

FRAMING AND APPRAISAL OF POLITICAL ACTIVISM IN MEDIA DISCOURSE

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Abstract

Through the representation, the opinion of a populace and the narrative of politics regarding pressure groups is framed through the media. These groups would be either justified in the representation or not and would affect their social acceptance and influence. A lot of study has been done on media portrayal of the pressure groups. Nonetheless, one would still state that the study on the representation of pressure groups in the English Pakistani newspapers is deficient. Therefore within the broader umbrella of the Agenda setting theory the current study was trying to qualitatively explore the evaluative representation of the pressure groups in the selected editorials of the English newspapers of Pakistan in regard to image building of pressure groups in Pakistan. The analysis of appraisal showed that the newspaper editorial presentations were extremely manipulative in its presentation of the pressure groups through the use of the appraisal tools. PTM (Pashtun Tahafuz Movement) has been provided as democratic, rights based movement under the repression of the state whereas BYC (Baloch Yakjehti Committee) is provided as a marginalized people struggling to demand justice but volatile since it utilizes a multiplicity of different appraisal tools in a manipulative manner such as metaphor, negative judgment, negative affect, negative appreciation, judgmental expression, heteroglossia, deontic modality, hedges, proclaimer, adverbial intensifier, up scalar, positive appreciation, positive judgment, monoglossia.

1. INTRODUCTION

Media serves as the main political information source for many people which explains its ongoing significance according to Laubach and Fetter 2007. People use media reports to remember important contemporary events according to Oates 2008. The current modern era uses newspapers television and digital media to control how people think about various issues. The selection of particular words, their repetitive use, and the implementation of social

symbols create an essential effect that enables people to understand specific information (Entman, 1993). The media provides extensive coverage about pressure groups because these groups represent different social and political and economic interests. The media representation of these groups creates a public discussion which shapes government decisions and modifies public opinion about these groups. Digital platforms have introduced new ways to cover

pressure groups which develop through changing journalistic practices. Newspapers and other traditional media outlets provide trustworthy information sources yet their content results from editorial decisions and ideological stances and political circumstances. Media reporting has developed a situation where news organizations create deceptive content through selective presentation methods. Research has studied how media framing operates in worldwide situations but there has been insufficient research about how Pakistani English newspapers show pressure group representation. The study aimed to investigate how national media in Pakistan presents coverage about ethnic pressure groups.

Problem statement

The presentation in the media about the pressure groups may produce an impression on the minds of the people that also provokes the attitudes within the society and political discourse. The effect of such groups on social acceptability and influence can be justified or discounted using the manipulative appraisal in the newspaper editorials. However, no studies on the media coverage of pressure groups in Pakistan have been done. This is what the current study aimed at exploring through an analysis of the coverage of the pressure groups in the Pakistani English newspapers.

Aim of the Study

This research aims to investigate the portrayal of pressure groups in English newspapers published in Pakistan.

Research Questions

1. What type of appraisal devices the national newspapers speak about when talking about pressure groups?
2. What does such employed appraisal tools by national newspapers do to image building of the pressure group?

Research objectives

1. To establish the various tools of appraisal applied in the national newspapers in reporting on the pressure groups.

2. To examine the implication of the employed appraisal tools by the national newspapers to the image building of the pressure groups.

Significance

- This research can assist individuals to realize social and political struggles, and can attract attention to the issues Pashtoon are experiencing, and can facilitate intelligent and understanding and kind national and international discourse.
- Ethnic Pressure groups in Pakistan have also not been analyzed in detail considering the media perspective. This research can thus give information that can be used in future research or study on the framing of pressure groups in the media in other situations.
- Policymakers can also utilize the findings to understand the biases of the media and can come up with a rule concerning an impartial fair reporting, especially in a politically sensitive situation.

Literature Review

Media acts as the main force which creates social reality by choosing which parts of events and social actors to highlight and assess. News discourse does not merely reflect reality but actively shapes public understanding of political movements and institutions (Entman, 1993). Pressure groups require media coverage as their primary method to establish credibility for their demands while they work to gather public support. The methods newspapers use to present and assess these groups determine their social acceptance and institutional credibility and political power.

The way media organizations depict pressure groups to the public results from their guidance by ideological beliefs and their established institutional procedures. Gitlin (1980) asserts that mainstream media outlets tend to isolate opposing movements because they focus on reporting conflicts and disruptions and unacceptable behavior while they disregard the underlying factors that create protests. Media access serves as a crucial resource for social movements according to Gamson and Wolfsfeld (1993) yet news outlets display these movements through a biased lens which follows political and professional limitations. Research conducted in

Western nations demonstrates that movements receive their public image through two main frameworks which depict them as either legitimate political entities or dangerous forces that disrupt social harmony using specific words and comparison patterns and powerful emotional expressions to guide how viewers understand the message (Boykoff, 2006; Cottle, 2008).

