

Evaluation in News Texts in Universitas Sebelas Maret's Official Website

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Abstract

The digital era and internationalization of higher education have led to the emergence of novel uses of new media such as website where new higher education discourses emerge. This study examines the realization of evaluative language in English news texts in a university official website in the context of higher education. Using the Appraisal framework, this study attempts to identify lexicogrammatical resources construing attitude and graduation in eight news texts published in the official website of UNS from January to February 2019. The selected texts cover key news topics, namely reports of achievements, events, and a feature of a university facility. The findings show that attitudinal resources and their graduation are present in the news texts to create a positive image for UNS. Appreciation as the most prevalent type of attitude works to invoke positive judgement of capacity alongside inscribed judgement and affect to relay the image of UNS as a capable university. The study has found that, while still following the structure of news texts, news writers for UNS' official websites use various attitudinal resources in a complex system of prosody-creation to develop positive judgement towards the university's capacity.

Keywords: appraisal, news texts, university, website

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The Internet has no doubt been playing a huge role in creating changes in the ways people and organizations communicate. It has been opening up new possibilities of using the new media, in particular for the purposes of social networking and organizational communication (Udoudo & Ojo, 2016). Geographical boundaries are now virtually inexistent as institutions now meet and work under a connected, international system in the wake of globalization.

In the light of this, educational institutions, particularly universities and higher education institutions, have recognized the need to 'internationalize' themselves and thus have taken to many strategies and undergo transformations for philosophical and commercial reasons (Hemsley-Brown & Oplatka, 2006; Lumby & Foskett, 2016). One of the most widely-taken steps by educational institutions is to make use of the new media to enter the international stage and make themselves known to potential students by creating websites (Kozar, 2015; Mogaji, 2016). This has allowed the emergence of new higher education discourse. For purposes of marketing, said discourse now not only work to provide information but also work to promote themselves and persuade international potential students (T. Zhang, 2017), which Fairclough refers to as "new hybrid partly promotional genres" (in T. Zhang, 2017) and it is agreed upon by scholars that "universities use websites as a means of promotion" (Villanueva et al., 2018)

Now that the importance to internationalize is recognized, higher educational discourses are manifested in websites, where "top universities use public discourse to influence social perceptions and, in doing so, expand their reputation" (Rodriguez-Pomeda & Casani, 2016). As one of the top universities in Indonesia, Universitas Sebelas Maret (UNS) has also established its own website and created an English version of it to reach wider audiences. One prominent element in the university's website is the regularly published news texts reporting the events and happenings in and related to the university as both a place and institution.

By using the Appraisal framework proposed by Martin and White (2005), this study attempts to link several points of analysis through the identification of evaluative language in the English news texts in UNS' official website. This study follows the findings of recent studies that establish that no news texts are fully objective, but instead having elements of evaluation (Bednarek, 2006, 2015, 2016; Liu, 2018) and attempts to expand the field by examining evaluative language in news texts in higher education context. This study aims to identify the realizations of attitude and graduation in news texts that manifest from the promotional purpose of university websites.

Educational institutions nowadays have set up their own websites as the Internet has allowed new uses of the new media, in particular "in the area of social networking and organizational communication" (Udoudo & Ojo, 2016). According to Askehave (2005), a website carries out its function of providing content by presenting news as a part of the homepage. In the case of educational institutions, Kozar (2015) has revealed that "websites are used by educational institutions as a strategic tool for positioning and differentiating themselves on the educational market, building legitimacy and attracting students". Zhang's argument of the "growing publicity needs" has led institutions "to bypass the mass media and communicate directly with the public via the Internet" (Trench in Zhang, 2018).

