An Appraisal of Burki’s Attitudinal Positioning in Shaping his Authorial Voice

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Abstract
The current study aimed to investigate that how an eminent Pakistani writer Hamidullah Khan Burki constructed his attitudinal positioning that shaped his authorial voice in journalistic discourse. The study focused on two aspects: to explore the patterns in Burki’s use of attitudinal resources through lexical choices; and to investigate that how the appraised categories shape Burki’s authorial voice through attitudinal positioning. The current research is a case study, exploratory in nature, which used QUAL-Quan model of mixed method research. After collection of data in the form of 20 journalistic articles of Burki through purposive sampling about politics in Pakistan, the three-dimensional appraisal framework was used to analyze the data qualitatively in the light of Martin & White (2005) Appraisal Theory, which consisted of Attitude Types, Polarity and Appraised Categories. The data was annotated accordingly through UAM Corpus Tool Version 6.2 to generate automatic results for computing the frequency and percentage of various categories in a quick, accurate and systematic manner. The statistical results and subsequent discussion have provided valuable findings in a systematic and objective manner regarding important features and patterns in Burki’s attitudinal positioning that shape his authorial voice. The most dominating feature is the use of appraisal resources of Judgement for shaping his authorial voice. Moreover, he has overall used negative evaluative resources more frequently as compared to positive evaluative resources in his articles. Hence, the findings of the current study depict that Appraisal Theory has provided a comprehensive, systematic and objective framework for appraisal of journalistic discourse.

Keywords: Appraisal, Journalistic Writing, Burki, Attitudinal Positioning.
**Introduction:**

A journalistic discourse reflects the writer’s ideology and unique linguistic style. Lukin, Butt & Matthiessen (2004) have argued that facts of the news “never speak for themselves: they have to be brought into existence through choices of grammar and words” (p.73). Iedema, Feez & White (1994) have called these lexical and linguistic features as authorial voice that reflects the presence or voice of its writer. Isaac (2012) defined voice as “the linguistic means by which the writer establishes her/his presence in a text and their relationship with the audience” (p. 1). Moreover, the role of journalists is not limited to being just neutral observers in contemporary politics; rather they are considered as active political actors (Skamnakis, 2006). Therefore, the writers use various linguistic devices to foreground, background or naturalize their judgments and emotions for construction of their political stance in a subjective or objective manner. Thus, authorial voice is considered as a distinctive genre of print media discourse that shapes the construction of a writer’s political and social stance through lexical choices, which makes his style unique, personal and subjective.

Martin & White (2005) have identified three main types of voices i.e. reporter voice, correspondent voice and commentator voice. The last type i.e. commentator voice generally reflects subjective texts as it is “typically and nearly exclusively used in commentaries, opinion pieces and editorials” (Debacker, 2015, p. 9). In this regard, Martin & White (2005) have asserted that “commentator voice operates under an evaluative arrangement in which the full range of judgement values is available to the writer” (p. 173).

The scope of the current paper is limited to appraisal of this particular genre of print media discourse i.e commentator voice. The current research paper is a case study as it aims to investigate that how an eminent Pakistani writer H.K. Burki constructs his attitudinal positioning that shapes his authorial voice in journalistic discourse. The study is focused on investigating following research questions through appraisal of his journalistic writings:-

1. What are the patterns in use of attitudinal resources that shape the authorial voice of Burki in construction of his political stance?
2. How do the appraised categories shape the authorial voice of Burki through attitudinal positioning in journalistic discourse?
Literature Review:
Journalistic discourse has been investigated extensively in Pakistan through various approaches such as Critical Discourse Analysis (CDA), Systematic Functional Linguistics (SFL) and Appraisal Theory from different perspectives. The appraisal theory, however, provides a systematic and comprehensive framework for the current study to investigate appraisal of journalistic discourse regarding how writers construct their political stance through attitudinal positioning. In this regard, Katajamäki (2017) has emphasized the use of appraisal theory for investigating authorial voice in journalistic writings. She opines, “By making grammatical and lexical choices, writers construct either a ‘subjective’ or ‘objective’ authorial voice. The subjective voice foregrounds the author, signalling adopted stance through evaluations, directives and dialogical positioning”.

Various studies have been carried out to explore different dimensions of journalistic discourse in Pakistan. Abbas & Talaat (2019) have explored word choices in headlines of three English newspapers about crimes committed against women in Pakistani society through transitivity analysis. Tehseem, Jabeen & Rashid (2020) have investigated the ideology of newspapers through appraisal and have found that news reports of Pakistani English-language newspapers are highly embedded with attitudinal meanings. Zaidi & White (2021) have analyzed editorials published in two leading Pakistani English-language newspapers after the killing of Osama bin Laden to investigate the use of attitudinal resources. Asad, Noor, Indah, & Jaes (2021) investigated the attitudinal stance of two leading Pakistani Online newspapers i.e. Dawn and The News through appraisal theory framework as well as CDA.