Research in South Asia remains limited because current studies demonstrate that ethnic and regional movements get portrayed through nationalist and security-focused discourses which depict their activists as threats to the state (Chakravartty & Roy, 2015). In Pakistan, there exists a lack of research about how English newspapers depict pressure groups like the Pashtun Tahafuz Movement and the Baloch Yakjehti Committee through systematic linguistic analysis even though ethnic activism contains political sensitivity. Editorial discourse establishes social power because it delivers institutional assessments instead of objective content which results in it determining the primary narratives that shape legitimacy, justice, and dissenting opinions.

The framework of Agenda Setting Theory helps us understand the process through which narratives are created. The public priorities of society get controlled by media outlets according to McCombs and Shaw (1972) because these outlets select which topics and which individuals will be shown to the audience. The research that followed first level agenda setting which focuses on the relationships between actors and issues (McCombs 2004) emerged as the main research focus. The media organizations establish permanent public perceptions of pressure groups through their continuous presentation of specific traits which include democratic and violent and marginalized characteristics (Kiousis et al. 2007). These attribute-based portrayals in Pakistan's politically sensitive contexts serve to either reinforce or challenge current power structures.

Researchers study how people use language to express assessments by using the analytical methods which appraisal theory provides. The framework developed by Martin and White shows how writers use language to express their emotional states and moral beliefs while making judgments about different topics to direct readers toward specific

conclusions. The studies which used this framework demonstrated that journalists use negative judgments with stronger assessments and limited voice options to establish state actors as credible while undermining the legitimacy of protest movements (Bednarek, 2006; Thomson & White, 2008; Zhang & Liu, 2018). The Pakistani media analysis has not yet implemented this method because researchers must conduct studies on ethnic pressure groups.

The existing research demonstrates that media functions as a strong instrument which builds political realities for society while lacking adequate information about editorial practices and ethnic movements and the assessment language studies conducted in Pakistan. The research needs these openings because researchers must learn how public discourse uses language to construct social and political perceptions of pressure groups.

Methodology

The study is predominantly Qualitative in nature.

Population

The population for this qualitative study is Pakistani English newspaper Editorials

Sample

Three English newspapers namely, The News, The Dawn News, The Daily Times are selected for this study. To further delimit the sample, those editorials are selected that have elections Pashtun Tahafuz Movement (PTM) and Baloch Yakjegti Committee (BYC) as main theme.

Theoretical Framework

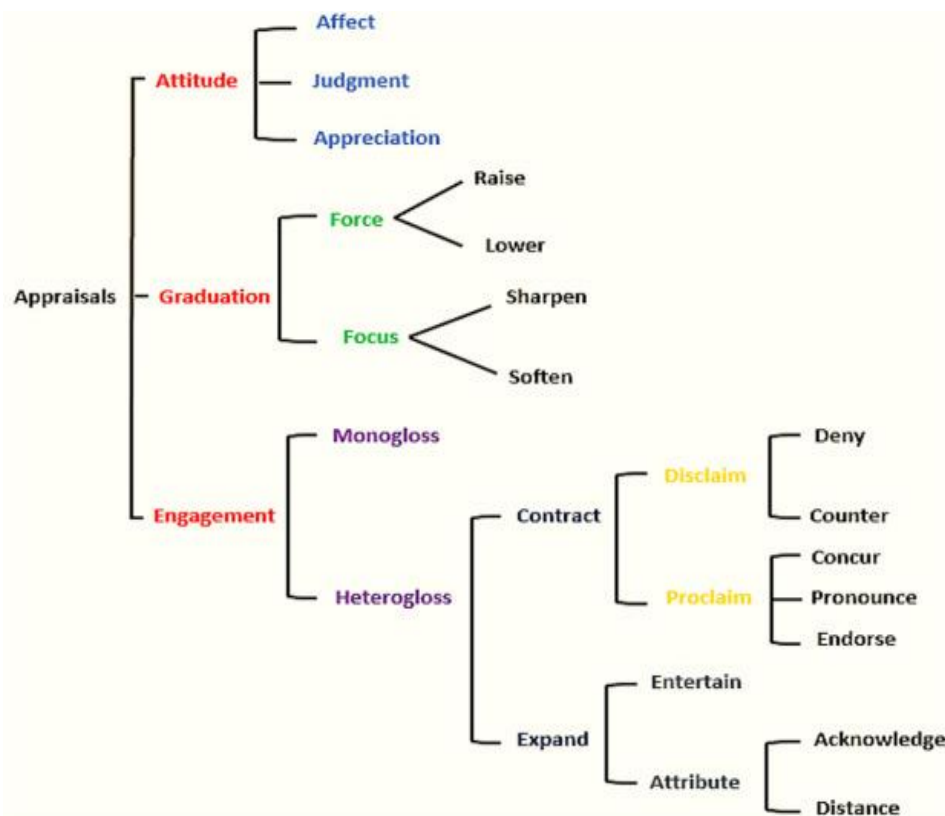
Agenda Setting Theory serves as the foundation for the current study. Study conducted by (McCombs & Shaw, 1972) views that media has the power to highlight an issue as important or to diminish an issue as less important or not important.