'News' published in corporation websites as a part of the genre has been evaluated in some studies, which at some point have resulted in scholars creating the term 'hybrid genres' in addressing the intertextuality in press releases in the journalism discourse (see Catenaccio, 2008; Erjavec, 2008). Now that educational institutions have taken a corporate-like approach in marketing, Zhang points out that institutions try to meet publicity needs "by publishing press releases on their websites" (2018). Catenaccio (2008) has identified that press releases, despite being a product of a public relation team, also show the structure of the inverted-pyramid which is used in a headline, lead paragraph and body of the text, which are also at the core of news texts (Santosa, 2009; Thomson, White, & Kitley, 2008). While acknowledging this fact, it is important

for the scope of this research to note that press releases are the product of Public Relations practices, termed ‘a key responsibility of PR professionals’ (Verhoeven, 2016). For this reason, the news texts published in UNS’ official website are therefore treated as news rather than press release on the basis that there is no sufficient information whether they are the product of a designated, professional PR team or not.

Many linguistic approaches have proven to be useful in researching news texts, narratives, and discourse. A study of genre has identified the structure of news, which, according to Santosa (2009), is delivered in three parts: *headline* (title of news), *lead* (the important part of the news), and *body* (starting from less to less important facts to the end of the body of news). Studies have shown that incorporating linguistic and stylistic approaches improves detections of suspicious and fake news (Rashkin, Choi, Jang, Volkova, & Choi, 2017; Volkova, Shaffer, Jang, & Hodas, 2017). News has also been extensively analyzed from the perspective of cognitive linguistics to examine “historical developments in the forms and functions of reported discourse in news narratives” (van Krieken & Sanders, 2016) and “linguistic strategies used in news narratives to represent the viewpoints of eyewitnesses to shocking news events and describes how these strategies invite readers to vicariously experience these events as mediated witnesses” (van Krieken, Sanders, & Hoeken, 2016). News values have also been scrutinized using Critical Discourse Analysis “to uncover the (re)production of ideology” (Bednarek & Caple, 2014).

A prominent concept which is often associated with news is ‘objectivity’, which is

the idea that model examples of [modern hard news report] are “neutral” in reporting “just the facts” and that, prototypically, they employ what is referred to as the “inverted pyramid” structure, an arrangement by which the “most important information” comes first and progressively “less important information” follows after. (Thomson et al., 2008)

In addition, an ‘ideal objectivity’ is said to be parallel with “journalistic aims for facts, truth, and reality,” which can be achieved through the depersonalization and rationalization of the practices and work of journalists so that what they get is an ‘unbiased truth’ and a ‘mimetic representation of society’ (Raeijmaekers & Maesele, 2015). However, there have been reports

suggesting that this ‘ideal’ may not always be met. Stauber and Clyde (in Marchi, 2012), for example, have revealed that budgeting has stopped newsrooms from being able to do their own research and fact-checking, leading them to become more dependent on free news made by Public Relations staff.

Clearly, the issue of whether or not news media texts are really objective is up to debate, therefore it has been the focus of many scholars of different fields. A study of media and public policy has revealed that media outlets turn stories into news by taking individual subjects out of their social contexts and personalizing them, as well as fragmenting details from general patterns (Macaulay, Friedman, & Mertz in Gramling, 2011). From a linguistic perspective, van Dijk (in Tavassoli, Jalilifar, & White, 2018, p. 2) has contended that the particular language use in news media texts has the potential to influence the attitude of the readers in regards to the involved parties and ‘naturalize’ how news actors are judged according to particular ideologies of the texts.

The examples mentioned above show that news texts may contain underlying attitude towards a certain issue—an element which clearly fall under the concept of evaluation. Bednarek (2006) has done an in-depth analysis of the differences between British English tabloids and broadsheets, particularly the hard news story, in terms of evaluation; this allowed her to come to the conclusion “that even the hard news item is not ‘faceless’ (Biber & Finegan in Bednarek, 2006), but exhibits a large number of evaluations” (p. 203).

