

IDENTIFYING EVALUATIVE POSITIONING IN JOURNALISTIC COMMENTARIES

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Abstract

Media, such as newspapers, take their role in shaping public opinions by positioning the readers, either to favor or disfavor with specific issues. Even though the sources are the same, the news item may be presented differently. This is because the news reportings are socially, economically, and politically conditioned, thus news is always broadcasted from a particular point of view. An attributed source is just one of the ways journalists work to implicitly position the audiences' inferences whether they want to align or disalign the audiences with their attitudinal position. To understand this attitudinal positioning in journalistic commentary, the current study identifies and describes the evaluative workings of excerpts of three different newspapers which are called *The Guardian Australia*, *The Jakarta Post* (English printed Indonesian local newspaper), and *Daily Mail Australia*, regarding the Australian Government's responses to the death penalty for the "Duo Bali Nine" in 2015. System of Appraisal is used as the framework to help understand how reporters' voices, in particular, position readers to support particular attitudes and viewpoints, and hold particular beliefs or assumptions about something. The findings indicate that the three newspapers used affective evaluation at the most although each has different way of amplifying the issues.

Keywords : *evaluative positioning, journalistic commentaries, System of Appraisal*

Background

The death penalty sentence for "Duo Bali Nine", the two Australian drug smugglers, became a worldwide topic of interest, and has highlighted the relationship between Indonesia and Australia in 2015. There were pros and cons regarding this issue. The opinions were split up into two polarities, whether the execution was a wise decision regardless of their positive efforts during imprisonment or whether the clemency was the most appropriate option. Media, such as newspapers, took their role in shaping public opinions. Media, with their social, economical, and ideological interests, tried to influence and position the readers, either to favour or disfavor these arguments. There was also the view that media which have a hidden agenda by blowing up the news and not presenting "objectivity". In terms of media's objectivity, White (2006) argues that news reporting, as rhetorical mode is not free of being "value laden" and a particular ideology. It always has an underlying agenda to influence the readers'

attitude toward specific issues. Even though the affordances are the same, the news item may be significantly different. This is because the institutions of news reporting are socially, economically, and politically even geographically conditioned, thus news is always broadcasted from a particular point of view

In terms of value-laden and conditioned institution, language plays a central position in news reporting. Fowler (1991) suggests that "language is not a clear window, but a refracting, structuring medium". He added that "the world of the Press is not the real world, but a world skewed and judged". It means that the language used in media offer various interpretations, assumptions, or beliefs in order to influence the readers' position to a certain issue. Real events are reported after being conventionally selected by news team. It may be totally unworthy in respect to the substance of news material, but the way it is presented in news reporting can make it different. For instance, the whole scene of an

event is not mentioned, and the selection is merely made on a partial view. This situation has the potential to mislead readers' inferences toward the case. We call this bias. So, the individual has to read news carefully and comparatively in order to avoid bias and find out the truth. To counter this issue, many news reports use the term "attribution" whereby the journalist or the author indirectly or directly quotes the viewpoints from the external sources. This source can be from the experts, public figure, the majority, and government. In this way, it seems that the journalists are not the ones who judge and evaluate something, but are quoted sources, whose interpretations, beliefs, assumptions, and opinions, pass judgment on to the media audiences or readers. Although this condition is set up, it is not a guarantee that media is free of any value-laden or hidden messages. An attributed source is just one of the ways the journalist works to implicitly position the audiences' inferences whether they want to align or disalign the audiences with their attitudinal position.

Related concepts to language of evaluation

Before stepping into an examination of the texts, it is necessary to highlight in brief some of the core elements of appraisal framework which can be applied to the analyses of news reports.

a. Attitude

There are three broad sub sets of meanings implied by either positive or negative attitudinal assessment. These are outlined below.

Affect: deals with expressing positive or negative emotions or feelings, in terms of news reporting, these feelings may come from the author's affection or those of third parties.

"The elephant in the room is the GST ... Western Australia feels **very poorly treated** under the recommendations that have been made to the commonwealth government ... That is **grossly unfair** and what I sought out of this meeting was the situation for Western Australia would get no worse. That's all I ask for." (*The Guardian* 2015)

Judgement: our attitudes to the way people behave, or in other words, assessment on ethics, moral, law, honesty, normality and other social values.