Though these studies and findings provide insights about various aspects of journalistic discourse, the researcher could not find any large-scale study for investigating the authorial voice of prominent journalists in construction of their political stance. Moreover, the studies regarding media discourse in Pakistan are generally focused on comparison of editorials and hard news of various media groups, but rare studies have been conducted for appraisal of journalistic writings of prominent writers. The current study, therefore, aims to investigate attitudinal positioning of a prominent Pakistani writer H. K. Burki in shaping his authorial voice through lexical choices. In this regard, Martin & White (2005) Appraisal Theory provides a powerful and comprehensive framework for systematic analysis and appraisal of the data.
Theoretical Framework:

Martin & White (2005) Appraisal Theory is considered as an extension of Halliday’s (1994) Systemic Functional Linguistics (SFL), particularly its interpersonal metafunction. The historical development of the model dates back to early 1990s when Iedema et al. (1994) carried out the first major work on appraisal model in their project Media Literacy for exploring the concepts of subjectivity and objectivity in journalistic discourse. The project, carried out by a team of researchers led by J.R. Martin, aimed to explore the use of various appraisal values by different voices in a journalistic discourse for expressing a point of view or taking a stance. Oteíza (2017) pointed out that the main objective of the project was “to better understand the social function of the interpersonal resources and to create a general model” (p. 460). The project led to important findings and developments in the field of language of evaluation. The appraisal model was gradually refined by many linguists and was finally fully developed by Martin and White (2005) as Appraisal Theory, elaborated in their book The Language of Evaluation: Appraisal in English. Appraisal Theory provides a powerful and comprehensive framework with multiple features for systematic analysis of evaluative resources in a discourse. Appraisal is a technical term that refers to “a set of systems within Systemic Functional Linguistics that has been developed to map evaluation in texts” (Macken-Horarik & Isaac, 2014, p. 68). The framework is used for “exploring, describing and explaining the way language is used to evaluate, to adopt stances, to construct textual personas and to manage interpersonal positionings” (White, 2020, para. 1). Martin & White (2005) have asserted that appraisal generally deals with how writers and speakers “approve and disapprove, enthuse and abhor, applaud and criticise, and with how they position their readers/listeners to do likewise” (p. 1).

The wide-ranging appraisal framework consists of three interacting systems or domains i.e. Attitude, Graduation and Engagement for appraisal of evaluative resources in a systematic, quick and accurate manner, as illustrated in Figure 1 below.
Figure 1: An Overview of Appraisal Resources (Martin & White, 2005, p. 38)

The first system of appraisal theory i.e. Attitude is concerned with “our feelings, including emotional reactions, judgements of behaviour and evaluation of things.” (Martin & White, 2005, p. 35). It is further divided into three categories i.e. Affect, Judgement and Appreciation. The second system i.e. Engagement refers to “linguistic resources by which speakers / writers adopt a stance towards value positions being referenced by the text and with respect to those they address” (Martin & White, 2005, p. 92). Engagement is further divided into two broad categories i.e. monogloss and heterogloss. Graduation is the third system of appraisal theory, which is concerned with gradability i.e. up-scaling and down-scaling of the values of both Attitude and Engagement. The three systems of appraisal theory provide a comprehensive and multi-faceted framework for appraisal of evaluative resources through two types of positioning i.e. attitudinal positioning and dialogic positioning. Attitudinal positioning refers to the use of evaluative resources of Attitude and its various categories by a writer to express his / her feelings, judgements and appreciation about appraised categories through positive or negative polarity. On the other hand, dialogic positioning refers to the use of evaluative resources of Engagement by writers for taking stance towards or against the opinion and viewpoint of others through disclaim, negation, proclaim, entertainment or attribution of propositions. Moreover, graduation resources are used for up-scaling and down-scaling of both attitudinal positioning and dialogic positioning.

Keeping in view its scope, the current study is limited to the the appraisal of evaluative resources of Attitude and its various categories and sub-categories in order to investigate attitudinal
positioning of Burki that shapes his authorial voice in his selected journalistic writings. Macken-Horarik & Isaac (2014) consider Attitude as the most important system of evaluative language by highlighting that “central to appraisal theory is the system of attitude, which incorporates three domains” (p. 70). These three categories of attitude include evaluative resources with positive and negative polarity: Affect depicts expression of positive and negative feelings; Judgement highlights admiration, criticism, praise and condemnation of human character and behaviour; and Appreciation shows the worth or unworthiness of things and values. The various categories and sub-categories of Attitude have been illustrated in Figure 2 below.