In relation to objectivity and evaluation, news has also attracted studies from Appraisal point of view (Martin & White, 2005). For example, Pounds, believing that the view of ‘neutral language’ is outdated, “explore[d] to what extent the most impersonal ‘reporter voice’, [...] in English hard-news reported in the press, is present in Italian reporting” (2010). Attitude: affect as a part of the Appraisal system to examine the classification of feeling that construe religious discrimination in news items was the focus of a critical discourse study by Chalimah, Djatmika, Santosa, & Wiratno (2018). Using the Appraisal model, Tavassoli, Jalilifar, and White (2018)

have looked at how two prominent British newspapers of opposite political stances represented the issue surrounding Syrian refugees in Europe.

Methods

Table 1

Text Titles and Publication Dates

Text #	Title	Publication Date
T1	UNS Wins in Karate National Championship	February 14, 2019
T2	Create Advanced Laptop Bag, UNS Wins Award in Thailand	February 14, 2019
T3	Strengthen Fortress Campus of Pancasila, UNS Builds Confucian Temple	February 5, 2019
T4	UNS Lake: Relaxing Place to Study	January 14, 2019
T5	Occupational Safety and Health must be a Culture in the Campus	January 13, 2019
T6	Kaleidoscope UNS 2018: Achievements, Innovations, and Contributions of UNS for Nation	January 13, 2019
T7	Again, VISI Magazine UNS Wins an award in the International Competition	January 7, 2019
T8	Welcoming Political Year 2019, UNS Holds Community Gathering	January 7, 2019

This study explores a linguistic phenomenon through the analytical lenses of Appraisal theory, specifically for the purpose of identifying the types and degrees of attitude found in English news texts published on Universitas Sebelas Maret's (UNS) official website which can be accessed through the URL <https://uns.ac.id/en>. This research employs a purposive sampling, gathering a total of eight texts published from January-February 2019.

Lexicogrammatical resources that are related to the research aims are analyzed using Appraisal dimensions **Affect**, **Judgement**, and **Appreciation** stylized in **bold**, while resources showing **Force** or **Focus** of **Graduation**, which are shown in groups or clauses that are **bold** and underlined. For example:

- This **multifunctional** (appreciation: +valuation) bag was invented to prevent the side-effects from using laptop **incorrectly** (judgement: -propriety). (T2-C4)
- Besides, the cleanliness of the UNS Lake is **very well-maintained** (force: intensification; appreciation: +valuation). (T4-C32)

Result

This study has revealed the multiple dimensions in the attitudes and graduation in the English news texts covering the four topics published in Universitas Sebelas Maret's official website from January to February 2019. At first glance, being dominated by declarative clauses, the texts do not seem to have a lot of explicit attitudinal resources, but tactical reading and double-coding proposed by the Appraisal theory revealed a dominantly positive prosody through the identification of invoked Affect, Judgement, and Appreciation in the texts. There is also no assessment of Focus, while there are a variation of assessments of upscaling via Force in relation to intensity and quantity, operating over all dimensions of attitude. Initial analysis revealed the topics of the chosen texts and the main "appraised" entities: (1) achievements: students, organizations (Texts 1-Karate Nationals, 2-Laptop Bag, 7-VISI Mag); (2) events (Texts 3-Confucian Temple, 5-OSH, 8-Political Year Gathering); (3) profile/feature (Text 4-UNS Lake); and (4) Kaleidoscope (Text 6-Kaleidoscope 2018).

1. Affect

Compared to the other two Attitude sub-systems, Affect does not often occur in all of the news texts published on the website. The sources of lexis that construe affect or the Appraiser/Emoter are people with important positions in an organization such as the charge of athletes, a prominent religious figure, the university rector, and editor of a magazine (Texts 1, 3,

7), students who are directly involved in and achieved a victory in a competition (Texts 2, 7), or reputable speakers/experts (Texts 5, 8). Text 4 invites the reader to be the Emoter.