The source said that politicians – including the Prime Minister – were turning a blind eye to **Clarkson's bad behaviour**, in the same way as people once did with Savile, the now **notorious pedophile**. (*News.com.au* 2015)

Appreciation: our evaluations of things, in respect of its worthiness, aesthetics, by referencing social values to it.

You won't find many sunbathers on Gokova beach, but it's a **great place** to picnic and watch the kite surfers making the most of the **windy conditions**. Around the cove is **sandy Akyaka beach**, which has sun beds and parasols and is surrounded by restaurants, as well as the Azmak river, which is great for a boat tour. Along the coast is **pebbly Cinar beach**, where you can hire a lounge and cool off in the **calm sea**. There's a snack bar for lunch and beers. A boat trip to Cleopatra Island is a must, if only to jump off into the serene and **secluded coves**. (*The Guardian* 2015)

b. Gradation: deals with the gradability, the ways the speakers raise or lower the impacts of the utterances produced and blur or sharpen the focus of meaning. *Slightly, somewhat, very, completely, totally* are some of instances to force utterances. Whereas, *I was feeling kind of guilty, they are my truly best friend*, are some instances to focus the meaning of utterances

c. Inscription versus invocation (token)

White (2006) defines inscription or attitudinal inscription or inscribed attitude as an explicit attitude of the message sender, in this context, the reporter's voice, which explicitly convey either positive or negative positions by using attitudinal lexis. This resonates with Austin's speech act terms in respect of *locution, illocution, and perlocution*. Locution is all the words uttered, illocution is the intended effect of the words, and perlocution is the actual effect of the word. So, attitudinal inscription is the illocutionary items by which a message sender tries to envoy perlocution to the readers. In contrast, the term "invocation", or

attitudinal invocation, or invoked attitude, or token, is used to formulate implicit viewpoints by activating positive or negative assessment. It is activated through inferences and associations. Examples provided below shows how inscription and invocation are contrasted. These examples are taken from White's (2009) invented examples:

Explicit/inscribed

He entered the room and the class rudely talked amongst themselves.

Implicit/ invoked

Although the Principal entered the room, the whole class kept on talking

From example A, we can directly know that students' behavior is inappropriate. The word *rudely* is typically constrained by its co-textual content, *the teacher (he) entered the room, and the class (students) talked each other*. The attitudinal value can be easily identified once the co-text is paid attention. Whereas, in example B, the attitudinal value is culturally and ideologically conditioned, that is to say, this value is dependent on the ideological and cultural interpretation of the readers to the texts. Under the appraisal framework, the second example aims to indirectly signal an attitudinal response. The words "although" and "kept on" show an indication of inappropriateness because it is culturally expected that students will remain silent when the teacher enters the classroom. Accordingly, the greater the degree of inscription, then the less chance of the readers being aligned into certain attitudinal position. White (2006) subdivided attitudinal invocation into evocation and provocation. He defines evocation as a trigger of potential positions, either positive or negative by using truly informational content. While provocation is a trigger of positive/negative positions which is activated through implicitly evaluative formulation.

d. Evocation

George W. Bush delivered his inaugural speech as the United States President who collected 537,000 fewer votes than his opponent. (White's 2006 example)

<https://journal.umbjm.ac.id/index.php/TEFLA>

e. Provocation

Telstra has withdrawn sponsorship of a suicide prevention phone service- just days after announcing a \$2.34 billion half yearly profit.

The words *just days after* indicate a surprising moment, the unexpectedness, or out of prediction. So, the underlined word has the potential to position the readers in a negative inference of Telstra's actions.

f. Alignment and Attribution

"Hard news" has a great tendency to attribute its attitudinal positioning to external source either directly or indirectly. External sources can be from experts, influential figures, the victims of an accident, and any other quoted sources. The reporter may align, disalign, or even be neutral vis-à-vis the external sources. Indeed, the readers may be positioned to favor or disfavor this point of view.

g. Attribution as attitudinal tokens

It is possible that attributed sources can activate positive or negative reader's inferences. For instance, readers are indirectly conditioned to regard the inferences as valid or invalid. Reporters usually use someone's expertise, or the one who is well-known with high social rank, to invoke a positive view of the attribution.

Example 1

Relationships Australia spokeswoman Susan Visser has previously told Fairfax Media that it's not seen as a "normal thing" to go for counseling if you're having problems or want to improve your relationship. Australian Association of Relationship Counsellors national president Guy Vicars agrees that people find it "amazingly hard" to get help. (The Sydney Morning Herald, 2015)

On the other hand, the reporters usually invoke a negative view by quoting the sources from those without expertise or the attributed sources are narrowly presented.