![Figure 2: An Overview of Attitude Categories (Read & Carroll, 2012, p. 425)](attachment:image)

**Journalistic Writings of Hamidullah Khan Burki:**

H.K. Burki (1920-2003) is considered as a pioneer in Pakistani journalistic writing, who has written articles for the leading English newspapers over the decades. He earned great esteem among various strata of society for his political insight and in-depth analyses as well as for a unique linguistic style and flavor. In the foreword of his book Tales of a Sorry Dominion, a prominent journalist Khalid Hasan claimed, “There are a few of whom it can truthfully be said: we shall not see their like again. H.K. Burki was in that select and exalted company” (Hasan, 2004, p. 11). Another prominent journalist Mateen (2003) also considered him “one of the weightiest of journalist heavyweights of his times” (p. 1) due to his vast knowledge and unique linguistic style and flavor. Despite being prolific writer with impressive political insight, his works and unique linguistic style have not been thoroughly researched and analyzed.

Burki was a multi-talented person as he served as an officer in Royal Indian Navy and was also a
part of Pakistan hockey team in 1948 Olympics besides being a photographer of international repute. Burki joined journalism as profession in 1947 and spent fifteen years in New York and London as foreign correspondent for the *Civil and Military Gazette* as well as *The Pakistan Times*. After his return to Pakistan, he also remained as a bureau chief and diplomatic correspondent of *The Pakistan Times* till year 1979. Later, he remained as a free-lance journalist who regularly contributed articles to newspapers about a number of political issues till his death in September 2003. Being multi-talented and versatile individual “Burki lived a wholesome life that very few in this country can match” (Mateen, 2003, p. 2).

His journalistic writings have been compiled in a book, titled as *Tales of a Sorry Dominion, Pakistan 1947-2003*, which consists of thirty-six articles, published in different English newspapers during years 1972-2003. His book is a comprehensive story of Pakistan’s political history from 1947 to year 2003, as reflected in the title of the book. The articles cover major events in the political history of Pakistan since 1947 such as civil military relations, debacle of 1971, Simla Pact, failure of democracy, etc. Moreover, actions of all leading political players such as Bhutto, Ayub Khan, Yahya Khan, Benazir Bhutto, Nawaz Sharif, Zia and Musharraf have been discussed, which provide an insight into the political history of Pakistan. The book provides an enriched data for appraisal and linguistic analysis of the articles due to his unique writing style, political insight and scholarly contents.

**Methodology:**

The current research is a case study, which is exploratory in nature as it aimed at appraisal of English journalistic writings of an eminent writer H.K. Burki in order to investigate his authorial voice in construction of political stance through attitudinal positioning. Moreover, the current exploratory study has used QUAL-Quan model of mixed method research. After collection of 20 journalistic articles from Burki (2004) through purposive sampling about politics in Pakistan, data annotation procedure was carried out through UAM Corpus Tool Version 6.2 software (O'Donnell, 2022) in line with explicit annotation criteria to analyze the data in a quick, accurate and systematic manner. “UAM (Universidad Autonoma de Madrid) Corpus Tool, is a software for the annotation of text corpora and allows manual and automatic annotation of collections of text at a number of linguistic layers” (Wang & Yu, 2022, p. 152). Keeping in view the scope of the study, a three-dimensional framework of attitudinal positioning was developed for appraisal of selected data through UAM Corpus Tool in the light of Martin & White (2005) Appraisal Theory, as illustrated
in Figure 2.

![Figure 1: Proposed Three-dimensional Appraisal Framework](image)

After qualitatively analyzing the collected data, it was manually annotated through three-dimensional annotation scheme. The first two dimensions included Attitude Types and Attitude Polarity. For the third dimension, a list of context-specific appraised categories was developed and refined to carry out analysis of data in a systematic manner. It consisted of six appraised categories about prominent political players in Pakistan. After completing the annotation process and assigning appraisal features to all the selected tokens through UAM Corpus Tool, the software generated automatic results for computing the frequency and percentage of various annotated categories. Subsequently, the quantitative results were tabulated for their systematic interpretations.

**Results:**

The results of data analysis, as illustrated in Table 1 below, depict the frequency and percentage of annotated categories and sub-categories of Attitude with positive and negative polarity in selected journalistic writings of Burki.

*Table 1: Frequency of Attitude Categories & Sub-categories with Polarity*
The results depict various patterns in lexical choices of attitudinal resources that shape the authorial voice of Burki in construction of his political stance (research question 1.1). Moreover, the results in Table 2 depict the frequency and percentage of attitudinal resources across various appraised categories (research question 1.2). It highlights that how the appraised categories shape the authorial voice of Burki through attitudinal positioning in journalistic discourse.