In the texts, Affect is used through modified participants (e.g. *no obstacles faced*) and processes (e.g. *not satisfied enough*), affective mental process (e.g. *felt proud*) and behavioral processes (e.g. *don't be worried*), modal Adjuncts (e.g. *surely...will make you enjoy*), and expressions of desire (e.g. *hoped, wanted*). An analysis of affect is exemplified below.

- (i) She **hoped** that the contingents of UNS Karate were **not satisfied** enough with the result ... (T1-C12)
- (ii) Harini as the General Leader of LPM VISI was also **proud** and **grateful** for the victory she won. (T7-C15)

The employment of affect in excerpt (i) is attributed to Ratih Astari, the charge of the karate athletes, positioned as the Emoter. The lexeme 'hoped' which construe desire is used to project the team's goal and commitment for future competitions, supported by further saying that the team were 'not satisfied enough' (neg. –satisfaction). Excerpt (ii) shows how Harini has reacted to their victory with positive satisfaction (e.g. 'proud' and 'grateful').

- (iii) Don't be **worried** when you want to sit for studying and enjoying the view of the lake. (T4-C18)

It can be observed that by making use of personal pronouns to directly address the readers, the attitudinal lexis construing affect places the reader, presumably an enrolled student, as the Emoter. Excerpt (iii) shows how news writers use imperative mood to negate 'worried' (–security), which invokes positive appreciation towards the lake having, according to the text, an enjoyable view.

- (iv) She said that UNS would be **left behind** and **forgotten** if UNS as one of the educational institutions was unable to follow up the development of millennial generation who had been familiar with social media. (T8-C9)

In excerpt (iv) emotion construing negative security is invoked via ‘left behind’ and ‘forgotten’, showing a degree of disquiet coming from Nurhaeni as the appraiser. These realizations are otherwise categorized as negative judgement towards UNS. However, it is important to note that they are employed via desideratives—this arguably creates an opposite evaluation, because the topic of Text 8 is about how UNS held a gathering to prepare for the political year. Therefore, UNS is actually presented as capable of resolving said ‘insecurities’.

2. Judgement

Judgement is the most prominent attitudinal resource found in the texts. Three out of the eight collected texts (i.e. Texts 1, 2, 7) clearly report students’ or organizations’ achievements. Text 6 is a kaleidoscope, which is “a situation, pattern, etc. containing a lot of different parts that are always changing” (Oxford Advanced Learner's Dictionary, 2010); in this case, it is a compilation of short paragraphs reporting UNS’ achievements in 2018. Texts 4 and 5 have smaller occurrence of judgement since a lot of the “appraised” items are things. Even though the focus of the topics is not people’s achievements, text 3 and 8 still have quite a lot of judgement. Overall, the students, lecturers, staff, or organizations’ behaviors that led them to their achievements (Texts 1, 2, 6, 7), the university (Text 3), the readers themselves (Text 4), the invited speaker in an event (Text 5), and people in general (Text 8) became the target of judgement.

The majority of attitudinal resources construing judgement are identified through invocations of either positive/negative judgement created by the overall prosody of the text and inscribed appreciation. Some resources used to explicitly construe judgement in relation to the university’s accomplishments are single lexemes (e.g. won, commits, obtained, defended), while the prestige of the awards inscribed in the resources construing appreciation: valuation (e.g. *bronze medal, gold medal, prestigious award*) acts as tokens for invoked positive judgement of capability. Some negative judgements are targeted towards other participants (e.g. *irresponsible person, people who spread invalid issues*), or occur as cautions for the readers about

unacceptable behaviors (e.g. *don't do vandalism*). The only negative judgement targeting UNS at large comes from an appraiser who cautioned against unacceptable behaviors as well, presented in desideratives (e.g. T8-C9). Aside from the mentioned examples, there are virtually no negative judgement targeting UNS and its academic community.