Model

Appraisal model by Martin and White (2005) under the broader umbrella of

Critical Discourse Analysis is used for the qualitative

analysis of the data.



Analysis

The Dawn News

Banning PTM

October 7, 2024

The title, Ban Hammer is based on internet and gaming slang that is used in the context of a quick and rough ejection, as a ban hammer is defined as such. The title serves as a hidden assessment tool because the author uses a metaphor to connect the ban with a forceful destructive action. The hammer image represents government power which operates without any form of delicate control and yet uses extreme force to accomplish its goals. The way the story is presented causes readers to see the actions as a dictatorial excess which functions as a security measure. The title's metaphor functions as a short yet powerful demonstration of negative evaluation which shows that the government actions constitute wrongful and harmful conduct. The editorial relies on judgment as an attitudinal resource which enables users to assess the ethical behavior and institutional practices of all actors. The phrase "yet another ill-

advised move by the state" shows negative judgment through its particular language usage. The adverbial "ill-advised" shows that the government made a wrong decision because it shows that they made a foolish decision. The phrase "many see the decision as an attempt to suppress dissent" shows negative evaluation through social esteem because the government shows disrespect for democracy by limiting freedom of speech and civil rights. The editorial uses affect to describe how government actions through "exacerbate the anger and sense of marginalization" create emotional effects on PTM followers. The case demonstrates negative affect through its usage of the terms "anger and marginalization" which shows how a specific group reacts to government oppression. The concept of "pushing marginalized groups further away from the state" creates two essential feelings which people experience as their primary emotional state. The editorial expresses its appreciation of state policy through its assessment that state policy operates as an

ineffective and backward system. The statement "heavy-handed moves fail to achieve their desired goals" creates a negative value assessment of government actions according to their effectiveness. The historical context provides evidence because the statement "history has shown" indicates that previous actions have resulted in failure. The judgmental term "counterproductive" explains the appreciation which shows how PTM links to terrorist groups has been diminished. The government policy evaluation demonstrates its various consequences through particular language choices which express its current tension escalation. The term "short-sighted" describes the policy as failing to comprehend its future effects which reveals the government's deeper strategic errors. The engagement system of this editorial depends on heteroglossia which allows different voices and perspectives to create understanding. The modal verbs and hedging expressions which include "many see" and "could push more people" and "the government has concrete allegations" create an editorial space which enables dialogue with opposing views. Attributed statements which include "many see the decision as an attempt to suppress dissent" serve as a method to avoid using the editorial voice for direct allegations because it presents what people believe about the situation. The editorials have gained credibility because they show awareness of ongoing academic discussions through their deliberate use of multiple linguistic resources. The phrases "alleged state violence" and "alleged disappearances" show how people create attribution from grammatical structures through their linguistic choices which demonstrate awareness of political and legal implications. The phrase "this is not merely unjust" together with "this is short-sighted" functions as a declaration which uses monoglossic expression to show the editorial position that creates an absolute boundary for opposing viewpoints.

The editorial uses multiple assessment methods from Martin and White's framework to answer the first research question. The evaluation of attitude shows negative state assessments and effective emotion descriptions and state policy assessments which the people consider harmful and unfair. Engagement shows two different ways to express views through hedging which allows multiple perspectives but leads to singular expressions which show the editorial's

specific viewpoint. The use of graduation tools enables the writer to create more intense criticism through the demonstration of different elements which create an urgent atmosphere together with emotional content that the writing presents through intensified force and focus. The combination of all evaluative methods establishes a critical examination of how the government treats PTM.

The second research question shows how appraisal tools impact PTM image development through their research findings. The positive evaluation of PTM as an authentic and honorable movement through the application of the terms "issues the movement has highlighted" and "rights-based movement" and "grievances articulated within the constitutional framework" establishes the organization as a rational civic organization that operates according to democratic principles. The editorial establishes government authority as oppressive through its critical evaluation which describes government actions as unwise and harmful to itself. The editorial establishes a positive image of PTM by showing it as a necessary expression of the voice which represents the rights of disenfranchised individuals. The state repression of PTM democratic activities creates a moral conflict which exists in the movement that represents itself as just while the state operates as unjust and authoritarian. The emotional vocabulary which expresses alienation and social exclusion creates positive feelings in readers towards PTM supporters while they open their eyes to state authority victims whom government control has oppressed without causing national disorder.