Table 2: Attitudinal Positioning across Appraised Categories

<table>
<thead>
<tr>
<th>Appraised Category</th>
<th>+ve N</th>
<th>Local %</th>
<th>-ve N</th>
<th>Local %</th>
<th>N</th>
<th>Global %</th>
</tr>
</thead>
<tbody>
<tr>
<td>PPP Leadership</td>
<td>259</td>
<td>78.7</td>
<td>70</td>
<td>21.3</td>
<td>329</td>
<td>23.9</td>
</tr>
<tr>
<td>PMLN Leadership</td>
<td>3</td>
<td>6.7</td>
<td>42</td>
<td>93.3</td>
<td>45</td>
<td>3.3</td>
</tr>
<tr>
<td>Military Rulers</td>
<td>63</td>
<td>14.4</td>
<td>376</td>
<td>85.6</td>
<td>439</td>
<td>31.9</td>
</tr>
</tbody>
</table>
Discussion:

The results in Table 1 highlight that Burki’s overall use of appraisal resources of attitude (N=1375) consists of 70.3% negative tokens (N=967) and 29.7% positive tokens (N=408) for construction of his attitudinal positioning. It suggests that Burki has expressed negative feelings and criticism more frequently as compared to positive feelings and praise while discussing the political figures and political system of Pakistan in his selected journalistic writings. The results also highlight that Burki has skillfully used a variety of lexical choices for appraisal of data through various categories and sub-categories of Attitude i.e. Affect, Judgement and Appreciation in order to construct his political stance through attitudinal positioning. Moreover, the results in Table 2 highlight that attitudinal resources have been used across all six appraised categories but PPP leadership and military rulers are the two most frequently used appraised categories in the current study.

In order to carry out in-depth discussion about the emerging patterns in the use of appraisal resources of three categories of Attitude i.e. Affect, Judgement and Appreciation, the statistical results have been elaborated for each category separately in succeeding sections. Moreover, it has been followed by discussion as how appraised categories shape the authorial voice of Burki through attitudinal positioning. The discussion also includes examples of annotated text from the selected journalistic writings of Burki to highlight his lexical choices for attitudinal positioning. The list of abbreviations and symbols used in the annotation scheme is attached at Appendix 1.

Attitudinal Positioning through Judgement:

The data analysis highlights that the most dominating feature of Burki’s attitudinal positioning is the use of Judgement. He has used 57.0% of his overall attitudinal lexis (N=784) for appraisal through Judgement, consisting of 71.3% negative tokens (N=559) and 28.7 positive tokens (N=225). The appraisal resources of Judgement express admiration, praise, criticism and condemnation of human behaviour as well as the moral right or wrong. It consists of five sub-categories i.e. Normality, Capacity, Tenacity, Veracity and Propriety. The results show that Burki has generally used negative attitudinal lexis of Judgement to criticize and condemn the behavior

<table>
<thead>
<tr>
<th>Institutions</th>
<th>41</th>
<th>16.3</th>
<th>210</th>
<th>83.7</th>
<th>251</th>
<th>18.3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Political System</td>
<td>21</td>
<td>15.6</td>
<td>114</td>
<td>84.4</td>
<td>135</td>
<td>9.8</td>
</tr>
<tr>
<td>Other Political Players</td>
<td>21</td>
<td>11.9</td>
<td>155</td>
<td>88.1</td>
<td>176</td>
<td>12.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>408</td>
<td>29.7</td>
<td>967</td>
<td>70.3</td>
<td>1375</td>
<td>100</td>
</tr>
</tbody>
</table>
and actions of various political players in Pakistan. However, he also used one-third of attitudinal lexis of Judgement to praise and admire the behavior and actions of some political players. The results highlight that Burki has pre-dominantly used negative appraisal resources of sub-categories **Propriety** and **Veracity** to condemn the lack of integrity, honesty, truthfulness and ethical standards of many political leaders and players in Pakistan for emphasizing his political stance. The following example depicts that Burki has strongly criticized and condemned politicians, judiciary, civil bureaucracy and media through attitudinal resources of propriety and varacity (Ex 1).

[Ex 1] *One is not referring to crooked* \(^{[J,\text{Ver}:+\text{ve}]}\) politicians, *rotten* \(^{[J,\text{Pro}:+\text{ve}]}\) judges and bureaucrats, or to *prostitutes* \(^{[J,\text{Pro}:+\text{ve}]}\) in journalism. These were always around in small numbers to do the dirty work \(^{[J,\text{Pro}:+\text{ve}]}\).

