong that have caused the country to have too much debt. Extract (010-016):

What's **worrying** [1st affect], Venaani said, was that "the President did not mention from where the funds were sourced". "Where is this loan coming from, who approved it, and why is it not in the budget? Or are we just speaking **rhetorically** [JUDGEMENT] so that we get votes from the youth?" he asked.

This serves as evidence of such attributed negative JUDGEMENT evaluations of the president. The news report, in terms of the orbital structure analysis, can be observed to use most of its satellites as attributed expressions of

JUDGEMENT essentially satisfies the ‘reporter voice’ configuration in that the proliferation of evaluative reporter subjectivities are kept at a low. JUDGEMENT resources are used to clearly show that Hage has failed the nation.

4.5 New Era (2018-04-18)

	Appraisal ANALYSIS	ORBITAL STRUCTURE ANALYSIS
001	Venaani’s ‘real SONA’ targets [j] Geingob NEW ERA REPORTER	Nucleus: Headline (Announcement that Venaani’s SONA was targeted towards Geingob)
005	Windhoek-Outspoken leader of the opposition McHenry Venaani on Monday labelled [j] President Hage Geingob as a leader of many ‘unfulfilled promises [j] and <u>ambitious plans</u>’ [j] that have very little hope [3 rd af] of being achieved.	Nucleus: Lead (Elaboration) (Restates and provides authorial inscribed evaluation of the propositions of the headline)
010	Venaani, during his own session of what he termed the ‘Real State of the Nation (SONA)’ says although Geingob <u>again</u> <u>promised</u> [j] last year to <i>improve</i> [j], <u>no concrete action</u> <u>has been taken</u> [j] during the past twelve months to actually	Satellite 4: Elaboration (Attributed inscribed evaluation of the

	<p>get non-performing ministers to put their money where</p> <p>their mouths are [j]</p>	<p>impact/reaction to</p> <p>Geingob)</p>
015	<p>“Talk is cheap [j] and all the <i>wonderful performance [j]</i></p> <p>pledges we heard in 2017 and again at the start of this year</p> <p>have come to nothing.” (j) said the Popular Democratic</p> <p>Movement (PDM) president.</p>	<p>Satellite 5: Appraisal</p> <p>(Attributed inscribed</p> <p>JUDGEMENT</p> <p>evaluation on why</p> <p>Venaani targeted</p> <p>Geingob)</p>
020	<p>“No heads have rolled , [j] no one has been forced to</p> <p>declare their assets if they didn’t want to, and despite the</p> <p>President and the First Lady setting the example, the state-</p> <p>owned enterprises continue to squander [j] the taxpayers’</p> <p>hard-earned money [j] with no consequences – the list is</p> <p>endless,” said he added.</p>	<p>Satellite 6: Appraisal</p> <p>(Attributed inscribed</p> <p>evaluations of the</p> <p>emotional</p> <p>impact/reaction to</p> <p>Geingob]</p>
025	<p>He said when Geingob held his SONA last Wednesday, he</p> <p>[Venaani] listened attentively [j] in the hope [3rd af] that</p> <p>the head of state would capture the mood [3rd af] and the</p> <p>difficulties [ap] that face people daily.</p>	<p>Satellite 7: Appraisal</p> <p>(Attributed inscribed</p> <p>evaluations of the</p> <p>emotional</p> <p>impact/reaction to</p> <p>Geingob]</p>

030	<p>“I waited to hear him admit that we are in a crisis [ap] and</p> <p>I waited him on to offer a glimmer of <i>hope</i> [3rd af] and ask</p> <p>all of us Namibians to <i>help</i> [] resolve the crisis [ap] in which</p> <p>we find ourselves,” he said, adding that he also expected the</p> <p>President to admit that Namibia was, indeed, a nation in</p> <p>crisis [ap].</p>	<p>(Satellite 8: Appraisal</p> <p>Attributed inscribed</p> <p>evaluations of the</p> <p>emotional</p> <p>impact/reaction to</p> <p>Geingob]</p>
035	<p>“I was forced [1st af] to the conclusion that the President</p> <p>chose to tell us a tale of two Namibias during his 2:30</p> <p>hour speech. There is the Namibia inhabited by the</p> <p>President, his family, business friends and a small select</p> <p>group.</p>	<p>Satellite 9: Elaboration</p> <p>Attributed inscribed</p> <p>evaluations of the</p> <p>emotional</p> <p>impact/reaction to</p> <p>Geingob]</p>
040 045	<p>Then there is the real Namibia inhabited by the remaining</p> <p>2.5 million of us,” he said. “Thousands of Namibians</p> <p>remain unemployed despite his much vaunted war [3rd af]</p> <p>on poverty, even more thousands remain without decent</p> <p>housing despite <i>promises</i> [j] of serviced erven and</p> <p>government housing schemes, economic growth continues</p> <p>to elude us while desperate attempts to stem the downward</p> <p>slide have stubbornly failed [3rd af] to improve business</p>	<p>Satellite 10:</p> <p>Elaboration</p> <p>(Further attributed</p> <p>inscribed evaluation of</p> <p>the emotional</p> <p>impact/reaction to</p> <p>Geingob)</p>

	prospects in key sectors such as construction and manufacturing,” Venaani said.	
050	He said a few months after taking office in 2015, Geingob tried to justify his bloated [j] newly appointed cabinet by expressing the <i>hope</i> [3 rd af] that “the effectiveness of government will improve.”	Satellite 11: Appraisal [Attributed inscribed evaluations of the emotional impact/reaction to Geingob]
055	“It is clear to everybody in April 2018 that this <i>hope</i> [3 rd af] has not become reality,” he said. Venaani <u>acknowledged</u> [ap] that Geingob made a few <i>stabs</i> [j] at <i>fighting</i> [3 rd af] poverty by <i>increasing the old-age grant and introducing food banks</i> [ap], but this is too little in the bigger picture [ap] of widespread poverty in the country.	Satellite 12: Appraisal (further specifications of the circumstances surrounding Geingob’s ruling)

4.5.1 Appraisal and satellite structure analysis

The *New Era* news report seeks to inform the readers that the main aim of the SONA organised by Venaani aimed to target the wrong doing by Geingob that has affected the country financially. Venaani is a president of one of the prominent opposition party called Peoples Democratic Movement who is expressing his unhappiness over how the fund is being handled in the country. The news report is characterized by a low probability of the authorial evaluative key. It is not overwhelmed with authorial attitudinal judgements, evaluations and subjectivities hence there are no

observed instances of authorial evaluative/attitudinal key, as evaluative expressions occurring in the news report are framed in attribution. This is an evidence of objectivity as only the necessary factual information that is present with no inscriptions that suggest journalistic/authorial subjectivities. Irrespective of the balance issues that always appear in the newspaper due to the newspapers' ownership demands for subjectivity, it is a story that largely utilizes the 'reporter voice' configuration. Attitudinal evaluations in the story are largely found in the attributed material, attributed in this regard to external sources, which are in all instances, quoted and named. The news report gives evidence of attempts by the reporter to 'appraise through the words of others'. As such, compelling voices are called upon to make evaluative expressions, largely those of AFFECT and JUDGEMENT.

In addition, Affect, Judgement and Appreciation has been observed in the news report as shown in the extract (003):

Kuzeeko Tjitemisa Windhoek-Outspoken leader of the opposition McHenry Venaani on Monday **labelled** [APPRECIATION] President Hage Geingob as a leader of many '**unfulfilled** [JUDGEMENT] promises and ambitious plans' that have very little **hope** [AFFECT] of being achieved.

Through such kinds of attribution, the news report gives evidence of attempts to distance the authorial voice from making attitudinal and evaluative assessments of both AFFECT and JUDGEMENT. JUDGEMENT evaluations, which are also occurring as attributed material, are used to express evaluations of how Geingob has failed the country at large as '**no concrete action has been taken**' (013), '**wonderful performance pledges we heard in 2017 and again at the start of this year have come to nothing**' (017-019), '**this hope has not become reality**' (061-062) serve as evidence of such attributed negative JUDGEMENT evaluations of Geingob. There are no observed instances in which the reporter makes use of authorial inscribed

JUDGEMENT/AFFECT/APPRECIATION resources as we can observe that these resources are all occurring as either first person affect [1st af] or observed affect [3rd af]. The only instances of observed authorial attitude are the authorial evaluation Venaani’s speech through authorial inscribed JUDGEMENT is the headline ‘**Venaani’s ‘real SONA’** (001) targets Geingob’, as the reporter is assuming that Venaani’s SONA aims to attack negatively what Geingob presented during SONA and point out all the negative things made by Geingob but. The news report, in terms of the orbital structure analysis, can be observed to use most of its satellites as attributed expressions of both JUDGEMENT and AFFECT essentially satisfies the ‘reporter voice’ configuration in that the proliferation of evaluative reporter subjectivities are kept at a low.