BYC women in jail

April 27, 2025

The statement "THE detained Baloch Yakjehti Committee leader Mahrang Baloch and other BYC activists including women are reported to have been on a hunger strike..." establishes a strong evaluative framework throughout the editorial. The terms "detention" and "hunger strike" express an emotional response which conveys both suffering and injustice together with acts of resistance. The state practice of detaining people carries negative implications which show how authorities use their power. The phrase "alleged police brutality" combines appreciation and judgment. The term "alleged" in the phrase is a

heteroglossic engagement that acknowledges contention while the other term "brutality" is a moral critique on the activities of the authorities. The opening establishes the BYC activists as victims who face repression while the state assumes moral accountability. The phrase "failure of the justice system to safeguard their rights" shows graduation because the word "failure" shows this word creates a stronger evaluative power which shows the state shows moral weakness through their rights to protection. The article states that "BYC supporters are staging rallies across Balochistan for the release of activists who were arrested more than a month ago under the dubious MPO law." The evaluative word "dubious" signifies negative appreciation of legality which undercuts the legitimacy of the Maintenance of Public Order MPO law and presents its application in questionable terms. The dialogue functions through heterogeneous language because speakers who possess distinct identities express their viewpoints in public demonstrations which represent mass opposition to governmental power. The enactment of graduation is implemented in "across Balochistan" which increases the spatial scope of protests and consequently increases their salience. The judgment matter appears when Sardar Akhtar Mengal condemns the detention of women activists because he describes their detention as "something unprecedented in the history". The historical appeal functions to increase state actions because it makes these actions appear more severe than they actually are. The second paragraph of the editorial establishes a greater moral standard when it states that "Mahrang is apparently facing the state's wrath for forcefully raising her voice on the issue of enforced disappearances." The state uses the term "wrath" to describe its reactions to people which creates a negative impression of its behavior. The phrase "forcefully raising her voice" shows that Mahrang possesses both noble qualities and exceptional abilities which demonstrate her as a courageous and devoted person. The two-sided structure of the first frame shows that it creates a moral separation between the oppressive government and the righteous activist. The word "forcefully" used to designate graduation is an emphatic intensifier which indicates the zeal of the activist. The editorial presents a single interpretation of state behavior

through its monoglossic engagement because it refuses to acknowledge any alternative explanations. The editorial observes that "a malicious campaign has been launched against her on both social and mainstream media, linking her with Baloch secessionists and the gruesome attack targeting the Jaffar Express. The term "malicious" serves as a moral statement which describes the campaign as purposeful and unfair and unethical. The description of the Jaffar Express attack as "gruesome" provides negative assessment which produces horror and fright, while the connection to Mahrang is described as discrediting propaganda. The engagement shows heteroglossic character through attribution because the assertion states "launched against her" which the editorial voice does not support. The term "on both social media and mainstream media" extends its disinformation campaign through multiple platforms which now include its expanded reach. The editorial insists that her support among the Baloch population has refused to wane according to its published claims. The expression establishes positive evaluation of resilience. The phrase "refused to wane" operates as an intense force which compels readers to maintain continuous presence of Mahrang together with its trustworthy nature. The political leaders receive criticism which states "The PPP, which is leading the coalition in the conflict-ridden province, should know better than most about how women prisoners are treated by jail staff in the country." The deontic obligation marker should in this context serves to show which moral standards need to be followed. The ruling party receives rebuke through the evaluative expression know better because its knowledge deficiency has become a duty which it must fulfill. The term "conflict-ridden" province describes Balochistan through its political situation assessment which shows all the state failures that lead to its current instability. The PPP must adhere to its historical responsibilities because the comparative standard of "better than most" requires this. The editorial presents an ethical reproach which creates additional political sloth descriptions through its content. The argument states that "no amount of state brutality has ever been able to break the resolve of political prisoners, especially women activists." The term "state brutality" carries an explicit negative

connotation while "the resolve of political prisoners" describes a positive view of both courage and ability to endure. The graduation tool "no amount" functions as a complete.

Daily Times

The Vicious Nexus

October 5, 2024

Analysis:

The editorial's opening statement describes a minor conflict which escalated to a catastrophic event that affected Pakistan's entire social and political framework. The statement demonstrates appreciation through its evaluative part which describes the situation as a minor dispute while using the term tragedy to show its significant impact. The forceful graduation which leads to "ramifications throughout Pakistan's socio-political landscape" creates an inflated view of the resulting impacts which will follow violent actions. The combination of these elements establishes the Gilman Wazir death as an event which extends beyond local boundaries to impact the entire nation. This combination establishes a basis for understanding how PTM interacts with its following movements. The editorial identifies the perpetrator as "a PTI supporter, Azad Dawar" while it presents the victim as "a respected figure in PTM" who died on July 11. The term "respected figure" provides a social esteem assessment which evaluates Gilman positively. The victim receives sympathy because of his moral standing. The verb "seized upon" shows negative judgment about appropriate behavior because it describes someone who uses situations for personal gain. The writer presents this engagement as a statement because he wants to prove his point without creating doubts about PTM's actions. The editorial evaluates PTM's actions through the phrase "real tragedy" which grounds its evaluation. The terms "manipulation" and "seeks discord" deliver a powerful negative evaluation which depicts PTM as both untrustworthy and destructive. The phrase "rather than peace" further introduces an implicit appreciation of social harmony. PTM showed social division which formed the opposite of their existing appreciation. The phrase "the real tragedy" provides a negative meaning through its use of the term "graduation". The editorial provides an issue