**Capacity** and **Tenacity** are also frequently used sub-categories of Judgement in the journalistic writings of Burki. Capacity refers to appraisal resources that describe the strengths or weaknesses of someone whereas tenacity conveys meanings regarding someone’s resolution, determination and bravery as well as the opposites of these qualities. The results highlight that Burki has used almost equal number of positive and negative evaluative resources for appraisal of capacity and tenacity. The following examples highlight PPP leader Zulfiqar Ali Bhutto’s qualities for exhibiting his excellent diplomatic skills during Simla Pact agreement talks (Ex 2) as well as his determination and resolution (Ex 3) through appraisal resources of capacity and tenacity respectively.

[Ex 2] *This was diplomacy at its best* \(^{[J,\text{Cap}:+\text{ve}]}\). Mr Bhutto had carefully planned \(^{[J,\text{Cap}:+\text{ve}]}\) and beautifully timed \(^{[J,\text{Cap}:+\text{ve}]}\) the initiative.

[Ex 3] *The man (Zulfiqar Ali Bhutto) is some sort of Jin* \(^{[J,\text{Ten}:+\text{ve}]}\) and never seems to tire \(^{[J,\text{Ten}:+\text{ve}]}\).

**Normality** is the least used sub-category of Judgement that shapes the attitudinal positioning of Burki. It refers to use of appraisal resources that value how usual, special or unusual is the behaviour of someone. The following example depicts Burki’s praise for dashing personality and behavior of PPP leader Zulfiqar Ali Bhutto through positive appraisal resources of normality (Ex 4).

[Ex 4] *He (Zulfiqar Ali Bhutto) was a star attraction* \(^{[J,\text{Nor}:+\text{ve}]}\) at the UN Security Council, a world figure \(^{[J,\text{Nor}:+\text{ve}]}\).
Attitudinal Positioning through Appreciation:

The results in Table 1 reflect that Appreciation is the second most important feature of Burki’s attitudinal positioning to construct his political stance. He has used 25.0% of his overall attitudinal lexis (N=343) for appraisal through Appreciation, consisting of 67.6% negative tokens (N=232) and 32.4% positive tokens (N=111). Appreciation refers to evaluations of things, performances and abstract things such as plans and policies. It consists of three sub-categories i.e. Reaction, Composition and Valuation.

The results in Table 1 highlight that Valuation is the most-frequently used sub-category of Appreciation that shapes the attitudinal positioning of Burki. Appraisal resources of valuation show our considered opinion about an appraised phenomenon regarding its social significance in a positive or negative way. The results suggest that Burki has predominantly used negative appraisal resources of valuation to express his opinion and criticism about various political players and political system. The following example depicts Burki’s criticism of opposition leaders from Pakistan National Alliance (PNA) for their collaboration with Gen Zia-ul-Haq, which led the country to the brink of utter disaster (Ex 5).

[Ex 5] Their collaboration [J.Proc.-ve] with military junta, which led to a decade of darkness [App.Val.-ve] and has brought the country to the verge of collapse [App.Val.-ve].

Reaction is the second most frequently used sub-category of Appreciation in the selected journalistic writings of Burki, as highlighted in Table 1. It refers to appraisal resources related to affection as how they grab our attention due to their impact or quality in a positive or negative way. The results suggest that Burki has used almost equal number of positive and negative appraisal resources of reaction. The example shows that Burki has depicted the impact of positive reaction of masses at the reception of PPP leader (Ex 6).


Composition is the least frequently used sub-category of Appreciation in the selected journalistic writings. These appraisal resources show our view or perception about an appraised phenomenon by highlighting the balance of things or complexity of things. The results suggest that Burki has used only a small number of positive and negative appraisal resources of composition. The following example depicts Burki’s criticism of Gen Zia-ul-Haq for creating chaos and mess in all the institutions of the country (Ex 7).
(Zia) had made a complete mess of everything, all the institutions were in disarray and the country was in utter shambles.

Attitudinal Positioning through Affect:
Besides Judgement and Appreciation, Burki has also effectively used Affect as a semantic resource for construction of his authorial voice through attitudinal positioning. However, the results reflect that Affect is the least frequently used feature of Burki’s attitudinal positioning for expressing positive and negative feelings and emotions. He has used 18.0% of his overall attitudinal lexis (N=248) for appraisal through Affect, consisting of 71.0% negative tokens (N=176) and 29.0% positive tokens (N=72). It consists of four sub-categories i.e. Dis/Inclination, In/Security, Dis/Satisfaction and Un/Happiness.

The results highlight that In/Security is the most-frequently used appraisal resources of Affect in the selected articles. However, he has generally expressed his negative feelings of anxiety and surprise about various political figures and political system of the country by using these resources. The following example depicts Burki’s feelings of anxiety and disquiet about some leaders of regional parties for their support of military dictator in 1977 (Ex 8).