4.6. *The Namibian* (2018-02-09)

	Appraisal ANALYSIS	ORBITAL STRUCTURE ANALYSIS
001	Geingob <i>recycles</i> (jt) his <u>problems</u> (ap) by The Namibian reporter	Nucleus: Headline (Announcement that Geingob has converted his waste materials into new materials so they become useful again)
005	PRESIDENT Hage Geingob yesterday <u><i>shifted three Cabinet members who faced allegations in the media of overseeing offices blamed</i></u> (j) for rife corruption.	Nucleus: Lead (Elaboration) (Restates and provides authorial inscribed evaluation of the propositions)

		of the headline and the recycling)
010	<p>Geingob announced that <ack> <u>attorney general Sacky Shanghala will be the new justice minister, mines minister Obeth Kandjoze the economic planning minister, while works minister Alpheus !Naruseb will be the new agriculture minister.</u></p>	<p>Satellite 1: Elaboration (Specification of the circumstances surrounding the shifting of cabinets)</p>
015	<p>The President yesterday said <ack> <u>he was unhappy (1st af) with the allegations of corruption at those three portfolios.</u></p> <p><u>“I have particularly been disturbed [1st af] by various allegations of corruption [j], maladministration [j],and/or incompetency [j], mostly directed at the ministry of works; the office of the attorney general; the ministry of mines; and the ministry of health,”</u> <ack> he stated</p>	<p>Satellite 2: Appraisal /Elaboration (Attributed inscribed evaluation of the emotional impact/reaction to the allegations of corruption)</p>
020	<p>Kandjoze, who is a geologist by profession, had a controversial tenure [j] at the energy ministry, where there were allegations of rampant corruption and cronyism. Incidents such as the ugly (ap) power struggle at the National Petroleum Corporation involving a N\$4</p>	<p>Satellite 3: Appraisal (Authorial inscribed evaluations of the extent of burning leading to death, and</p>

025	billion oil deal and Namib Desert Diamonds (Namdia) were under his watch.	emotional impact/reaction to corruption)
030	The Namibian reported in November 2016 on how Namdia, a state-owned company established in August 2016, was selling its diamonds cheaply to buyers in Dubai.	Satellite 4: Elaboration (Further details of circumstances surrounding corruption)
035	Tom Alweendo, the former economic planning minister, has replaced Kandjoze at mines and energy. The Namibian has since 2015 reported how !Naruseb <u>oversaw a ministry that continued to face allegations of rife corruption, including the N\$7 billion airport tender and the fraud unearthed at the Namibia Airports Company</u> [j].	Satellite 5: Contextualisation (Prior situation and context leading to Hage recycling his 3 cabinets)
040	!Naruseb's <u>appointment at agriculture is not seen as a demotion, but people familiar with the reshuffle said the President's team believes it is better to transfer him to agriculture because the works ministry is “the heartbeat”</u> (j) of government.	Satellite 6: Appraisal (Attributed inscribed evaluations of cause of recycling, and of the circumstances surrounding the recycling of the 3 cabinets)
	Former agriculture minister John Mutorwa was appointed as works minister. Sources said Mutorwa <u>is set to ask the</u>	Satellite 7: Elaboration (Further details of

045	<p><i>Prime Minister for his preferred permanent secretary so that he can push for reforms [j].</i></p>	<p>circumstances surrounding recycling)</p>
050	<p>Shanghala, <u>once a powerful politician who controlled government contracts as the attorney general, has been moved to the less</u> busy [j] justice ministry. The new attorney general is Albert Kawana, who was at the justice ministry.</p>	<p>Satellite 8: Appraisal (Attributed inscribed JUDGEMENT evaluation of Shangala)</p>
055	<p><u>The Namibian has also reported how Shanghala pushed through questionable deals, including the N\$36 million genocide legal payments, and his other interventions that were questioned by the President himself [j].</u></p>	<p>Satellite 9: Contextualisation (Prior situation and context leading to recycling)</p>
060	<p>Shanghala, who has always insisted that he was innocent (j), said <u>he was looking forward to working at his new role and giving his best as required.</u></p> <p>Besides the three changes, Geingob also rewarded former Swapo secretary general Nangolo Mbumba with the vice presidency of the country, replacing Nickey Iyambo, who the President said had resigned yesterday.</p>	<p>Satellite 9: Appraisal (Further attributed inscribed evaluation of the emotional impact/reaction to the reshuffling of cabinets)</p>

<p>065</p> <p>070</p>	<p>Mbumba was accused by critics of bluntly ignoring (Judgement) the Swapo constitution to win Geingob the party presidency.</p> <p>Presidential affairs minister Frans Kapofi, who was in hot water last year for his tenure at the disgraced SME Bank, has been moved to the home affairs ministry, replacing the dismissed Pendukeni Iivula-Ithana.</p>	<p>Satellite 10: Appraisal/Elaboration</p> <p>Contextualisation (Further specifications of prior situation and/or context in which reshuffling occur)</p>
	<p>Trade minister Immanuel Ngatjizeko has taken over from Kapofi. Geingob publicly [j]said that he was watching Ngatjizeko closely since he heard that he had health problems [j].</p>	<p>Satellite 10: Elaboration</p> <p>(Further details of circumstances surrounding reshuffling of the cabinet)</p>
<p>075</p>	<p>Ngatjizeko's previous position as industrialisation minister now belongs to former information minister Tjekero Tweya, while deputy information minister Stanley Simataa has been promoted to information minister.</p>	<p>Satellite 11: Elaboration</p> <p>(Further details of circumstances surrounding reshuffling of the cabinet)</p>
<p>080</p>	<p>Civil society organisations who have been pushing for the access to information law have lauded Simataa for having a better understanding of issues than Tweya.</p>	<p>Satellite 12: Elaboration</p> <p>Intertextualisation (Further extratextual information concerning the cabinet)</p>

085	<p>Deputy minister of international relations Peya Mushelenga is the new urban development minister, and Erastus Uutoni, who was the deputy home affairs minister, will now be the youth and sports minister.</p>	<p>Satellite 13: Elaboration</p> <p>Intertextualisation (Further extratextual information concerning the cabinet)</p>
090	<p>SHIFTING</p> <p>The President reminded his ministers that those who do not perform will be fired (Affect). There were, however, mixed reactions to Geingob's latest reshuffle.</p>	<p>Satellite 14: Appraisal</p> <p>(Attributed inscribed Affect evaluation of the president towards the cabinet)</p>
095	<p><u>Some, including those who are highly critical of him, said the President deserves to be applauded for demoting some of his biggest allies [Judgement].</u></p> <p>Another <u>person familiar with the President's thinking [JUDGEMNT] said the main issues that got people reshuffled were corruption [Judgement] and governance [Judgement].</u></p>	<p>Satellite 15: Appraisal</p> <p>(Authorial inscribed evaluation of the president, the circumstances surrounding the reshuffling of the cabinet)</p>
100	<p>His speech was clear that <u>he will attack incompetence next, the person said [JUDGMENT].</u> However, said <u>Geingob's shifting of officials is doing injustice to the portfolios they have been posted to [JUDGEMENT].</u></p>	<p>Satellite 16: Appraisal</p> <p>(Authorial inscribed evaluation of the president, the circumstances surrounding the reshuffling of the cabinet)</p>

105	<p>Politicians who supported Geingob at last year's congress, such as parliamentarian Veiko Nekundi, appear to have been left out in the latest reshuffle. But Geingob's allies said <u>the President gave a signal that he was playing by the rules.</u></p>	<p>Satellite 17: Appraisal (Authorial inscribed evaluation surrounding the reshuffling of the cabinet)</p>
110	<p>The President made reference to a football team heading to a World Cup, where the coach only has a choice to pick 11 from 23 players. In this case, he appears to say that he could only appoint ministers who are in parliament as required by law. It is not clear what Nekundi's situation is since he is already in parliament.</p>	<p>Satellite 18: Elaboration (Further information concerning the reshuffle)</p>
115	<p>Geingob supporters said <u>he cancelled (Affect) four deputy minister positions since taking power in 2015.</u></p> <p>His team is expecting to introduce two more politicians into parliament when Mbumba and deputy labour minister Alpheus Muheua resign from parliament.</p>	<p>Satellite 19: Appraisal (Authorial inscribed evaluation surrounding the reshuffling of the cabinet)</p>
120	<p>NO EXCUSE</p> <p>Geingob also attacked (Affect) public officials who have entitlement attitudes. <u>“The lack of teamwork between ministers, deputy ministers and permanent secretaries will not be tolerated,”</u> he stressed, adding that <u>dysfunctional</u></p>	<p>Satellite 20: Elaboration (Further information concerning the reshuffle)</p>

	relationships between officials will compromise service delivery.	
125	“Incidents such as the delayed (Affect) ordering of medication amount to inexcusable, gross negligence. School books not ordered and dispatched on time amount to gross injustice, as such systemic failures (Affect) deny (Affect) the Namibian child the constitutionally-ordained right to education,” he said.	Satellite 21: Elaboration (Further information concerning the reshuffle)
130		
135	Geingob added that perceptions of corruption continue to taint [AFFECT] the government. “This has led the public to lose faith and confidence [AFFECT] in some of our elected public office-bearers, and in some government ministries and agencies,” he noted.	Satellite 22: Appraisal/ Intertextualisation (Attributed Affect evaluation of corruption and further extratextual / background of the government)
140	Geingob yesterday said he has written to various politicians, both in government and public agencies, in a bid to request them to engage the public when allegations of corruption are levelled against them. He said ministries are supposed to respond to these allegations within a specific time, as “this will enable me to fully understand	Satellite 23: Appraisal/ Elaboration (Further information concerning reshuffling and corruption)