Example 2

A minority of scientists dispute the official view that greenhouse gasses have contributed to global warming and that

reducing emissions and recycling could slow it down (Yates, 2009)

It is obvious that in example 1, the author uses two experts' opinions about people's willingness to go for counseling when they face problems or want to improve their relationship. Such mechanisms can position the readers to favour that inference, while example 2 tries to invoke the readers not to favour that position.

h. Attribution as attitudinal inscriptions

Explicit terms such as *rightly, falsely, correctly, incorrectly, convincingly, and unconvincingly* can trigger the readers to determine their positions toward the author's inference.

For example:

The first time I saw *Gallipoli* the movie I was too young to know what syphilis was or what those women had to offer the Anzacs in the flesh pits of Egypt. But I **clearly** remember hating the foppish British officers who ordered our boys over the top of the trenches to their death. (The Sydney Morning Herald 2015)

In attitudinal inscription, authors use inscribed attitudinal evaluation to explicitly align themselves to the attributed sources and simultaneously position the readers to align themselves too.

Objective

The research is aimed to help readers determine their views on a story, opinion, or fact and then let them draw their own inferences.

Sentence	Affect	Judgement	Appreciation	Graduation (focus/force)
Prime minister says clemency for Andrew Chan and Myuran Sukumaran would be a <u>fair response</u> to Australia's \$1bn tsunami assistance			<i>a fair response</i>	
Tony Abbott <u>has called</u> on Indonesia to " <u>reciprocate</u> " for Australia's \$1bn aid package after the 2004 tsunami	<i>Has called on, to reciprocate:</i> mental process of affect			
The prime minister <u>strengthened</u> his <u>public calls</u> for clemency for Andrew Chan and Myuran Sukumaran with a	<i>Strengthened:</i> mental process of affect. <i>Public call, a warning:</i> affection (noun forms)			

Method

To understand attitudinal positioning in journalistic commentary, I will identify and describe the evaluative workings of excerpts of from three different newspapers which are called *The Guardian Australia*, and *The Jakarta Post* (English printed Indonesian local newspaper), and *Daily Mail Australia*, regarding the Australian Government's remarks on its tsunami Aceh aid to Aceh. I will use system of appraisal developed by Martin and White (2005) and their colleagues to examine the evaluative resources in language. This framework will help me to understand how news reporting, reporters' voices, in particular, positions readers to support particular attitudes and viewpoints, and influence the readers to hold particular beliefs or assumptions about something. The analyses will encompass text identification in relation to author's attitude, author's indirect implications or associations of a particular orientation of attitude, and the influence of external sources (quoted sources) on reader's attitudinal orientation..

Results

Text 1 The Guardian (Australia), 18 February 2015

- a. Attitudes (affect, judgement, appreciation, graduation) in text 1

warning on Wednesday that Australia would “feel grievously let down” and would “make our displeasure known” if Indonesia proceeded with the executions.”	<i>Feel grievously let down: mental process of reaction.</i> <i>Displeasure : affection (noun form)</i>			
we sent <u>a significant contingent</u> of our armed forces to help in Indonesia with humanitarian relief and Australians <u>lost</u> their lives in that campaign to help Indonesia	<i>lost : mental process of affect</i>		<i>a significant contingent</i>	
Threats are not part of <u>diplomatic language</u> and from what I know, no one <u>responds well</u> to threats	<i>responds well : a mental process of affect</i>		<i>diplomatic language</i>	
I hope this does not reflect, the statements made, the <u>true colours of Australians</u> ,		<i>the true colours of Australians</i>		
it should be underlined that this issue is <u>purely a law enforcement issue</u> , law enforcement against <u>an extraordinary crime</u>			<i>purely a law enforcement issue, an extraordinary crime</i>	
Abbott said the delay was “ <u>an encouraging sign</u> ” and he hoped Indonesia “realised that its own <u>best values</u> and its own <u>best interests</u> are served by not going ahead with these executions			<i>an encouraging sign, best values, best interests</i>	
We will be letting Indonesia know in <u>absolutely unambiguous terms</u> that we feel grievously let down.				<i>absolutely unambiguous terms (focus)</i>
He said he did not want to “prejudice the <u>best possible relations</u> with a <u>very important friend</u> and <u>neighbor</u> but I’ve got to say that we can’t just ignore this <u>kind of thing</u> if the <u>perfectly reasonable representations</u> we are making to Indonesia <u>are ignored</u> by them.	<i>are ignored: a mental process of affect</i>			<i>the best possible relations (force), a very important friend (force) , kind of thing (focus), the perfectly reasonable representations (force)</i>
and if <u>it’s right</u> and <u>proper</u> for Indonesia to make these representations, if it’s <u>right</u> and <u>proper</u> for other countries to heed Indonesia’s representations, it’s <u>right</u> and <u>proper</u> for us to make the representations and for them to be heeded		<i>The underlined words : amplified attitude (amplified judgement)</i>		
Abbott said Chan and Sukumaran – who were part of the Bali Nine group that sought	<i>deserve: a mental process of affect</i>			