[Ex 8] Mufti was shocked by their (ANP leadership) support for the Army intervention.

Un/Happiness is the second frequently used sub-category of Affect in Burki’s articles, which are used to express feelings and emotions of being happy and sad. Burki has used almost equal number of negative and positive appraisal resources of un/happiness. The following example depicts that Burki has used negative appraisal resources of un/happiness to criticize the selfish attitude of opposition leaders from Pakistan National Alliance (PNA) for their personal vendetta against PPP leader Zulfiqar Ali Bhutto (Ex 9).

[Ex 9] It had only one explanation: a vendetta against Bhutto due to all manner of political and personal grudges.

The results also highlight that Burki has predominantly used negative appraisal resources of another sub-category Dis/Satisfaction to express the feelings of frustration, displeasure and ennui about different political figures and political system of the country. In the following example, Burki has expressed his feelings of frustration and displeasure about Benazir Bhutto’s political policies (Ex 10).

[Ex 10] Soon Premier Benazir’s name was mud .... coming from Zulfiqar Bhutto’s
daughter, the transgressions[^1][^ve] were doubly shocking[^AffSat:ve].

Dis/Inclination is the least used sub-category of Affect in selected journalistic writings. These appraisal resources deal with intention rather than reaction and involve a stimulus consisting of irrealis instead of realis. By using negative appraisal resources of dis/inclination, Burki has criticized the behavior of opposition leader Asghar Khan (Ex 11).


Attitudinal Positioning across Appraised Categories:

The detailed discussion in the preceding sections regarding two dimensions of annotation scheme i.e. Attitude types and polarity have highlighted interesting findings about Burki’s attitudinal positioning. The third dimension deals with the frequency of evaluative resources of Attitude across various appraised categories. The identification of the target or appraised category helps in understanding the authorial voice, attitudinal positioning and subjectivity of the writer. Therefore, the current study also aimed to investigate that how appraised categories shape the attitudinal positioning of Burki through lexical choices in construction of his political stance (research question 1.2).

As discussed in section 5, the third dimension in the current study was investigated through six appraised categories i.e. Pakistan Peoples Party (PPP) leadership, military rulers, Pakistan Muslim League Nawaz (PMLN) leadership, political system, institutions and other political players. The results in Table 2 depict frequency and percentage of attitudinal lexis across each appraised category in the selected data. These findings highlight his unique authorial voice, attitudinal positioning and subjectivity about various political players and political system of Pakistan with greater or lesser degree of positivity or negativity.

The results in Table 2 depict that the most dominant appraised category in Burki’s journalistic writings is Military Rulers. He has used 31.9% of his overall evaluative resources (N=439) for appraisal of military rulers, consisting of 85.6% negative tokens (N=376) and 14.4% positive tokens (N=63). The results reflect that Burki has used almost one third of his overall evaluative resources, consisting mostly of negative tokens, to criticize and condemn the military rulers for their role in the political landscape of Pakistan. The category includes different military rulers such as Ayub Khan, Yahya Khan, Zia-ul-Haq and Musharraf. By using a variety of appraisal resources of Attitude, Burki has expressed his strong criticism of Gen Zia-ul-Haq for his ruthlessness and
hypocrisy (Ex 12).

[Ex 12] *His (Gen Zia-ul-Haq) gifts were stunning*[J.Nor:+ve] \textit{an unmatched peasant cunning} [J.Ver:+ve], \textit{heaps of false humility} [J.Ver:+ve], \textit{ruthlessness} [J.Pro:+ve] of a high order and, \textit{above all, a towering religious hypocrisy} [J.Ver:+ve].

In contrast, Burki has used 23.9\% of his overall evaluative resources (N=329) for appraisal of second category **PPP Leadership**, consisting of only 21.3\% negative tokens (N=70) and 78.7\% positive tokens (N=259). It reflects that Burki has used a major chunk of his overall evaluative resources, consisting mostly of positive tokens, to praise and appreciate PPP leadership and their contribution. It highlights a sharp contrast in Burki’s attitudinal positioning towards military rulers and PPP leadership. The data analysis shows that Burki has expressed strong liking and praise for PPP leader Zulfiquar Ali Bhutto and his leadership qualities, as it is evident from the following example (Ex 13).

[Ex 13] *He (Bhutto) handled this Indian pack with ease* [J.Cap:+ve] \textit{and considerable patience} [J.Ten:+ve]. \textit{Then he proceeded to take the wind out of their sails} [J.Cap:+ve].

However, Burki has criticized other PPP leaders such as Asif Zardari for his greed, lust and manipulation of power during his wife Benazir Bhutto’s tenure (Ex 14).