	<p>the cause for the considerable unhappiness (AFFECT)of</p> <p>the public towards the concerned ministries.</p>	
145	<p>The President said this exercise will not only provide</p> <p>further opportunity for those accused to defend themselves</p> <p>or rebut in cases where the allegations are false, but it</p> <p>would also enable him to take corrective measures where</p> <p>it is needed.</p>	<p>Satellite 24: Elaboration</p> <p>(Further information concerning corruption)</p>
150	<p>The lifestyle audits to assess whether the salaries of public</p> <p>officials match their lifestyles has also started, and will be</p> <p>broadened. “Those found wanting shall be handed over to</p> <p>the relevant law enforcement agencies”, he stated.</p>	<p>Satellite 25: Elaboration</p> <p>(Further information concerning corruption and reshuffling of ministers)</p>
155	<p>The Namibian understands that Geingob is aware of</p> <p>speculation that a minister received around N\$12 million</p> <p>into his bank account.</p> <p>REACTION</p> <p>Naruseb said he is humbled by his new appointment, and</p> <p>expressed gratitude to the</p>	<p>Satellite 26: Appraisal/ Elaboration</p> <p>(Further information concerning corruption and reshuffling)</p>
160	<p>President for entrusting him with the agriculture ministry.</p> <p>He said he has a bit of know-how as he has dealt with</p> <p>farmers during his stint as land reform minister.</p>	<p>Satellite 27: Elaboration</p>

		(Further information concerning reshuffling of ministers)
165	<p>“It is to a certain extent a very challenging ministry, and it is very big in terms of responsibility, and probably the same or even more than what I was exposed to”.” Mutorwa said he is ready to serve in his new post.</p>	<p>Satellite 28: Elaboration</p> <p>(Further information concerning reshuffling of ministers)</p>
170	<p>“I was not surprised [AFFECT]; I am ready for any responsibility that comes my way. I am ready,” he added.</p> <p>New urban development minister Mushelenga said he was surprised [AFFECT] by his promotion. “This is one of the largest ministries [APPRECIATION] in terms of the workload. There are important issues such as housing, regional and local government, as well as traditional authorities.</p>	<p>Satellite 29 : Appraisal/ Elaboration</p> <p>(Further information concerning reshuffling of ministers)</p>
175	<p>“I have always been prepared by the party to deal with various issues, and will thus do my level best to serve the people of Namibia,” he said.</p>	<p>Satellite : Elaboration</p> <p>(Further information concerning reshuffling of ministers)</p>
	<p>Mushelenga noted that he is looking forward to providing solutions to national problems [APPRECIATION].</p>	<p>Satellite 21: Appraisal/ Elaboration</p>

180 185	including the housing crises [APPRECIATION] and [traditional leaders 'issues.] Simataa, who replaced his former boss Tweya, said he is also humbled by his promotion, and thanked [APPRECIATION] the President for it, adding that he is also looking forward to working well with the media and establishing a good relationship [APPRECIATION] with the media.	(Further information concerning reshuffling of ministers)
190	“It is really an honour. We simply have to continue to do our utmost best to deliver on the required services our people need. It is only if we do that that there would be meaning to the positions we have been privileged to be operating in,” he said.	Satellite 21: Elaboration (Further information concerning reshuffling of ministers)

4.6.1 Appraisal and satellite structure analysis

The Namibian news report represents a theoretical of diversion from the objectivity style of writing ideal as embedded in the ‘reporter voice’ configuration to subjectivity form of reporting. The word ‘recycled’ that is used in the ‘headline is already a problem. According to Active Study Dictionary (2010), recycle means ‘to put a glass, paper etc through a special process so that it can be used again’. The usage of the phrase “recycled his problem” (001), the reporter is already confirming that what the president did was a necessity as it has ‘modified and solved the problems’. The tone of the authorial voice is set out in the appraised headline which explicitly evaluates attitudinally

that the president ‘**shifted three Cabinet members who faced allegations in the media of overseeing offices blamed for rife corruption**’. This authorial stance is reinforced through other instances of observed authorial evaluations of the same propositions that ‘**President deserves to be applauded for demoting some of his biggest allies**’ in this news the reporter uses the voice of an unnamed source to reinforce the negative inscription that suggests the possibility of reshuffle as suggested in the headline. This attributed reinforcement (102 – 105) is expressed in the following extract:

The President yesterday said he was **unhappy** [AFFECT] with the allegations of corruption at those three portfolios

The Namibian has since 2015 reported how !Naruseb **oversaw a ministry that continued to face allegations of rife corruption, including the N\$7 billion airport tender and the fraud unearthed at the Namibia Airports**

!Naruseb's **appointment at agriculture is not seen as a demotion, but people familiar with the reshuffle said the President's team believes it is better to transfer him to agriculture because the works ministry is “the heartbeat”**(JUDGEMENT) of government.

Another person familiar with the President's thinking said the main issues that got people reshuffled were **corruption and governance**.

From the onset the reporter sets out, it seems, to convince the readers of his/her standpoint based on the reason he used the word ‘recycle. The remainder of the news reports expresses similar

JUDGEMENT evaluations with the rest of the news stories that it was a good idea for these 3 ministers to be reshuffled, as they exhibit some unacceptable behaviours.

Shanghala, once a **powerful** (JUDGEMENT) politician who controlled government contracts as the attorney general, has been moved to the **less busy** (JUDGEMENT) justice ministry. The new attorney general is Albert Kawana, who was at the justice ministry.

Suggestions of a ‘**powerful**’ politician (050) and ‘**less busy**’ ministry (051), expressed through authorial inscribed judgement evaluations evince authorial attitudinal ideology with regards to the manner in which Shanghala and his position is judged. Moreover, these inscriptions are loaded with inscribed attitudinal meanings and exhibit the reporter’s subjectivities and stand point. Through the authorial voice, the three ministers that are demoted are evaluated as the president’s **biggest allies** [103] and **corrupted** [104]. Contextualised within the government, such evaluations express an authorial conviction that these three demoted ministers had privileged as they are friends to the president and hence they were taking advantage of that whole situation. However, the writer somehow wants to inform the reader that the president didn’t demote all the corrupted ministers. Extract (065-072):

Besides the three changes, Geingob also rewarded former Swapo secretary general Nangolo Mbumba with the vice presidency of the country, replacing Nickey Iyambo, who the President said had resigned yesterday. Mbumba was accused by critics of **bluntly** (JUDGEMENT) ignoring the Swapo constitution to win Geingob the party presidency.

This attribution evaluates Nangolo Mbumba as one of the corrupted seniors in the government but yet he got promoted as he is in the favour of the president.

Attributed evaluations of the emotional reactions to the reshuffle such as ‘**disturbed**’ (017) ‘**unhappiness**’ (147) evince such expressions of attributed emotional reactions to the problems that needed to be recycled as stated in the headline and which further serve as reinforcements of the position already assumed by the authorial voice.

The news report makes obvious that negative inscriptions are only made use with regards to the attributes. Despite the story being meant to ‘announce’ that Geingob has reshuffled his ministers, it steers into a negative attack of the ministers as persons.