to smuggle heroin from Indonesia to Australia – <u>deserved</u> a long time in jail but they did not <u>deserve to die</u>				
In fact, they have become, it seems, <u>thoroughly reformed characters</u> in prison in Bali		<i>thoroughly reformed characters:</i> amplified judgement		<i>thoroughly reformed characters:</i> force
<u>so much better</u> to use these people for good than to kill them				<i>so much better:</i> force
as a last resort for <u>the most serious of crimes</u>		<i>the most serious of crimes:</i> judgement (amplified)		<i>the most serious of crimes:</i> force
Any delay in plans by the Indonesian authorities to execute Mr Chan and Mr Sukumaran will be <u>a relief</u> to the men and their families	<i>a relief:</i> <i>affect (noun)</i>			
we will continue our representations at the <u>highest level</u> across the Indonesian government			<i>The highest level</i>	<i>The highest level:</i> force
<u>a modest opportunity</u> for people to engage in constructive suggestions and discussion” aimed at preventing the executions			<i>a modest opportunity</i>	

Here the reporter used affect more frequently compared to other types of attitude. Feelings and emotions are preferably used to construe meanings and position readers to align themselves with writer’s inferences. By doing so, the writer implicitly invites the readers to feel as Bali Nine convicts feel in this current situation, and how Australian government really pleads for clemency for these two drug smugglers. Furthermore, appreciation, which is mostly positive in this text, implicitly tells the

readers that Australia really wants to build a warm diplomatic communication with Indonesia. The word like *an encouraging signs, best values, best interest, a modest opportunity* reflect Australia’s willingness to maintain a good communication. *The Guardian Australia* aligns with what Abbott’s call on the Indonesian government, in particular, and supports the position that the death sentence must be cancelled.

Text 2 The Jakarta Post, 23 February 2015

Attitudes (affect, judgement, appreciation, graduation) in text 2

Sentence	Affect	Judgement	Appreciation	Graduation (focus/force)
A number of activists from the Pro-Indonesia Coalition held <u>an unusual fund-raising event</u> by collecting coins for Australian Prime Minister Tony Abbott			<i>an unusual fund-raising event</i>	
Many pedestrians and motorists gave coins <u>to show</u> their support for the action	<i>to show :</i> a mental process of affect			

Humanitarian relief should not <u>be deemed</u> the same as crime		<i>be deemed</i>		
He said it was <u>unethical</u> for Australia to link its humanitarian relief for victims of the 2004 tsunami in Aceh with its efforts to save two Australians facing execution soon on Nusakambangan Island, Central Java		<i>unethical</i>		
it [Australia] <u>threatens</u> to boycott Bali and now, it <u>raises</u> the humanitarian relief matter. <u>Very low.</u> " he said	<i>threaten, raises: a mental process of affect</i>	<i>very low</i>		<i>very low: force</i>
They said they were <u>uneasy</u> about Abbott, adding that Australia had dispatched its humanitarian relief and helped to reconstruct Aceh for its own interests	<i>uneasy: affect</i>			

Here the news reporter uses affection more frequently to position his/her attitudinal evaluation and implicitly to position the readers to favour his/her inferences. He/she negatively uses feelings and emotions to showcase that Abbott's remark really hurts Indonesian people's feelings. Words like *threaten*, *uneasy* give clues of this emotions. Additionally, these negative emotions are amplified by some negative judgement, such as *unethical*, *very low* which explicitly tells the readers about Indonesia's condemnation of Abbott's statement. By weighing these components of attitude, we see that *The Jakarta Post* disfavors the idea of reciprocation, in particular, and cancellation of the death penalty for these Bali Nine pairs, in general.