explanation through its presentation of the statement that "Pakistan's tribal areas have been afflicted with a complex web of personal tribal and political tensions". The term "afflicted" serves as a negative affect resource which shows tribal areas as victims who have experienced continuous unrest. The presentation of PTM's environment through this portrayal shows instability which gives strength to later assertions about their usage of conflicts. The reference to CPEC and the FATA merger with KP are presented positively as developmental efforts which serve as a commendation that opposes PTM's supposed negative attitude. The editorial states that "The PTM's decision to exploit this tragedy by falsely linking Azad to Pakistan's intelligence agencies reflects a deliberate strategy to divert attention from the real issues plaguing the Pashtun people" which shows the use of multiple assessment methods to evaluate this statement. The term "exploit" provides a negative evaluation which shows strong disapproval of proper behavior. The phrase "falsely linking" functions as a disclaimer that rejects PTM's claims outright. The use of the term "deliberate strategy" demonstrates intentionality through its application as a method of proving forward movement. The depiction of PTM shows them as active deceivers who develop PTM through the design of their own propaganda. The expression "stoke the flames of division" shows disapproval of PTM activities while it describes PTM as dangerous and disruptive. The phrase "rallying cry" which shows the powerful, PTM operates its development, through the statement. The editorial shows only one valid perspective because it denies all other viewpoints which PTM holds. The editorial links PTM with terrorism by citing military attacks which use terrorist organization language to accuse Fitna Al Khwarij (FAK) of their criminal activities. The comparison between PTM and FAK shows how the judgment of appropriate behavior establishes PTM as an entity which possesses both moral and ideological faults. The phrase "troubling nexus" is appreciation/reaction that signals alarm. The word "suggests" acts as an entry point for engagement while the surrounding certainty creates a barrier which prevents all other meanings from being understood. The Afghan flag episode is described as "a blatant violation of Pakistan's sovereignty." The term

"blatant" serves as an intensifier which strengthens the condemnation. The act itself is framed through negative judgment (propriety, national loyalty) and constructs PTM as unpatriotic. The acknowledgement of India's RAW shows external involvement through its reference as actual external force. The evidence shows that PTM maintains connections with hostile elements. The editorial expands its intertextual position to show its negative assessment of the subject. The text explains how the two groups FAK and PTM differ through the statement The FAK group employs direct violent methods while the PTM group uses nonviolent techniques to weaken government institutions. The judgment observes that PTM uses deceptive methods through its use of "subtle approach" while disloyalty. The statement "concerted effort" in graduation strengthens the claim about systematic intent. The contrastive structure("while...PTM...")establishes a relationship between contract and counter engagement which leads readers to see PTM as a dangerous threat that operates more secretly. The editorial states that "This concerted effort not only diverts attention from the real problem of terrorism but also undermines Pakistan's counter-terrorism efforts" when it discusses protests which happened after terrorist attacks. The negative judgment of PTM as undermining is reinforced through graduation(not only...but also) which escalates their culpability. The organization of events establishes PTM as an organization that cooperates with terrorist groups. The editorial states that "PTM's alliance with FAK... threatens national security in its final section. The government must eliminate terrorism while exposing the methods that groups like PTM use to operate. The national security threat which the phrase "threatens national security" declares as a dangerous judgment about proper security has been made more intense through the use of the graduation"must not only... but also" construction. PTM's counterclaims have no space for engagement because monoglossic engagement creates a dialogue. The cumulative effect leads to an absolute condemnation of PTM as a destabilizing proxy organization.

False Flags and Silent Betrayals

May 16, 2025

Analysis:

The title "False Flags and Silent Betrayals" of the editorial is itself evaluative in nature that relies heavily on judgment. The phrase "false flags" brings to mind deceptive practices which people use to control others while "silent betrayals" shows that BYC and BLA hide their disloyalty by using silence. It therefore predisposes readers to view the groups as morally corrupt and treacherous before the editorial begins. The opening paragraph presents its first negative framework through its description of two opposing ways which groups present their identities while they choose to remain silent about India's aggressions. The statement "They identify themselves as a freedom fighter, a voice of the oppressed, a protector of rights is surrounded by engagement resources, where the groups themselves make the statements, but the editorial voice is disidentified with the statements. The communication shows an outer distance between two people through their soft attitude which the editorial uses to judge people. The word graduation here is used to make the condemnation more intense; therefore, no action was neutral but a form of complicity. The very first sentence of the opening paragraph develops a negative portrayal through its presentation of two opposing ways which groups understood themselves while they remained silent about Indian military actions. The clause "They call themselves fighters for freedom, voices of the oppressed, defenders of rights" uses an engagement resources that presents the groups' own claim but distance the editorial voice from them. The process of distancing activities toward remote locations, which impacts our ability to access everything except our core attitude resources, produces major problems because the editorial claims their silent response, which they describe as "louder than any statement," actually functions as a betrayal. The use of graduation creates an effect that becomes more serious when it shows that the subject did not remain silent, but instead spoke at a calm pace. The statement proceeds to increase its intensity through the identification of BLA and BYC and their related groups, which the statement defines as organizations that "cloak themselves in the language of justice and autonomy." The metaphor of