4.7 New Era (2018-02-09)

	Appraisal ANALYSIS	ORBITAL STRUCTURE ANALYSIS
001	Reshuffle : <i>An opportunity to move things</i> [ap] NEW ERA REPORTER	Nucleus: Headline (Appraised Headline) Proposition that reshuffle is an opportunity to move things)
	Yesterday’s Cabinet reshuffle – described by some as old wine in new bottles (j) – presents an opportunity to	Nucleus: Lead (Appraised)

005	<p>reinvigorate the country and place it on a growth path. Politics aside, the long-awaited change of guard gives the country a sense of hope (3rd af) for a better future.</p>	<p>(Authorial inscribed evaluation of the reshuffle, the circumstances surrounding the reshuffle as well as reiteration and evaluation of the propositions of headline)</p>
010	<p>We therefore prefer to <i>avoid the noise</i> [j] and rather focus on fundamentals. In time we might look back at these events and realise that they were the catalyst for good change to come.</p>	<p>Satellite 1: Appraisal (Authorial inscribed evaluation of the reshuffle and the positive influence)</p>
	<p>For starters, the country has been gripped by uncertainty, or even fear [3rd af], because of the long speculation about change which was inevitably coming.</p>	<p>Satellite 2: Appraisal/Elaboration (Authorial inscribed evaluation of the reshuffle, the circumstances surrounding the reshuffle as well as reiteration and evaluation of the propositions of headline)</p>
015	<p>Instead of focusing on the task at hand, many officials spent their time wondering [3rd af] whether they'd still</p>	<p>(Authorial inscribed evaluation of the reshuffle,</p>

020	<p>have jobs after a reshuffle had been announced, especially in light of their political choices and preferences at the 2017 Swapo congress – real or perceived.</p>	<p>the circumstances surrounding the reshuffle as well as reiteration and evaluation of the propositions of headline)</p>
025	<p>With the majority maintained in their jobs and many others shifted to key portfolios, what remains now is hard work. Change – especially in this context – brings about excitement [1st af] and hunger [1st af] to succeed in new jobs.</p>	<p>Satellite 3: Elaboration (Authorial inscribed AFFECT evaluation of the reshuffle, the circumstances surrounding the reshuffle as well as reiteration and evaluation of the propositions of headline)</p>
	<p>Three deputy ministers were elevated to the level of minister, perhaps an indication that President Hage Geingob saw their <i>potential</i> [j] and wanted to give them liberty to work.</p>	<p>Satellite 4: Appraisal/Elaboration (Further specifications of the circumstances surrounding the reshuffle)</p>
030	<p>It took long to announce the changes, but since they are now here, we must embrace them. This reshuffle, we <i>hope</i> [1st/3rd af], is not shaped along political opportunities of individuals but that it was made with a</p>	<p>Satellite 5: Appraisal/Elaboration</p>

035	full consciousness of the state we find our country in, especially from an economic vantage.	(Further specifications of the circumstances surrounding the reshuffle)
040	We thus anticipate stronger economic outcomes as a result, at least in part, from this exercise. Our only concern is that this is a missed opportunity [j] to increase the number of women in Cabinet, especially in view of the fact that the reshuffle was in part due to two female ministers, Sophia Shaningwa and Pendukeni Iivula-Ithana, leaving their positions.	Satellite 6: Elaboration (Further specifications of the circumstances surrounding the reshuffle)
045	With the progress made so far in empowering Namibian women, this exclusion sets us a few steps backward insofar as gender equality in the high echelons of government is concerned. None of these issues must be a reason not to deliver.	Satellite 7: Elaboration (Further specifications of the circumstances surrounding the reshuffle of cabinet)
050	The men occupying these positions must help us out of our troubles [1 st /3 rd af] and vindicate the President by performing so well that we forget the gender aspect. We're thankful [1 st /3 rd af] that the reshuffle was pretty [ap] modest.	Satellite 8: Appraisal/ Elaboration (Authorial inscribed evaluation of the reshuffle,

		the circumstances surrounding the reshuffle)
055	Rocking the boat would have disrupted continuity – something we cannot afford under the circumstances. The nation is now called upon to give its full support to the government in general and the new (or redeployed) ministers so that they help us reach our set national development goals such as Vision 2030, NDP5 and Harambee Prosperity Plan (HPP).	Satellite 9: Elaboration (Further specifications of the circumstances surrounding the reshuffle of cabinet)

4.7.1 Appraisal and satellite structure analysis

The major proposition of the news report, as set out in the headline and lead through the authorial voice, is that the reshuffle would create a positive political platform on the Namibian government. The tone of the authorial voice is set out in the appraised headline which explicitly evaluates attitudinally that the reshuffle is ‘an opportunity to move things’ (001). This authorial stance is reinforced through other instances of observed authorial evaluations of the same propositions that the reshuffle ‘**cabinet reshuffle – described by some as old wine in new bottles – presents an opportunity to reinvigorate the country and place it on a growth path**’ (004 – 007). The authorial position is further reinforced through attributed evaluations of the same propositions such as attributed evaluations of the reshuffle as” **the long-awaited change of guard gives the country a sense of hope for a better future We therefore prefer to avoid the noise (Appraisal) and rather focus on fundamentals. In time we might look back at these events and realise that**

they were the catalyst for good change to come” (008-015). In keeping with Jullian’s (2011) notion of ‘appraising through the words of other’ and by observing that the attributed evaluative material expresses similar ideological positioning with that of the authorial voice, we can argue that this is a strategic manipulation used by the authorial voice by using compelling voices to fully establish its ideological position and assume a stance, which is then used to direct the reader on the author’s standing point.

Being a private-owned publication and in light of the media polarity based on political ideological inclinations as explained in chapter 2, 2.5, most of the news reports give little evidence of attempts at reporter ‘objectivity’ and/or ‘neutrality’ and this story of one of them. From its opening, instead of evaluating and reporting that the president has reshuffled its cabinet, the reporter assumes that the reshuffle is attached to the political interest. The following extract (020 – 025) is evidence of such evaluative inscriptions:

Instead of focusing on the task at hand, many officials spent their time wondering whether they’d still have jobs after a reshuffle had been announced, especially in light of their political choices and preferences at the 2017 Swapo congress – real or perceived.

Authorial inscribed evaluations of the reshuffle as “**old wine in new bottles**” (001), “**hope for a better future**” (005), “**brings excitement and hunger**” (024) and the expression of the possible political consequences of such a reshuffle in the reporter’s judgement are also anticipated through the use of figurative speech and positive authorial inscriptions. In addition, the reporter is strongly supporting the reshuffle of the three ministers and in doing this also summons the ‘voices’ of external sources that the reporter assumes also exhibit the same sentiments, ‘voices’ which is “we”

throughout the report, assuming that the whole nation at large is excited on the new move. In terms of authorial evaluative positioning, the state owned New Era news reports, makes use of authorial inscribed JUDGEMENT of the reshuffle. Negative JUDGEMENT inscriptions of the reshuffle occurs as both authorial inscriptions as well as attributed inscription and cast the decision made by the president as not really satisfying the nation. This is shown by the following extract (042-48):

Our only concern is that this is a **missed opportunity** to increase the number of women in Cabinet, especially in view of the fact that the **reshuffle was in part due to two female ministers, Sophia Shaningwa and Pendukeni Iivula-Ithana, leaving their positions**. With the progress made so far in empowering Namibian women, this exclusion **sets us a few steps backward** insofar as gender equality in the high echelons of government is concerned.

4.8 *The Namibian* (2018-04-24)

	Appraisal ANALYSIS	ORBITAL STRUCTURE ANALYSIS
001	RCC flirts [3 rd af] with Chinese investors By The Namibian reporter	Nucleus: Headline (Appraised) Headline: Proposition that RCC company intends to partner with Chinese investor)
	THE troubled [3 rd af] Roads Contractor Company hopes [3 rd af] to boost its finances through partnering an	Nucleus: Lead (Appraisal) (Authorial inscribed

005	international company, which The Namibian understands is Jiangsu Nantong Sanjian (Pty) Ltd.	evaluation of the Roads Contractor, the circumstances surrounding the partnering as well as reiteration and evaluation of the propositions of headline)
010	The roads contractor's board chairperson Fritz Jacobs, confirmed to <i>The Namibian</i> yesterday that the state-owned entity would soon partner with one or two international companies.	Satellite 1: Elaboration (specification of the circumstances surrounding the partnering)
	Jacobs also confirmed that Jiangsu Nantong Sanjian (Pty) Ltd is one of the companies the RCC was seeking to partner with, while the other company is an unnamed South African entity	Satellite 2: Elaboration (Further specification of the circumstances surrounding the partnering)
020	<i>The Patriot</i> last week reported that Jiangsu Nantong Sanjian (Pty) Ltd would provide a N\$570 million loan facility to the RCC in what the weekly said was more of a joint venture. The two international companies, Jacobs said, were shortlisted from a group of eight companies which showed interest in partnering with the state-owned company.	Satellite 3: Elaboration (Further specification of the circumstances surrounding the partnering)
	According to him, six other companies did not make it because they were either offering a small amount, or	Satellite 4: Elaboration (Further specification of the

050	<p><i>The Namibian</i> in August last year reported that the fate of the RCC would be decided by the courts after a Cabinet committee chaired by President Hage Geingob agreed to place the parastatal under judicial management.</p> <p>Public enterprises minister Leon Jooste told the media last year that the CCOPP decided in a meeting that the entity be placed under judicial management.</p>	<p>Satellite 18: Elaboration</p> <p>(Further specification, and exemplification of prior background which involves RCC final decision)</p>
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4.8.1 Appraisal and satellite structure analysis

The Namibian news report seeks to inform that Roads Contractor Company hopes to boost its finances through partnering with an international company called Jiangsu Nantong Sanjian (Pty) Ltd. It has diverted from the pursuit of objectivity/neutral, because it exhibits some instances of inscribed authorial attitudinal subjectivities. The headline of this story is raising alarm because of the word “flirt’ that is used. According to Urban dictionary, the word flirt means to behave as if sexually attracted to someone, although not seriously. From Longman Dictionary of Contemporary English, the word flirt means to behave towards someone in a way that shows that you are sexually attracted to them, although you do not really want a relationship with them. The tone of the authorial voice is set out in the appraised headline which explicitly evaluates attitudinally that **“RCC flirts with Chinese investors”** (001). The authorial voice in the news report extratextually espouses negative authorial attitudinal evaluations of RCC that it is behaving in a way that will attract Jiangsu Nantong Sanjian (Pty) Ltd for its financial prominence but in reality it doesn’t want to develop a strong relationship or to get attached to it. This authorial stance is

reinforced through other instances of observed authorial evaluations of the same propositions as shown in the extract (003-007):

THE **troubled** [Affect] Roads Contractor Company **hopes** [Affect] to boost its finances through partnering an international company, which The Namibian understands is Jiangsu Nantong Sanjian (Pty) Ltd.