- (v) Reportedly **46 contingents** attended and nine athletes from UNS participated in this championship. (T1-C4)
- (vi) In the 11th UIN Suka Cup, UNS **achieved five medals, one gold medal, one silver medal, and three bronze medals**. (T1-C5)
- (vii) She **won the award after competing with scientists from various Asia Pacific countries** such as India, Pakistan, China, Iran, Bangladesh, Nepal, Philippines, Turkey, Srilanka, Malaysia, Myanmar, Vietnam, Thailand, and Uzbekistan. (T6-C11)
- (viii) The review was included the **11.606** accredited colleges in the **200** countries. (T6-C20)

The news writer in excerpts (v) and (vii) does not use any explicit expression of judgement towards UNS' karate team, and a closer inspection reveals that instead, the judgement of capacity is invoked by the overall positive prosody of the text which is established by mentioning that '46 contingents' participated in the competition. This acts as a token of positive judgement towards UNS' karate team, showing that they are a very capable team for having come out on top among a large number of participants. This invocation of positive judgement of capacity is further supported by detailing the medals that the team won. Therefore, 'achieved', which arguably construes middle level judgement of capacity, carries a stronger positive judgement, since the victory is hard-won after defeating many competitors. A similar strategy can also be observed in excerpts (vii) and (viii).

Excerpts (v), (vi), (vii) and (viii) show quantification strategies. By explicitly mentioning the exact number of participating contingents and the medals won, the news writer upscaled positive judgement towards the news actors' capacity. These examples show where force operates in the explicitly mentioned quantification of number, where the number of 'competitors'

and countries involved in a review in which UNS receives a high ranking upscale the prestige of said achievement (excerpt [viii]). This type of quantification is found all over the texts.

- (ix) **Don't forget** to throw the trashes in the available trash bin, **don't do vandalism**, and **don't revoke** the plants near the lake. (T4-C43, 44, 45)

The occurrence of negative judgement of propriety targeted at the reader via imperative mood, as seen in excerpt (ix) is also observed. Positioned at the end of the text, it is probably meant to be closing statement with a direct call for action towards students as the presumed target readers to assume a more active role in and contribute to the campus' green image, supporting the claim that students as a part of UNS are responsible of taking care of the lake area (see T4-C42).

A case of intensification via repetition can also be observed in excerpt (ix), where imperative mood is used to construe negative judgement. The consecutive use of *don'ts* upscaled negative judgement towards behaviors the news writer is to express disapproval towards. This can potentially be received negatively instead because the text may sound too condescending towards the readers, especially after an engaging, friendly prosody has been established earlier in the text by the use of second person pronouns.

- (x) The gathering was intended to **strengthen** the **brotherhood** and **build the hospitable environment** among the academic communities of UNS, also to prepare us for being wise in facing 2019 (T8-C4)
- (xi) She continued that Indonesians nowadays **were too easy to rely on the people who confidently spread the invalid issues** to the society. (T8-C13)

In excerpt (x), it can be observed that UNS receives positive judgement of its capability for holding a gathering for such purposes, in which an assessment of force: intensification is infused in the word 'strengthen'. However, looking at excerpt (xi), UNS' capability is construed negatively. This develops the idea that UNS is aware of potentially negative behavior that might result in negative judgement towards it and its academic community, and thus it organized the

gathering as a preventive action. There is also a curious case of the use of pronoun ‘us’ which brings the readers into the context, given a positive judgement of propriety (e.g. ‘wise’). This can be seen as another example of a direct call for action for the entire UNS, not just the attendees of the event, to be involved in a certain effort.