"cloaking" implies deceit that exists as a judging element to determine what is true. The editorial moves into an appreciation phase after it counts the actions, which include "bomb public spaces, kill teachers, attack soldiers," as dangerous and violent activities which display cowardice. The multiple acts which get listed in the text produce a strong impact through graduation because they create an increased perception of threat. The section ends with its final statement "they are instruments of Pakistan's enemies," which declares the organization as a Pakistan enemy because it makes an absolute evaluation of their proper status. The third paragraph presents a passage about Pakistan and India border incidents, which uses appraisal resources to create its content. The group demonstrates its guilty state through its silence, which the judgment of propriety condemns because it acts as an unethical betrayal. The phrase "validating India's narrative" shows engagement, as the editorial references another voice (India's) and condemns the groups for echoing it. The editorial through graduation emphasizes this betrayal by stating that their voices "did not reappear speaking for the people of Balochistan" but rather for Pakistan's adversary. The organization uses this method of extreme division to achieve their goal of making their opponents appear illegitimate. The rhetorical question "If Pakistan were truly a terrorist state why then would the terrorists align themselves with India" serves to demonstrate the engagement. The method prevents counterarguments because it presents them as irrational which leads to the rejection of all other viewpoints. The group receives negative feedback because its activities show "fratricide" which reveals its deceptive nature and double standards. The metaphor condemns them in a moral sense while increasing emotional impact because it shows their actions to be treason against their own people. Their campaigns are described as "radicalizing youth" and "vilifying soldiers" which leads to a judgment of their proper behavior and their ability to perform duties. The soldiers receive a positive assessment because they function as guardians who protect both national borders and internal territory. The two groups create an opposing system which depicts terrorists as villains and the Army as heroes. The next section introduces civil

society actors who "fall into their trap" or "parrot their talking points." The editorial starts to evaluate internal actors who support separatist narratives because they use judgment to assess these internal actors. The government uses the statement to label their opponents as "accomplices in a war" which results in further criminalization of people who disagree. The judgment becomes stronger because graduation resources show that even slight sympathy leads to betrayal. The tone shift connects to the rights of "real Baloch" people. The editorial uses positive appreciation and affect by mentions that the people of Balochistan "deserve education opportunity dignity. The statement includes two opposing elements because it shows sympathy towards Baloch people but simultaneously condemns militants by stating their fight prevents Baloch people from achieving genuine justice. The editorial functions as the actual voice which expresses concern for Balochistan because it opposes the deceptive assertions made by both BYC and BLA. The last part of the editorial presents its final judgment about political leaders including Akhtar Mengal who faces accusations for conducting a "double game." His actions demonstrate that he acts as an opportunist who sometimes backs separatists to achieve his personal objectives. The assessment of Mahrang Baloch's worldwide reputation occurs through the evaluation of her proper conduct because foreign entities establish her as a heroine based on their incorrect and prejudiced assessments. The phrase "being female is not a license to defy the law" employs judgment of propriety while dismissing international advocacy as hypocritical. The editorial uses a judgment i.e. "They are not revolutionaries. They are agents of destruction" that consolidates its evaluative stance. The editorial ends with two phrases which express judgment and metaphorical appreciation, because "betrayal for bravery" and "partners in aggression" provide a strong affirmation of Pakistan's unity and sovereignty which the editorial presents as its concluding statement. The last appeal which states "Pakistan still matters" proves that national identity functions as a tool to counter separatist propaganda through its positive expression which exists in the appeal.

News International

Good step forward

August 04, 2024

The title "Good Step Forward" applies the Appraisal tool of Appreciation to assess how valuable or valuable its actions and events and processes interact with each other. The adjective "Good" shows that people view the government support of financial and legal assistance to missing persons families as a positive development which has received approval and creates expectations for success. The state effort presents itself as an effective solution which will enable them to resolve an ancient human rights issue. The expression "Step Forward" serves as a metaphor which describes people who make progress toward better life conditions and supports the positive evaluative position. The government performs its humanitarian responsibilities through its current work which will advance its research efforts to resolve an enduring humanitarian issue. Cautious optimism emerges from this combination of words which shows that most progress exists although the problem remains unsolved. The editorial uses Positive Judgment to assess the government's new approach which it describes as the "right way to take the next step forward" and a "positive development." The government provides legal and financial assistance which the author describes as a positive evaluation through their positive appraisal. The editorial uses Negative Appreciation to create negative assessment of past state actions and current conditions. The report states that "terrible optics of unnecessary arrests" and "missing persons issue" stands as the country's "most sustained human rights question. The editorial uses Positive Appreciation to assess the value of government actions which it identifies as important. The support package is appreciated as a "much-needed band aid to stop the bleeding" and an "official acknowledgement" of genuine grievances. The editorial uses Heteroglossia to present multiple competing claims which serve both to provide background information and to shape the story. The government "claims that only 23 per cent" of cases are pending, but families "say the numbers are much higher." The families' doubts become justified because their evidence confirms their suspicions. The editorial needs Monoglossia through its highest