From the onset the reporter sets out, it seems, to convince the readers of his/her standpoint that RCC is searching for a financial freedom, and furtherly gave the reasons why, as because of its troubled financially and hopes to boost its financial status when it partners with the foreign investors, and disregard it on a later stage when it becomes financial independent again as the intention is not really to get devoted. I consider this extract (039-041):

The parastatal has in the last years been **hit** [Affect] with financial difficulties, where employees went unpaid for as long as two months at a time.

4.9 New Era (2018-05-16)

	Appraisal ANALYSIS	ORBITAL STRUCTURE ANALYSIS
001	<i>PDM disconcerted [3rd af] with RCC, Chinese deal</i> New Era reporter	Nucleus: Headline (Appraised) Headline: Proposition that PDM is confused by the tender

		given to the Chinese company by RCC)
005	<p>Popular Democratic Movement (PDM) treasurer-general and Member of Parliament Nico Smit says <ack> <u>they</u> want to know the details from government about what the N\$ 570 million contract between Roads Contractor Company (RCC) and Chinese company entails.</p>	<p>Nucleus: Elaboration (Further specification of the circumstances surrounding the contract given to the Chinese company)</p>
010	<p>Smit said <ack> <u>he does not believe a company will invest that amount of money and not demand something in return.</u> Nico made the comments during a media briefing insinuating the deal between the Chinese deal and RCC is a clear indication of ongoing state capture.</p>	<p>Satellite 1: Elaboration (Further specification of the circumstances surrounding partnership of RCC and the Chinese company)</p>
015	<p>Last week, The Namibia reported that <ack> <u>the minister of finance Calle Schlettwein wants government to urgently seek a court order declaring the deal illegal between the two entities.</u> The story stated RCC hoped</p>	<p>Satellite 2: Appraisal/Elaboration (Further specification of the circumstances surrounding partnership of RCC and the Chinese company and the consequences)</p>
020	<p>[3rd af] to boost its finances and survival chances by partnering with the Chinese company Jiangsu Nantong Sanjian (Pty) Ltd to avert bankruptcy since government had decided not to bail out the parastatal.</p>	

025	<p>“We would like to see what does that contract say? The fact that the ministry of finance wants to take them to court, because the contract is illegal. What is the basis of the illegality of that contract? Is it because it is unsound and does not favour us but the Chinese.”</p>	<p>Satellite 3: Elaboration (Further specification of the circumstances surrounding partnership of RCC and the Chinese company)</p>
030	<p>That is worrying [1st af] us. We are interested to see what will happen when the case goes to court,” stated Smit. Smit said <ack> it should be kept in mind when one borrows money from an entity like a bank, they are expected to repay the loan with interest and not goods.</p>	<p>Satellite 4: Appraisal/Elaboration (Further specification of the circumstances surrounding partnership of RCC and the Chinese company)</p>
035	<p>“The fact that the money has been borrowed from another government in exchange for tenders and that this foreign government –in this case, China – now has more equity in the Namibian parastatal than the Namibian government itself can mean only one thing:</p>	<p>Satellite 5: Elaboration (Further specification of the circumstances surrounding partnership of RCC and the Chinese company)</p>
	<p>China now owns a Namibian parastatal and is once again taking jobs away from Namibians,” <ack> stated Smit. He stated that at the same time it is common knowledge that most of the roads in and around Windhoek as well as</p>	<p>Satellite 6: Elaboration (Further specification of the circumstances surrounding partnership</p>

<p>040</p> <p>045</p>	<p>in many other part of Namibia are being constructed by Chinese government-owned companies. He also stated that PDM believes that this is blatant state capture-with China playing the role of Namibia’s Gupta family- has reached such proportions that it has become a matter for the constitutional court.</p>	<p>of RCC and the Chinese company)</p> <p>Satellite 7: Elaboration (Further specification of the circumstances surrounding partnership of RCC and the Chinese company)</p>
<p>050</p>	<p>He said <ack> the government has failed [3rd af] to protect Namibia from being recolonised by a foreign power in the guise of a friend that has deep pockets and is always read to “lend” the spendthrift government more money that never has to be paid back because Namibia’s rich natural resources are the only payback required</p>	<p>Satellite 8: Elaboration (Further specification of the circumstances surrounding partnership of RCC and the Chinese company)</p>
<p>055</p> <p>060</p>	<p>“We won’t have the infrastructure they have built for us as all of it is subject to natural wear and tear and our government is not known for its maintenance programmes,” <ack> he said. He added that there is no doubt that the government is taking Namibia down a very dangerous path because of it financial mismanagement and the fact that is has saddled us with a huge number of</p>	<p>Satellite 9: Appraisal/Elaboration (Further specification of the circumstances surrounding partnership of RCC and the Chinese company)</p>

	useless and loss-making parastatals that have brought Namibia to its knees economically.	
065	China's no strings-attached approach to development aid and investment on the continent where it created millions of jobs and builds roads, railways, stadiums, hospitals, clinics, has made the Asian economic giant popular with many African leaders, say some experts on Africa-Sino relations.	Satellite 10: Elaboration (Further specification of the circumstances surrounding partnership of RCC and the Chinese company)
070	China unlike the West has in the past supported the liberation struggles of many African countries, Namibia included, and it maintains its relationship with Namibia is one of equal partners that benefits both countries. And Africa has always been exploited by Western countries whose loans are exploitative and they come with numerous unreasonable conditions.	Satellite 11: Elaboration (Further specification of the circumstances surrounding partnership of RCC and the Chinese company)

4.9.1 Appraisal and satellite structure analysis

The *New Era* newspaper seek to inform that the deal between RCC and the Chinese company has raised serious Alarm and it is disturbing. The news report is characterized by a low probability of the authorial evaluative key. However, there are few observed authorial attitudinal judgements, evaluations and subjectivities. There are no observed instances of authorial evaluative/attitudinal

key, as evaluative expressions occurring in the news report are framed in attribution. This gives evidence of authorial attempts at the pursuit of the ideals of ‘objectivity’ – presenting the necessary factual information with little or no inscriptions that suggest journalistic/authorial subjectivities.

In line with the tone set out by this newspaper in its ‘announcement’ of the deal between RCC and the Chinese company, this news report presents itself as a continuation of the previous news from The Namibian that the deal is suspicious. The news report is framed in such a manner that tries to convince the reader that the deal is linked to the interest of China or at least ‘forces’ the reader to consider the possibility and implications involved in accepting that deal through the continuous of raising details that the reader might not think of. The reporter wants the readers to believe that the case has raised distrustful as there are serious in house companies that are interested to partnering with RCC but its interest is just on the foreign interest even though there are unanswered questions regarding this matter. Extract (031-035):

The fact that the money has been borrowed from another government in exchange for tenders and that this foreign government –in this case, China – now has more equity in the Namibian parastatal than the Namibian government itself can mean only one thing

In the news report, there also are instances in which we might not be able to mark the attitudinal resources, especially those of AFFECT in the text but we have observed occasionally the activation of positive/negative viewpoint via various mechanisms of association and implicature. This is clearly expressed in this extract (003-009):

Popular Democratic Movement (PDM) treasurer-general and Member of Parliament Nico Smit says **they want to know the details from government about what the N\$ 570 million contract between Roads Contractor Company (RCC) and Chinese company entails. Smit said he does not believe a company will invest that amount of money and not demand something in return.**

This extract is fully explaining why the word “disconcerted” has been used in the headline (001), that PDM is confused due to the deal that has a lot of money if there was no political interest and some unknown hidden agendas that might affect the country’s economy on a later stage.