3. Appreciation

Appreciation is the attitudinal subsystem with the second highest occurrence in the texts. Appreciation resources are found in all of the texts, with Texts 2 and 4 having the highest prevalence of positive valuation and reaction sub-subsystems. The explicitly and most “appraised” items related to achievements are an award-winning invention (e.g. *advanced laptop bag* in Text 2) and the amenities in and the qualities attributed to a university public space (e.g. UNS Lake in Text 4), as well as the prestige of the competitions (e.g. T6-C45). In Text 1, a lot of appreciation: Valuations are triggered by judgements of capability, even though there is one instance of inscribed negative –composition from an appraiser (T1-C9). The rest of the appraised items attributed with appreciation are both abstract entities such as UNS’ commitment and attitude (Text 3), occupational safety and health program (Text 5), and concrete entities in the form of inventions created by members of the academic community (e.g. solar water pump system in Text 7, VISI magazine in Text 8).

Appraising items construing appreciation in the texts are in the form of epithets (e.g. *silver (medal), better quality, unique*), qualifiers (e.g. *full of political issues*), and processes (e.g. *impresses, store diverse cultural colors, harms productivity*).

- (xii) **Not only as a laptop carrier** but this bag was also designed as a laptop desk to **help and comfort** the user. (T2-C5)
- (xiii) The user can adjust the desk **as comfortable as possible** to avoid the backbone will not bend over while using the laptop. (T2-C6)
- (xiv) Solar water pump system is one of the **effective, cheap, and efficient** solutions to preserve the irrigation system in agriculture when facing the dry season. (T6-C81)

Excerpts (xii), (xiii) and (xiv) are examples of how appreciation is construed for innovations or products with positive valuation. This shows that news writers construe a positive evaluation towards the university's capability by emphasizing the fact that its students and lecturers are able to invent highly valued innovations. Excerpt (xii) shows how processes 'help' and 'comfort' are used to construe how helpful and comfortable the product is, again, referring to the multifunctional nature of the bag.

One of the laptop bag's many characteristics (in this case 'adjustable'), which has been the main target of evaluation of appreciation in Text 2, also becomes a target of intensification via maximization, construed by a superlative 'as comfortable as possible' in excerpt (xii). Excerpt (xiv) shows an assessment of force intensifying positive valuation towards the water pump system, which is realized through repetition of three qualities with semantically close meanings (e.g. *effective, cheap, efficient*).

- (xv) Looking for a **relaxing** spot to study? **Café?** **Friend's house?** Or **library?** (T4-C2, C3, C4)
- (xvi) The **clean** and **well-maintained** lake will **impress** not only us but also the visitors who come to our campus. (T4-C46)

In the judgement section above, it has been mentioned that some qualities that construe positive appreciation also invoke positive judgement of capacity for the university. In addition, the positive appreciation of reaction construed via will impress in excerpt (xvi), written as a result of the call for action in excerpt (ix) support the argument that the text is trying to persuade university students to take part in creating a good image for the university to impress visitors.

- (xvii) . . . also to prepare us for being wise in facing 2019 which is **full of political issues**. (T8-C4)
- (xviii) At the end of her lecture, she firmly urged the whole UNS academic communities to put forward "Smart Politic", both in the society and in the campus in order to avoid the **misleading** political issues which could sway around UNS. (T8-C14)

It is interesting to note that negative appreciation is directed at 2019 as a political year. Excerpt (xvii) shows that the news writer sees 2019 as having negative composition; from the context, it can be inferred that the term ‘issues’ itself carries a negative meaning since there is a need of preparing to be *wise* in facing them. In excerpt (xviii), again, ‘political issues’ is mentioned, this time adding a clearly negative appreciation via quality (e.g. ‘misleading’). Negative appreciation towards the political year is established, perhaps used to highlight the urgency of the topic. By looking at all of the appraised items, negative appreciation is virtually always directed towards entities or ‘others’ that have nothing to do with UNS (e.g. *political year*).

4. Attitude in English news texts in the official website of UNS

Collating the findings, it can be observed that English news texts published in the official website of Universitas Sebelas Maret have lexicogrammatical resources that construe evaluation. Using the Appraisal framework, this study was able to find that all of the Attitude subsystems are present in the texts—most prevalent evaluation is judgement—mainly targeting the university’s “capacity”, followed by appreciation, largely highlighting “valuation” towards achievements and facilities, and affect as the least occurring subsystem, used to represent emotions related to the reported entities.