The word "reciprocate" is preferably used by the writer rather than the other synonyms, such as *pay back*, *return*, *repay*. This is to indicate "a must" to do or to feel the same thing as the one who did that to us. For instance, if somebody has saved our life, in turn, we have to reward his kindness. However, in fact, the doer does not really hope that. The meaning is also strengthened by the *\$1 bn dollars of donation* which are restated through the texts. The same phrases show up three times through the whole text; *Australia's \$1bn tsunami assistance*, *Australia's \$1bn package aid*, *a billion dollars worth of assistance*. It implicitly tells the readers that Australia spent a huge amount of money for the aid and deserve a reciprocal benefit for two countries.

Discussions

Text 1

Attitudinal inscription, invocation, and attribution in text 1

Regarding attitudinal inscription in text 1, the reporter repeatedly used some locutions, such as *reciprocate*, *\$ 1bn dollars tsunami aid donation*, *feel grievously let down*, in order to amplify attitudinal meaning across the text.

Furthermore, the statement: "*an unusual fund-raising event* held by a number of Indonesian people to collect coins for Australian Prime Minister" is a factual or informational content which may potentially lead the readers to condemn Tony Abbott. It is worth to note, this invocation depends on the system of values the readers hold. If the readers think that fund-raising is commonly conducted only for charity, then collecting coins for paying back tsunami donation aid will be inappropriate. Moreover, it is not acceptable to ask

for reciprocation after showing kindness to somebody.

The author also uses attribution in the journalistic commentaries. In this text, the reporter attributed Abbott's statements more frequently compared to the comments from Indonesian side. The idea of reciprocation and Australia's affect in regard to the death penalty was restated many times throughout the text. This implicitly amplifies the urgency of abandoning the execution. Interestingly, the author also quoted positive comments by the opposition leader, Bill Shorten, regarding the delay of execution. This is the comment on the delay provided: "a modest opportunity for people to engage in constructive suggestions and discussions". As we know, opposition party, in every country, will always comment negatively on government policy. They try to find any weaknesses of current ruling government in order to provoke citizens to align with them. But, in this case, the author depicts that both government and the opposition are in harmony. This indirectly means that Bali Nine pairs deserve for clemency, because all Australian agree with that; the family of convicts, the Prime minister, the foreign minister, and even the opposition party. By using this attributed evaluation, the author can covertly position the readers to favour his/her attitudinal evaluation.

Text 2

The act of collecting coins for Australian Prime Minister is a satirical act, which is hard to analyse. As Kreuz and Roberts (1993) suggest that satires have multiple representations which are constructed only when the audiences go beyond the narrative and considers external issues of the story, such as background of the story. Generally speaking, when readers encounter a text, he/she brings the prior knowledge to the text. Expectations about kind of text being read are one element of this knowledge. In particular, they should have the knowledge about the genre of the text. Satire requires a reader to interact with the text by using multiple representational experiences. At various times, satire is used by those who want to avoid direct reaction for their direct statement or action (Elliot, 1962). For example, the act of collecting coins is a way for Indonesian protester to indirectly respond toward Tony Abbot's remark. They wish to do this despite repressively doing protest. In addition to the nature of satire, the author of the work pretends the

ignorance to enlighten the readers. The act of collecting coins for Abbot is not a kind of enlightened act for the readers. Like sarcasm, satire is derisive (cited in Kreuz and Roberts, 1993, p.102). The act of collecting coins is intended by Indonesian protesters to mock and condemn Abbot through an action. This serves as 'scornful metaphor', for how the way Indonesian demonstrators protest toward Australian Government.

Attitudinal inscription, invocation, and attribution in text 2

In text 2, the author positions the readers to negatively assess Abbott's comment. The reporter tries to describe how all Indonesian people feel uneasy about this situation. A number of *activists*, *pedestrians*, *residents*, and *students* are taken as the representation of Indonesian people who disagree with Abbot's statement. By doing so, the writer wants to state that not only *activists* who really concerned with this issue, but all Indonesian citizens either. The phrase *a number of* show collectiveness, a group of people. This attitudinal inscription may lead readers to infer a negative evaluation of Abbott's statement and to support protesters.