degree because it requires essential political demands to be declared. The statement declares that the package serves as "not remuneration but an attempt... to share the grief." The main idea requires delivery of the statement which declares "justice is served with them" and the families "need closure." The editorial explicitly addresses and reverses past state narratives. The families "were in the past labelled as foreign agents," but they actually are "indeed Pakistani citizens who have genuine grievances." The editorial uses intensification to demonstrate both the critical nature of the issue and the urgent requirement for solutions. The issue of missing persons is a "challenge every government has failed to resolve." The grievances are repeatedly labeled as "genuine." The editorial uses focus to create a new understanding about the reason and objective of the aid program. The package serves as a "band aid" solution but the families' actual problems run deeper than that according to the extended metaphor. The need for closure becomes the main focus of the discussion instead of the financial aid. The statement uses strong language to define the core issue which states "the most important issue is of course the recovery of missing persons, without which no package would work." The editorial "Good step forward" uses appraisal tools to assess the government's new policy while establishing that the pressure groups' main demands need to be recognized as legitimate. The editorial uses Attitude and Engagement and Graduation resources to create a tone which combines measured optimism with cautious state assessment. The editorial uses Positive Judgment to evaluate the government's action as the "right way to take the next step forward" which represents a "positive development." The assistance is considered to have been "rightly offered." The editorial uses Negative Appreciation to show its criticism of both current conditions and earlier mistakes. The report describes "terrible optics of unnecessary arrests" and identifies the missing persons matter as the nation's "most sustained human rights question." The editorial uses Positive Appreciation to demonstrate how the government action serves its main purpose. The package is understood as an "official acknowledgement" of actual grievances which functions as a "much-needed band aid to stop the bleeding." The editorial employs

heteroglossia to present opposing arguments in order to control the factual information about the narrative. The families dispute the government's official case numbers by claiming "the numbers are much higher." The pressure groups skepticism receives validation through this process. The editorial uses monoglossia because it needs to demonstrate important political requirements. The editorial mandates that the package is "not remuneration but an attempt... to share the grief." The central message is forceful: packages will only work if "justice is served with them." The editorial directly reverses past state narratives. The text shows that families who were "labelled as foreign agents" now receive confirmation of their status as "indeed Pakistani citizens who have genuine grievances." The editorial uses intensification to demonstrate both the serious nature of the problem and the vital need for the groups' demands. The issue exists as a "government challenge which all administrations have failed to solve" while the complaints receive constant recognition as "valid." The editorial uses focus as a powerful metaphor to separate between the shallow aspects and the essential aspects of the subject. The package is framed as a "band aid," but the real issue is the "cuts these families have been nursing." The statement shifts focus from financial aid to the complete requirement for political resolution.

Avoiding Total Alienation

October 12, 2024

Analysis:

The editorial title "Avoiding Total Alienation" functions as a warning assessment because it employs "alienation" and "avoiding" which express negative value through its presentation of the discussion about state disconnection from Pashtun Tahafuz Movement (PTM) marginalized groups. The editorial title shows a proactive agenda which identifies an urgent national unity problem and thus presents a single language viewpoint which anticipates consensus about reconciliation and reform. The use of Engagement centers on specific viewpoints while it guides readers toward state support of PTM ban removal and presents the idea that total ban removal should not be practiced. The editorial uses multiple attitudinal tools to show an unbiased view of PTM

and the government. The state decision receives positive judgment through its first instance evaluation which describes the decision as a "welcome step" and "commendable one" because it shows the government supports reforms while listening to public dissent. The government gains credibility through these terms because they present the government as a mature rational organization. The editorial cancels its positive assessment because it states that "the methods and agenda of PTM remain questionable" which introduces negative evaluation of the movement. The PTM functions as a pressure group which possesses valid concerns but uses questionable methods. The PTM represents a group which blames others yet lacks any authentic reasons for their complaints. The emotional framing is obvious in the use of affect specifically in the suggestion that banning movements "risks deepening the divide" and "pushing those who feel unheard further toward militancy." The lines express how anxiety about national disunity creates feelings of fear which people experience during extreme national security threats. The term "history has shown" employs graduation via up-scaling and uses inter-textual memory which is a caution that repression results in radicalization that experienced in Balochistan. The historical examples which present these events as precedents serve to increase the importance of events while directing attention toward a specific interpretation. The phrases "a legal avenue to channel their frustrations" and "the key to long-term peace lies in engagement" create an opposite effect which generates positive appreciation through its dual role of delivering solution and ethical direction. The linguistic choices made by the speaker result in people putting responsibility on others for both reconciliation and restorative measures. The editorial uses resources of engagement in a tactical way to influence ideological alignment. The organization admits that PTM holds valid complaints yet it establishes a need to control its operations because they affect "sensitive areas." The operation needs management because it involves handling both "sensitive areas" and "sensitive areas." The hedging creates additional space for dialogue yet restricts that space because it declares that dialogue needs to occur through suppression elimination. The shift from dialogic flexibility to monoglossic control