[Ex 14] *All because of her husband’s manipulation of power* [J.Ver:+ve] \textit{for personal gain and a seemingly insatiable appetite} [J.Pro:+ve].

The least used appraised category in Burki’s selected journalistic writings is **PMLN Leadership**, as he has used only 3.3\% of his overall evaluative resources (N=45) for its appraisal, consisting mostly of negative attitudinal tokens (N=42). The results suggest that Burki has mostly criticized PMLN leadership, particularly Nawaz Sharif for his policies and actions. The following example shows Burki’s criticism of Nawaz Sharif for his massive corruption and plunder of the national exchequer (Ex 15).


The results highlight that Burki has used 18.3\% of his overall attitudinal lexis (N=251) for the appraisal of another dominant appraised category i.e. **Institutions**, consisting of 83.7\% negative tokens (N=210) and 16.3\% positive tokens (N=41). The results suggest that Burki has predominantly expressed negative feelings and criticism of various institutions for their role in the
political landscape of Pakistan. The appraised category consists of four sub-categories i.e. military, media, civil bureaucracy and judiciary. In the following examples, Burki has condemned military and intelligence agencies for manipulation and rigging of elections (Ex 16) and journalists for their negative and partisan role (Ex 17).

[Ex 16] Each outcome was predetermined \([J.\text{Ver:-ve}]\) by the generals in command and ISI. Alliances were rigged \([J.\text{Ver:-ve}]\).

[Ex 17] Partisan \([J.\text{Ver:-ve}]\) columnists joined the fray and rubbished \([J.\text{Pro:-ve}]\) the General’s outing with oodles of cynicism \([\text{Aff.Hap:-ve}]\).

Moreover, the results depict that Burki has used only 9.8% of his overall evaluative resources (N=135) for appraisal of another appraised category i.e. Political System of Pakistan, consisting of 84.4% negative tokens (N=114) and only 15.6% positive tokens (N=21). It reflects that he has generally expressed his criticism and negative feelings about various sub-categories of political system i.e. political environment, national leadership and social environment. The following example depicts Burki’s feelings of anxiety and frustration about the failure of democracy and the existence of fake democracy in the country (Ex 18).

[Ex 18] There is a great deal of cacophony \([\text{Aff.Sec:-ve}]\) nowadays about the failure of democracy \([\text{App.Val:-ve}]\) .... sneers \([\text{Aff.Sec:-ve}]\) about fake democracy \([\text{App.Comp:-ve}]\), too, are the ton.

The last appraised category in the current study is Other Political Players. Burki has used 12.8% of his overall attitudinal lexis (N=176) in this regard, consisting of 88.1% negative tokens (N=155) and only 11.9% positive tokens (N=21). It consists of three sub-categories i.e. Regional & Religious Parties, Opposition Alliances and Other Heads of State or Government. The following example highlights Burki’s intensified criticism of Pakistan National Alliance (PNA) leaders for their selfish motives and vested interests in joining the movement against Zulfikar Ali Bhutto (Ex 19).

[Ex 19] Actually, all sorts of vested interests \([J.\text{Ver:-ve}]\) and disgruntled \([\text{Aff.Hap:-ve}]\) elements had coalesced \([J.\text{Pro:-ve}]\) in support of the plan to oust Bhutto. The very coming together \([\text{App.Comp:-ve}]\) of a thoroughly desperate \([\text{Aff.Sec:-ve}]\) lot into an alliance was a political marvel \([\text{App.Rct:-ve}]\) of the first water.

**Features of Burki’s Attitudinal Positioning in Shaping his Authorial Voice:**

The appraisal of selected journalistic writings in the light of three-dimensional attitudinal
framework through UAM Corpus Tool Version 6.2 software has highlighted some interesting findings. Based on statistical results of data analysis, annotated examples, and subsequent discussion, following are the important features and patterns of Burki’s attitudinal positioning that shape his authorial voice in selected journalistic writings.

Firstly, the statistical results highlight that Burki has skillfully used a variety of lexical choices for appraisal of data through various categories and sub-categories of Attitude i.e. Affect, Judgement and Appreciation for construction of his political stance through attitudinal positioning. Secondly, the most dominating feature of Burki’s attitudinal positioning is the use of appraisal resources of Judgement. However, the results highlight that he has generally used negative attitudinal lexis of Judgement to criticize and condemn the behavior and actions of various political players in Pakistan. Thirdly, Burki has overall expressed negative feelings and criticism more frequently as compared to positive feelings and praise for the political players and political system of Pakistan. His appraisal resources consist of about 70% negative tokens. It has made his authorial voice more critical of the political system to highlight the weaknesses and shortcomings of politicians and political system in the country. However, he has also used overall one-third of his attitudinal lexis for praise and admiration of some political players. Fourthly, Appreciation is the second most dominating feature of his attitudinal positioning, which has been used effectively by Burki to praise and criticize the evaluations of policies and performances of various political players as well as the strengths and weaknesses of political system in the country. Fifthly, the results reflect that Affect is the least frequently used feature to express his positive and negative feelings and emotions about various political players.