In this news report, little journalistic inscriptions are made use of, and little if any of these, point to opinionated thoughts on the part of the reporter. Emotional reaction to the RCC and Chinese deal, AFFECT/JUDGMENT resources are framed in attribution. AFFECT/JUDGEMENT resources are attributed to a variety of authoritative and compelling external sources to express evaluations of the emotional reactions to the deal. Extract (021-025):

The fact that the ministry of finance wants to take them to court, because the contract is **illegal** [j]. What is the basis of the **illegality of that contract?** [j] is it because it is **unsound** [j] and does not **favour** [1st af] us but the Chinese. That is **worrying** [1st af] us. We are **interested** [1st af] to see what will happen when the case goes to court,” stated Smit.

And extract (047-050):

He said the government has **failed** [AFFECT] to protect Namibia from being **recolonised** (JUDGEMENT) by a foreign power in the guise of a friend that has **deep pockets** (Judgement) and is always read to “lend” the spendthrift government more money that never has to be paid back because Namibia’s rich natural resources are the only **payback** (Judgement) required.

Through such kinds of attribution, the news report gives evidence of attempts to distance the authorial voice from making attitudinal and evaluative assessments of both AFFECT and JUDGEMENT. JUDGEMENT evaluations, which are also occurring as attributed material, are used to express evaluations of the results of the political interest that China has towards Namibia. However, the deal between two entities is evaluated negatively by the use of the following phrases: “**illegal contract between 2 entities**” (015-016) “**China now owns a Namibian parastatal and is once again taking jobs away from Namibians**” (037-039) **it is common knowledge that most of the roads in and around Windhoek as well as in many other part of Namibia are being constructed by Chinese government-owned companies**” (040-043) “**PDM believes that this is blatant state capture-with China playing the role of Namibia’s Gupta family- has reached such proportions that it has become a matter for the constitutional court**” “**government is taking Namibia down a very dangerous path**” (056-061). However, the following extract serve as evidence of an attributed positive JUDGEMENT evaluations:

China’s **no strings-attached** [Judgement] approach to development aid and investment on the continent where it **created** millions of jobs and builds roads, railways, stadiums, hospitals, clinics, has made the Asian economic giant popular with many African leaders, say some experts on Africa-Sino relations.

The only instances of observed authorial attitude are the authorial evaluation of the observed positive impact through authorial inscribed AFFECT, APPRECIATION and JUDGEMENT, whereby China is judged as a good country that has Namibia at heart, and also that has done justice to Africa as far as it is concerned.

China **unlike** the West has in the past **supported** (APPRECIATION) the liberation struggles of many African countries, Namibia included, and it **maintains** its relationship with Namibia is one of equal partners that **benefits** both countries. And Africa has always been **exploited** (Affect) by Western countries whose loans are **exploitative** [Affect] and they come with numerous **unreasonable conditions** [Judgement].

The news report, in terms of the orbital structure analysis, can be observed to use most of its satellites as attributed expressions of both JUDGEMENT and AFFECT essentially satisfies the ‘reporter voice’ configuration in that the proliferation of evaluative reporter subjectivities are kept at a low.

4.10 The Namibian (2015-12-09)

	Appraisal ANALYSIS	ORBITAL STRUCTURE ANALYSIS
001	Geingob's defensive [j] hard talk By The Namibian reporter	Nucleus: Headline (Appraised Headline:

		Proposition that Geingob is justifying and defending his side of the story)
005	PRESIDENT Hage Geingob said <u>the public and parliament will be consulted on whether or not to allow China to build a naval base in Namibia</u>	Nucleus: Lead (Restatement of the of proposition of naval base)
010	Geingob made this remark during an interview on BBC Hardtalk, a popular [j] television programme. The interview was recorded when Geingob was in London last week. The President was asked whether the report by <i>The Namibian</i> in January this year that Namibia and China are discussing plans for the Chinese to build a naval base are correc	Satellite 1:Appraisal/Elaboration (Further attributed inscribed Appraisal evaluation of Geingob’s plan on naval base)
015	Geingob <i>admitted</i> [j] that China and the United States of America want to put up naval bases in Namibia but he immediately denied [j] knowing about the specific proposal by China as reported in <i>The Namibian</i> . In fact, <u>the President went on to say it is not the journalists' concern to ask about the naval base</u> [j].	Satellite 2: Appraisal/Elaboration (Restatement and authorial inscribed JUDGEMENT
020	<u>“If they (China) were to do it in a sovereign country like Namibia, how does it affect you [1st af]?”</u> <ack> the	evaluation of reaction for Geingob to naval base)

045	Geingob instead used the opportunity to bring up the solidarity tax issue which he says <u>is a mechanism to address the high income inequality [ap].</u>	Satellite 6: Appraisal (authorial inscribed evaluation of how Geingob reacted)
050	Geingob said <ack> <u>he does not want to intervene in the affairs of the legislature by stopping the building of the planned new parliament worth over N\$800 million.</u> And as usual, the President once again pushed the poverty alleviation agenda saying it will be done in various ways such as taxes.	Satellite 7: Elaboration (Further details of circumstances surrounding the defensive talk)
055	Geingob <i>admitted</i> [j] that conditions for Namibians working for Chinese employers were bad [3 rd af] but said these had <i>improved</i> [j] after they engaged the Chinese government.	Satellite 8: Appraisal (Attributed inscribed evaluation of the emotional impact/ reaction to the Chinese)

4.10.1 Appraisal and satellite structure analysis

The news report of Geingob defending his choices regarding the naval base in The Namibian is not characterized by a high proliferation of evaluative resources of JUDGEMENT. Attributed JUDGEMENT resources are used as evaluations of Geingob and his standing point. However, the words ‘defensive hard talk’ (001) that the reporter chose to fix in the headline are already a problem because they as they are directing the reader to assume that Geingob is strongly defending his choice regarding the naval base

plan, however he doesn't not want to publicly admit that the proposal is already accepted as it will cause a political conflict as the nation was not informed. There is also a high proliferation of attributed JUDGEMENT evaluative resources. Attributed JUDGEMENT resources are used as evaluations of Geingob and his standing point towards the plan of naval base to be built Namibia. This is supported by the extract (003-007):

Geingob **admitted** [Judgement] that China and the United States of America want to put up naval bases in Namibia but he **immediately denied** [Appraisal] knowing about the specific proposal by China as reported in *The Namibian*. In fact, **the President went on to say it is not the journalists' concern to ask about the naval base** [Appraisal]. "If they (China) were to do it in a sovereign country like Namibia, how does it affect you?" the President asked the BBC presenter

The JUDGEMENT resources reflect evaluative assessments of Geingob and his power, they are largely framed in attribution and therefore do not reflect as evaluative positioning of the authorial voice. The news report submits to the 'reporter voice' configuration with regards to these evaluations since they also, like the AFFECT resources, largely occur in attribution. While the evaluative AFFECT resources which is not largely observed, reflect emotional reactions to how Chinese employers continues to decolonize and exploit Namibian people that work for them, despite China proposing to build its naval base in Namibia for it is own benefit. "Geingob **admitted** [Judgement] that conditions for Namibians working for Chinese employers were **bad** [Affect]" (056-060). Moreover, the JUDGEMENT resources reflect evaluative the standing point of Geingob are framed in attribution and therefore do not reflect as evaluative positioning of the authorial voice. Geingob is judged as defending the plan by "**it is not the journalists' concern to ask about the naval base**" (017-018)," **Geingob insisted that it is not only the Asian superpower who wants to build a naval base in**

Namibia”(023-24). These are however restrained by the high proliferation of attributed Appraisal resources which are in the first person, more especially Judgment the Affect resource that has occurred. Through the use of these attributed resources, the authorial voice manages to distance itself from the attitudinal positions of the attributed evaluative judged and emotional reactions and dispositions. Successively, this results in the realization of a very low probability of inscribed authorial judgements and evaluations, in the process satisfying the requirements of the ‘reporter voice’ configuration. Examples of such attributed AFFECT and Judgement resources are as follow:

Geingob **admitted** [JUDGEMENT] that China and the United States of America want to put up naval bases in Namibia but he **immediately denied** [1st Af] knowing about the specific proposal by China as reported in *The Namibian*. In fact, **the President went on to say it is not the journalists' concern to ask about the naval base** [Appraisal].