Both positive and negative evaluations are present, although in context negative evaluations are mostly appraising entities outside of UNS, while ones that target the university are presented in desideratives, thus both ultimately contribute to developing a prosody of positive attitude towards UNS and its academic community. However, it is important to note that it was found that evaluations of appreciation and judgement often work in borderline categories, involving inscriptions and invocations, which are expressed via diverse lexicogrammatical resources. The way attitude is expressed through diverse resources reflects Martin and White’s (2005) view that “attitudinal meanings tend to spread out and color a phase of discourse”.

5. Graduation in English news texts in the official website of UNS

The prevalence of indirect realizations of attitude may be argued to be an attempt at, to some degree, practicing objectivity from the news writers, but assessments of Graduation may suggest otherwise. There seems to be a close link in the dominant form of Force assessments to the attitudinal resources that they upscale. The dominance of intensified appreciation: valuation towards competitions and achieved awards/rankings in relation to their prestige and students and lecturer's innovations ultimately work to emphasize the university's capacity in creating highly valuable products. In addition, a dominant quantification upscaling judgement affirms the university's capacity and success. By quantifying the number of competitors in a competition in which academia are victorious or the position of UNS in rankings, UNS is constantly reported as capable.

A lot of inscribed realizations of appreciation in the news texts activate invoked judgement, presumably due to the influence of the indirect culture of Asian people. The high occurrence of categories which function in the borders of appreciation/judgement may be argued to be a strategy to develop a positive prosody in a less obvious manner and to avoid directly addressing the success of UNS and its academic community.

The existence of attitude and graduation in the English news texts published in the official website of UNS confirms recent studies about how news texts are not entirely free of evaluative language (Bednarek, 2006, 2015; Stenvall, 2008; Thomson et al., 2008). However, unlike previous studies which only focus on one type of attitude (Chalimah et al., 2018; Huan, 2018), this study has examined all three of its subsystem and the graduation assessments that operate over them. By looking at affect, judgement, and appreciation all at once, it has been revealed that news texts may contain many borderline categories through inscription and invocation as well. In this study, it is also found that in this case, there are quite a lot of evaluations towards the news actors in news texts construed via appreciation which works to

invoke judgement, alongside explicit judgement (c.f. Tavassoli et al., 2018). Finally, this study also contributes to the discussion of how appraisal is a useful framework to identify news writers' attitudes in their news reports.

Conclusion

English news texts in UNS' official website contain evaluations that build positive judgement of capacity. However, there are a lot of cases where evaluations are expressed through indirect lexicogrammatical resources, i.e. judgements invoked from appreciation. Graduation: force assessments are also present to further highlight positive evaluation towards the university as a place and an institution, with appreciation mostly intensified, while quantification of judgement reflects the number of competitors as the most used parameter of success and capacity. So, while still following the structure of news texts, news writers for UNS' official websites use various attitudinal resources in a complex system of prosody-creation to develop positive judgement towards the university's capacity.

This study has only focused on Attitude and Graduation found in eight English news texts published in UNS' official website. Further research which includes Engagement in the examination may reveal new and different findings. This study has also deliberately not examined existing grammatical mistakes or incorrect use of terms to focus on the bigger picture of identifying attitudinal language in UNS' official website's English news texts. A study from the field of Translation Studies/Psycholinguistics may reveal how L2 interference affects the text production process. A comparative research may be needed to see if other universities use the same strategy and whether or not they succeed in their internationalization agenda. Further, the prevalence of indirect realizations of attitudes may raise the question of whether or not the university journalists are employing a good strategy in appealing towards international audience, especially considering the fact that UNS is trying to qualify as a World Class University. For the news writers, I would like to recommend increasing the power of positive evaluation towards UNS and trying to appeal more towards an international audience to reach this goal.

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