Moreover, the attitudinal resources have been used across all six appraised categories but PPP leadership and military rulers are the two most frequently used appraised categories in the current study. However, the data analysis highlights a sharp contrast in Burki’s attitudinal positioning towards military rulers and PPP leadership. The results suggest that PPP leadership particularly Zulfiqar Ali Bhutto is the most dominant appraised sub-category in his selected writings, which depicts his strong liking and praise for his personality and policies. A very large number of positive appraisal resources in this regard is a clear indication of his subjectivity as he has very conveniently ignored the negative aspects of Zulfiqar Ali Bhutto’s personality and leadership. In contrast, Burki has predominantly criticized various military rulers for their policies and personal weaknesses in sharp contrast to PPP leadership. The results reflect that Burki has used almost one third of his
overall evaluative resources, consisting mostly of negative tokens, to criticize and condemn the military rulers for their role in the political landscape of Pakistan. However, it is interesting to find that he has predominantly expressed his criticism for Gen Zia and his policies, but he has used some positive evaluative resources for Gen Musharraf and Gen Ayub Khan.

**Conclusion:**

The results of data analysis and in-depth discussion have highlighted that Martin & White (2005) Appraisal Theory provides a powerful, comprehensive and multi-faceted framework for appraisal of journalistic discourse. Generally we make an impression or view about the subjectivity or objectivity of a text on the basis of quick reading, but Appraisal Theory has provided a multi-dimensional framework for the appraisal of journalistic discourse in a more systematic and objective manner. The current study has used three-dimensional framework for appraisal of journalistic discourse to investigate Burki’s authorial voice through attitudinal positioning. Moreover, the annotation and analysis of collected data through UAM Corpus Tool Version 6.2 has made the appraisal procedure more accurate, quick, objective and systematic. Based on these statistical results and subsequent discussion, the study has provided an in-depth analysis and valuable findings (Section 8), supported by quantified data, in a systematic and objective manner regarding construction of Burki’s authorial voice through attitudinal positioning in his selected journalistic writings.

The findings of the study are of great significance as it would lead to better understanding of various features of authorial voice and its shaping through attitudinal positioning for construction of an effective stance. These findings would be of great significance for the language students, mass media students, journalists and general readers. It would help them to understand and apply appropriate techniques of attitudinal positioning for construction of authorial voice though lexical and semantic choices in order to develop an effective stance and personalized opinion in their academic or journalistic writings. Moreover, the combination of three-dimensional framework and UAM Corpus Tool may be used in future by language and mass media researchers for appraisal of a variety of academic and journalistic writings.

**References:**


handbook of systemic functional linguistics, 457-472.


APPENDIX 1:

<table>
<thead>
<tr>
<th>Attitude Category</th>
<th>Sub-Category</th>
<th>Positive</th>
<th>Negative</th>
</tr>
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<tr>
<td>Affect</td>
<td>In/Security</td>
<td>[Aff.Sec:+ve]</td>
<td>[Aff.Sec:-ve]</td>
</tr>
<tr>
<td></td>
<td>Dis/Satisfaction</td>
<td>[Aff.Sat:+ve]</td>
<td>[Aff.Sat:-ve]</td>
</tr>
<tr>
<td></td>
<td>Un/Happiness</td>
<td>[Aff.Hap:+ve]</td>
<td>[Aff.Hap:-ve]</td>
</tr>
<tr>
<td></td>
<td>Dis/Inclination</td>
<td>[Aff.Inc:+ve]</td>
<td>[Aff.Inc:-ve]</td>
</tr>
<tr>
<td>Judgement</td>
<td>Normality</td>
<td>[J.Nor:+ve]</td>
<td>[J.Nor:-ve]</td>
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<tr>
<td></td>
<td>Capacity</td>
<td>[J.Cap:+ve]</td>
<td>[J.Cap:-ve]</td>
</tr>
<tr>
<td></td>
<td>Tenacity</td>
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<td>[J.Ten:-ve]</td>
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<tr>
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<td>Veracity</td>
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<td>Propriety</td>
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<td>[J.Pro:-ve]</td>
</tr>
<tr>
<td></td>
<td>Composition</td>
<td>[App.Comp:+ve]</td>
<td>[App.Comp:-ve]</td>
</tr>
</tbody>
</table>

Note: The evaluative resources of Attitude have been written in **Bold Font** in examples.