In text 2, Mr. Nasir, Indonesia's foreign ministry spokesman, said he hoped that Abbott's statement does not reflect "the true colors of Australian". The invocation of the phrase by the reporter may shape readers' attitudinal evaluation. If Mr. Abbott truly made that statement on behalf of Australian people's voices, the readers may infer that asking for reciprocation is part of Australian culture. If so, the reporter successfully positions the readers to negatively judge that inference.

The author's attribution is totally different in text 2 compared to text 1. In this text, the reporter indirectly wants to say that no matter the level of pressure coming from Australia, the death execution will be upheld. The reporter attributed President Jokowi's and Attorney General Prasetyo's clarification about the delay of execution. The President said that delay is totally due to the problems in relation to isolation rooms for the death row convicts, not because of Australia's diplomatic pressures. Because the attributed sources are The President and The Attorney General, it is much easier for the author to convince the news audiences. Additionally, the

writer strengthens his position by displaying a number of Indonesian people who protest in relation to Tony Abbott's call for tsunami reciprocation. This implicitly tells that Indonesian people back up their government decision. If we are the readers, this type of secretive evaluation may convince us to agree with the author position.

Text 3

Attitudinal inscription, invocation, and attribution in text 3

In text 3, (Daily Mail Australia), the headline states: "Hilarious Indonesian protesters present bags of coins to Australian embassy staff mocking Tony Abbott's foreign aid threat". By using the word 'hilarious' the writer tries to provoke the readers to negatively evaluate what Indonesian protesters did. Protest or demonstration is commonly done to advocate something serious, not trivial. Hilarious protesters mean that they are not serious. The writer implicitly insults what Indonesian protesters did. Another derogatory provocation: "but we fail to see the funny side of the firing squad". It means that there is no 'funny side of the firing squad. This kind of statement can make Indonesians think that there is a funny element in this accusation. They will think that the firing squad is not funny, it is very scary. They are assigned to take someone's life. How we feel that they can entertain us by showing their funny attitude.

In this text, it is much easier to understand to which direction the author tends to position the readers' attitude. To invoke a negative view of the attributed inference, the author uses only a narrow sense. For example:

Carrying flags with Mr. Abbot's face crossed out, the small group of protesters were photographed handing over the petty currency to embassy officials. (The Daily Mail Australia 2015)

The news reporter prefers to use *the small group* rather than a number of..., because it will depict only *very few people*; not many. This is conditioned to showcase that not many Indonesian people disagree with Abbott's comment on the idea of reciprocation, only very small number of people. However, in fact, many Indonesian citizens protest that. In addition, the word "petty currency" is preferably chosen rather than "coin". This is to show to the public that the value of money

collected is unimportant. The meaning will be different if the writer use "coin". Coin is commonly associated with small value of money; nevertheless, it is still decently valued. The appreciation the writer gives to the thing, either positive or negative, may contribute to activate certain attitudinal position of the readers. The underlined words in that sentence may implicitly provoke the readers to take negative point of view on Indonesian protesters.

Conclusion

Journalistic commentaries always have a tendency to carry value loaded messages. After analyzing and comparing these texts line by line, I found that both newspapers, *The Guardian Australia* and *The Jakarta Post*, use affective evaluation at the most. However, these news reports are different in terms of amplifying the affects with other attitudinal components. The *Guardian* more frequently use affect and positive evaluation across the text. These news reports add graduation to focus and strengthen meanings in order to implicitly persuade the readers to approve the inferences. In contrast, *The Jakarta Post* tries to use affect which are amplified by negative appreciations in order to influence readers to condemn Abbott's call about reciprocation.

In respect to inscribed attitude, *The Guardian Australia* uses specific locutionary items to emphasize the attitudinal evaluation. These items are repeatedly used across the text in order to echo writer's opinions and inferences. The locutions such as *reciprocate*, *feel grievously let down*, and *tsunami donation* occur more often across the text, whereas *The Jakarta Post* attentively choose the word 'a number of' to represent Indonesian's response toward Abbott's remark. Additionally, the two texts quote external sources, which are from the public figures, influential politicians, a huge number of people, to convince the readers about their positions. On the other hand, text 3, *The Daily Mail*, tends to provoke the audiences by presenting derogatory assessment and narrow sense. It is still far from hard news 'objectivity' category that is to always attribute journalistic opinions to external source.

The attitudinal position of the reporter, which is usually stated at the end of text, carries hidden messages in order to position the readers' inferences.

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