And:

Geingob **admitted** [JUDGEMENT] that conditions for Namibians working for Chinese employers were **bad** [Affect] but said these had **improved** [Judgement] after they engaged the Chinese government

4. 11 New Era (2015-12-09)

	Appraisal ANALYSIS	ORBITAL STRUCTURE ANALYSIS
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001	<p>President unaware [j] of China’s naval base plans</p> <p>By New Era Reporter</p>	<p>Nucleus: <u>Headline</u> (Appraised Headline: Proposition that the President doesn’t know anything about the naval base plans)</p>
005	<p>President Hage Geingob has denied [j] knowledge of any plans by the Chinese to set up a naval base in Namibia - a rumour that Western nations have followed with keen interest.</p>	<p>Nucleus: <u>Lead</u> (Elaboration) (Restates the propositions of the headline.)</p>
010	<p>In an interview on BBC’s HARD Talk, President Geingob said he is not aware [j] of the existence of any request by the Chinese authorities to set up a naval base along the Namibian coast, as widely [j] reported in the local and international press.</p>	<p>Satellite 1: <u>Appraisal</u> (Attributed inscribed evaluation of emotional reaction to the naval base plan he is anticipated to be acquainted with)</p>
015	<p>A naval base (military port) is a military base, where warships and naval ships are deployed when they have no mission at sea or want to restock. During the BBC interview yesterday, Geingob was pressed hard [j] on the naval base allegations, among a host of other topics.</p>	<p>Satellite 2: <u>Appraisal</u> (Authorial inscribed JUDGMENT evaluation of Geingob)</p>
020	<p>“Do not bring in China into your ideological problems [1st Af] between China and your beliefs. If the Chinese come to us with a proposal, like</p>	<p>Satellite 3: <u>Appraisal</u> (Attributed inscribed emotional reaction of Affect)</p>

	<p>everyone else does... Americans asked for the same thing, we did not decide on any of them,]" he said.</p>	
025	<p>Asked whether Namibia would, ideally, allow China to set up a naval base in the country, Geingob said: "If Cabinet and parliament decides, but we are not there yet, you are jumping the gun [Judgement]... I do not know anything about such a proposal.</p>	<p>Satellite 4: Appraisal (Attributed inscribed JUDGEMENT evaluation of naval base]</p>
030	<p>It never came to me, maybe to the former president [Hifikepunye Pohamba]." Both China and Namibia have repeatedly [j] denied [j] that they plan to set up a naval base in the country, after reports in this regard surfaced towards the end of 2014.</p>	<p>Satellite 5: Appraisal (Attributed inscribed JUDGEMENT evaluation of naval base plan)</p>
035	<p>HARD Talk host Sarah Montague pressed [j] Geingob on whether Namibia would accept a proposal from China to establish a naval base in Namibia if such request were to be made in the future.</p>	<p>Satellite 6: Appraisal /Elaboration (Further specifications of the circumstances surrounding the naval base)</p>
040	<p>"If they want to do it in a sovereign country like Namibia, how does that concern you [1st af]?" the president replied. "That is for Namibians to decide, but I can assure you that there will be no secret deals.</p>	<p>Satellite 7 Appraisal (Attributed inscribed evaluation of the emotional impact/reaction to the naval base plan)</p>

	to make a contribution towards a fund earmarked for poverty eradication.	
070	Finance Minister Calle Schlettwein said <ack> at the time that government aims to rake in an additional N\$600 million a year once the so-called solidarity tax is introduced.	Satellite 11: Intertextualisation (extratextual of Geingob’s plan for the country)

4.11.1 Appraisal and satellite structure analysis

The *New Era* news report seeks to ‘broadcast’ that the president has no idea on the China’s naval base plans “**I do not know anything about such a proposal. It never came to me, maybe to the former president Hifikepunye Pohamba]**” (028-030). The news report is characterized by a low probability of the authorial evaluative key, and it is not overwhelmed with authorial attitudinal judgements, evaluations and subjectivities. The detected occurrences of authorial evaluative/attitudinal key, as evaluative expressions occurring in the news report are framed in attribution. This provides evidence of authorial attempts at the quest of the ideals of ‘objectivity’ – whereby the necessary factual information with little or no inscriptions that suggest journalistic/authorial subjectivities are presented. Attitudinal evaluations in the story are essentially found in the attributed material, attributed in this concern to external sources, which are quoted and named. The news report provides evidence of attempts by the reporter to ‘appraise through the words of others’., mainly those of AFFECT and JUDGEMENT. AFFECT resources are attributed to a variety of authoritative and compelling external sources to express evaluations of the emotional reactions of Geingob towards the naval base plan. An exemplification of such attributed effectual evaluations is as follows (039-044):

“If they want to do it in a sovereign country like Namibia, **how does that concern you** [1st Affect]?” the president replied. “That is for Namibians to decide, but I can assure you that there will be no secret deals. **It is my country... and it does not affect you.**”[1st Affect]

In this news report, little journalistic inscriptions are made use of, and little if any of these, point to opinionated thoughts on the part of the reporter. Emotional reaction to the death, AFFECT resources are framed in attribution.

JUDGEMENT evaluations, which are also occurring as attributed material, are used to express evaluations of Geingob’s attitude the naval base plan as **unaware** (001), **denied** (004) knowing anything regarding the naval base. serve as evidence of such attributed positive JUDGEMENT evaluations of Geingob. There are no observed instances in which the reporter makes use of authorial inscribed AFFECT resources as we can observe that these resources are all occurring in the first person affect [1st af].

4.12 Summary: A comparative analytic criticism

This section gives a comparative analysis of political news reports presented in chapter 4 of this thesis. As the single analyses of the news reports indicated in chapter 4, the Appraisal analyses carried out on the news reports show evidence that the ‘reporter voice’ configuration is largely satisfied by *The New Era* only. This view is supported by the observation that both of these reports evince low probabilities of inscribed authorial attitudinal evaluations. While qualities of authorial subjectivities also present themselves in the news reports, they are kept at a reasonable bare minimum. Most of the evaluations in most of the political reports in *New Era* are strategically

expressed through external voices. To add on this, the propositions and concerns of the news reports, the negative evaluations of the state, and issues under study in *New Era*, as well as the affectual positive evaluations of the state in *New Era*, is expressed and disclosed through attributed expressions and evaluations.

On the other hand, the news reports in the private-owned newspaper, *The Namibian* exhibit much of the authorial subjective evaluations. They explicitly establish inscribed authorial positions in the leads and headlines of the news reports, evaluations which are also achieved throughout the news reports. The news reports in contradiction to the government-owned publication exhibit a high proliferation of evaluative authorial inscriptions and thus in the process ignored the dictates of the ‘reporter voice’ configuration. The following segments, extracts containing the headlines and leads from the news reports exemplify such a position:

(a) *The Namibian*

Geingob *recycles* (jt) his problems (ap)

Shanghala, once a powerful politician who controlled government contracts as the attorney general, has been moved to the less busy [j] justice ministry. The new attorney general is Albert Kawana, who was at the justice ministry.

(b) *New Era*

Reshuffle : *An opportunity to move things* [ap]

Yesterday's Cabinet reshuffle – described by some as **old wine in new bottles** (j) – presents an opportunity to reinvigorate the country and place it on a growth path. Politics aside, the long-awaited change of guard gives

Without exhausting so much on the subjective propositions conveyed by these two headlines and leads, a further analysis of the ways in which these headlines and leads of the two news stories evinced the authorial voice evaluatively is in order. The propositions made through the above extracts are further reinforced through a range of satellites in the news reports in chapter 4, satellites which also emanate high proliferations of authorial inscriptions of the same.

The ways in which quotations and attributions are made use of in the various news reports under discussion raise a concern. The rhetorical configuration of the news reports under discussion, as is with the larger body of news reports analysed in this study, display an arrangement through which authorial evaluative expressions are minimised by the use of a number of strategic impersonalisations which are mainly manifested in the manner in which news reports are made to unfurl or told/narrated through the words of external voices. Through this form of strategic trick, the authorial voice avoids expressing blatant subjective evaluations. Therefore, evaluative expressions are thus, made through the attributed material, in the processes maintaining explicit authorial evaluations at a bare minimum. This form of rhetorical structuring of news reports is predominantly characteristic of the state newspaper, in this case, *New Era* as evinced by the news reports under analysis. As observation made, for example with *New Era*'s news report, the opening paragraph open up as attributed material by using “described by some”. This includes even the

headline, which is also occurring as attributed material. As such, the major concerns of the report, the criticisms of the ministers are expressed through materials attributed to external voices.

To sum up, there is little evidence of notable political/politicised bias in *New Era* (state newspaper) and a lot of notable political, politicised bias in *The Namibian* newspaper. As a result of this, one would observe a strategic refrain from highly attitudinally evaluative language in the news reports, even if it is occurring as attributed material. There are observed authorial attempts to steer away from politically motivated ideological biases in *New Era*. As such, the structural arrangement of materials in the news reports, the above included, evince a host of strategic manoeuvrings aimed at eliminating instances of observable attitudinal evaluations, both authorial and attributed, but especially so, authorial. As such, *New Era*'s news reports exhibit a low proliferation of attitudinal expressions. Even though attributed voices express evaluations, they are more on of AFFECT and APPRECIATION. JUDGEMENT resources are little and as such, if any, present themselves in the news reports as politically liable subjective evaluations, both authorial and/or attributed.

Chapter 5

Conclusions and Recommendations

5.1 Introduction

This chapter sums up the study that was carried out to compare the Appraisal analysis of political news in *The Namibian* and *New Era* newspapers from 2015 to 2018. The study developed out of the researcher's inquisitiveness on issues such as how the systematic resources of Appraisal theoretic frameworks are contributing to the analysis of the objective – subjective political news reporting in Namibian newspapers. The study seeks to examine silenced issues about how Appraisal appealed to account for the manner in which reporters/journalists manage attitudinal meanings by which positive or negative assessments are conveyed in hard news in Namibian newspapers. The chapter is therefore concerned with the summary of the research in terms of the major findings and how the goals and objectives of the research have been achieved. The chapter also focuses on the contributions made by the study to (a) the field of media, particularly printed media discourse analysis and the study of media objectivity/neutrality (b) the widely understanding of the use of the 'reporter voice' configuration in analysing the 'strategic impersonalisations' and maneuvering in 'hard' news reporting, for the purposes of accomplishing 'neutrality' more explicitly from the lenses of Appraisal theory (c) to the fields of Genre Studies – especially the teaching of journalistic discourse (d) the broader theorisation of the 'reporter voice' configuration in news reports occurring between privately and state owned newspapers. The main focus of this study is to unravel how the public (*The Namibian*) and state (*New Era*) newspapers use the language of Appraisal to report on the same themes, and how such representations evince the ideological position of the author(s)/authorial voice. This chapter serves as an introduction to the

study, followed by the orientation of the study, statement of the problem, objectives of the study, significance of the study, and limitations of the study respectively.

5.1 Main findings

5.1.1 'Reporter voice' and 'objectivity' in 'political 'hard news' reports

One of the main objectives of this thesis was to comparatively analyse the occurrence of authorial subjectivities in political 'hard news' in Namibian 'English' newspapers through analysing carefully the occurrence of authorial evaluative language in those reports. While some writers have compared the objectivity and journalistic voices in cross-cultural, like Sabao (2013), Jakaza (2013), this thesis brings forward a different view. This study has compared how the political news in English context, in private and public newspapers appeals to the emotion of the readers/public. An examination of the rate of occurrence of Appraisal values (evaluative resources) in the news reports exhibits major differences between the languages as well as along the lines of ownership patterns. One essential examination concerns the rate of authorial evaluations (authorial AFFECT, JUDGEMENT and APPRECIATION) and of authorial observed evaluations (attributed AFFECT, JUDGEMENT and APPRECIATION). It has been observed that there is a high proliferation of authorial evaluations in news reports from the privately-owned newspapers (*The Namibian*), while there is evidence of a moderate use of evaluations expressed from the journalistic voice in the government-owned newspaper (*New Era*) and a low frequency of authorial evaluations as well. The ideological positions expressed by the news reports from both the public-owned (government-owned) publications (*New Era*) and by the privately-owned newspapers (*The Namibian*) show evidence of the continuation of a media polarity occurring from established political taste.

The comparative analyses of the political ‘hard’ news reports give clear evidence of ideologically subjective stances, as it is one of the objectives of this thesis. It is evinced through the observed instances of both authorial evaluations (inscriptions and tokens) and attributed evaluations (inscriptions and tokens). Clearly, the research has observed that the news reports in the *New Era* contain modest evaluative language. In this regard, the reporters have made use of external voices to present their cases. It has also been observed that *New Era* reports have relied so much on attributed materials. By writing in that manner, the news reporters are able to distance themselves from authorial subjective material, because it is not allowed in ‘hard news’ reporting. By attributing evaluative material to external sources, journalists (and news reports) attempt to present an idea of ‘neutrality’ and/or ‘objectivity’. However, by observing the general framing of the news reports, we can make a claim that it is the authorial voice that in fact assumes a stance (Gales, 2010) and elects the medium of ‘intertextuality’ (Seghezzi, 2007) to ‘appraise through the words of others’ (Jullian, 2011). However, further analyses would reveal that such attributions rhetorically function as indirect evaluations of the authorial voice. The reasons for drawing such a conclusion is that, in the bulk of the news reports, headlines and leads are not merely used as synopses of the propositions of the news reports, but are embedded with highly attitudinal meanings and thus function as evaluative resources. The attributed materials, then function as evaluations that endorse or elaborate on the ideological position already established through the authorial voice in the headline and the lead.

Even though attributed materials have been utilised in some reports, White (1998) argues that in light of this observation that, attribution is one of the major strategies journalists employ in their news stories for impersonalisation. In line with Sabao (2013), this however does not always present as such. Sabao (2013) further elaborates that “attributed evaluations are used as some form of

strategic manoeuvring through which the ideological positions of the authorial voice (largely of a political nature are appraised” (p.322). In line with this, the news reports from Namibian newspapers under study also apply the same strategy as attributed highly evaluative external voices, occurring as both direct and indirect quotations, are used as what Seghezzi (2007) refers to as ‘interxtetxualisation’. This transpires when quotations (direct and indirect – reported speech) are used for the intention of “(a) being newsworthy in their own right (b) making the news story more lively and (c) allowing the insertion of subjective interpretations and opinions” Sabao (2013, p. 322).

In addition, there is a wide range reliance on quoted/attributed materials in Namibian newspapers’ news reports under study, in both private and public newspapers. The larger parts of the news reports that often including the details, circumstances and consequences of the event or issue being reported, the reporters have opted to express them through attributed material. The reason being is that the news reports are presented in a chorological order of quotations, some of those supporting and some of those against the propositions of the news reports expressed through headline and lead. Moreover, this structural order “allows for their proliferation as authorial evaluations through strategic impersonalisation” Sabao (2013, p.322). The strategy outlined by Sabao is well explained by Jullian (2011) as ‘appraising through someone’s words’ and describes how attributions are not merely evaluation outlets for source only, but indirect means of Appraisal for the journalists (authorial voice) as well – who support and reinforce the points they want to express through these voices. In this way, attributed evaluations help the journalistic voice imprint their personal views and thus ultimately serve an ideological function.

Sinclair (1986) cited in Jullian (2011) provides the basis of the conclusion drawn here with regards to the relationship between attributed evaluations and the authorial voice by maintaining that,

‘through attribution, the writer voices someone else’s views, theories or beliefs, placing the responsibility for these propositions on their averrer. In line with Jullian (2011), Sabao made it clear that this choice has huge rhetorical implications, as when the writer chooses to present a proposition as attributed s/he detaches him/herself from the content and indicates openly that it derives from a source. However, the accomplish goal of the relationship between “averral and attribution allows the writer to construct a stance by transferring the role of the averrer” Sabao (2013, p. 322). Consequently, authors can make convenient use of attribution by quoting heavily evaluative materials while delegating their accountability to someone else. Despite some cases of indeterminacy, the averral/attribution distinction still proves useful for the purposes of the study of the interplay between voices.’ (Jullian 2011: 768). The study also concludes confirming Tsakona and Archakis’s (2009) finding that journalists employ direct quotations and interviews from external sources (political analysts, publics) to create dialogical networks.

To sum up, the Namibian newspapers in the study do not operate in reporter voice as the authorial voice reveals evidence of authorial ideological positioning.

5.2 Contributions of the study

5.2.1 Contribution to the field of discourse analysis and genre analysis in Namibia

The researcher recognised the need to comparatively analyse the journalistic voice in genre of political ‘hard news’ one that is scarce and has not been explored much, especially in Namibia. Firstly, this thesis is educating the reporters of political hard news to be aware of how this genre is supposed to be written, and how subjectivity impacts journalistic voices. Secondly it is an eye-opener to the readers and the nation in particular to constantly read between the lines before they draw a final conclusion. The contributions that the study makes relate to two main areas in the

research in news genres, specifically the researches into the generic structures of ‘hard news’ reports (and news reports in general) as well as the notion of ‘reporter/journalistic voice’ as expressed/embedded in such news reports

5.3 Recommendations

The study revealed the Namibian newspapers in study do not operate in reporter voice as the authorial voice reveals evidence of authorial ideological positioning. Both private and public newspapers have made use of attributed materials to hide their ideological positioning. It has been observed that there is a high proliferation of authorial evaluations in news reports from the privately-owned newspapers (*The Namibian*), while there is evidence of a moderate use of evaluations expressed from the journalistic voice in the government-owned newspaper (*New Era*) and a low frequency of authorial evaluations as well. It is; therefore, against this background that the researcher deems it necessary to further interrogate the notion of newspapers reporting regarding this theme particularly in Namibia. The researcher, therefore, recommends further research on the following areas:

- To compare the notion of journalistic voices and objectivity in cross-cultural languages in Namibia
- And also to explore the journalistic objectivity and ideological biases in stories other than political in Namibian newspapers

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