establishes the editor's viewpoint as standard knowledge. The rhetorical pathway establishes public trust in governmental initiatives. The system provides proof which enables authorities to monitor PTM activities through surveillance methods. The research work demonstrates how Martin and White (2005) appraisal tools from their framework can be used to answer an unknown research question. The government obtains justification through positive assessment of its actions which includes the terms "commendable" and "welcome step" while the negative assessment of PTM methods through "Methods... questionable" leads to restricted support. The editorial uses emotional and psychological effects of state repression through its choice of emotive words which include "those who feel unheard" and "deepening the divide". The text contains expressions of appreciation to support a conciliatory strategy and uses graduative processes to increase risk perception or value through increased difficulty and total ban and key to peace. The process of engagement requires an assessment of contrary viewpoints which should point the assessor toward the preferred evaluative judgment through the use of heterogeneous and homogeneous speech patterns.

Findings

Daily Times

The research question for the selected editorials of the Daily Times required different appraisal tools (Monoglossia, Boosters, Negative Judgment, Heteroglossia, Epistemic Modality, Epithet, Nominalization, Rhetorical Question) to evaluate PTM and BYC as social justice movements and social marginalization movements. The editorials used emotive and sympathetic language in consideration of their grievances but also highlighted the importance of the dialogue. The speaker demonstrated fear of existing power through their use of cautious language which revealed their concerns about political results produced by their increasing authority.

The Daily Times appraisal tools establish PTM and BYC as movements that express legitimate grievances which require governmental response from authorities. The PTM presented itself as a nonviolent protest organization which demanded civil rights for the Pashtun community. The editorials showed that

people would treat the organization as political dynamite when they rest to its emotional appeals which resulted in its rising popularity. BYC functioned as a rights-based group that addressed enforced disappearances and Balochistan-based marginalization while its use of the terms digital propaganda and external narrative created confusion about its actual goals. The overall implications were that both groups were a part of the democratic struggle in Pakistan but had to operate within legal and non-violent structures. Daily Times established themselves as trustworthy yet politically dangerous entities which required public engagement instead of being silenced.

DAWN News

The selected editorials of Dawn newspaper in their answer to question one used nine appraisal tools which included Metaphor, Negative Judgment, Negative Affect, Negative Appreciation, Judgmental Expression, Deeper Appreciation, Heteroglossia, Epistemic Modality, Hedges, Proclaimer to create a balanced analytical assessment. The editorials traced the origins of PTM and BYC discontent back to their historical and political roots yet they both called for the state to respond with restraint. The Dawn newspaper presented these groups as legitimate dissenting voices which required active discussion instead of being silenced through moderate public dialogue.

The second research question found that the appraisal tools used in Dawn newspaper editorials created an image of PTM and BYC which showed them as democratic movements that faced obstacles from state authoritarianism. PTM emerged as a genuine rights movement which showed through its protests that Pashtuns experienced severe demoralization because war and state abandonment had forced them into social isolation. The Dawn newspaper advocated for activism as its preferred solution to PTM repression which it claimed would increase public discontent and damage national cohesion. BYC functioned as a social organization because it worked to protect social and humanitarian rights instead of serving as a military faction. The editorial position focused on the inclusivity and negotiability as the potential measure to rebuild Balochistan trust on the federation. Dawn framed

both groups as democratic entities because they defended human rights which allowed them to present themselves as main participants in the current Pakistani struggle for justice and equality.

News International

The answer to research question one shows that editorial content from News International used seven appraisal tools which include Negative Judgment and Negative Appreciation and Heteroglossia and Negative Affect and Monoglossia and Intensifiers and Focus and Attribution. The newspaper recognized the peaceful protests of PTM and BYC while it condemned state limitations as harmful to public safety. The editorials advanced dialogue together with inclusivity because they showed both movements as valid civilian organizations which did not pose security threats to society. The appraisal tools from News International newspaper editorials assigned civil movement legitimacy to PTM and BYC based on their deep social issues which they discovered through their research. The PTM group represented all Pashtun people who had suffered oppression because their national security needs had been used to justify their exclusion. The editorials argued that banning PTM would raise public anger and drive people away from democracy because democracy needs the movement to exist. BYC functioned as a rights-based organization which fought for justice against Balochistan human rights violations that involved enforced disappearances. The appraisal language showed empathy for BYC because it asked the state to identify peaceful protestors who oppose militarization. The News used evaluative resources to create two movements which it showed as victims of systematic oppression while it used those resources for purposes of inclusion and justice and peace building.

Conclusion

The research investigated how Pakistani English newspapers achieve their public portrayal of ethnic pressure groups through their use of appraisal resources to report about Pashtun Tahafuz Movement and Baloch Yakjehti Committee within the context of Agenda Setting Theory. The research shows that evaluative language functions as an

ideological instrument which guides readers to view political legitimacy and threat and victimhood and political credibility as valid points of reference through its usage in editorials from Dawn and The News International and Daily Times.

The research shows that all three newspapers used the attitudinal system and engagement system and graduation system of appraisal to present these movements but they employed different methods for doing so. Dawn constructed PTM and BYC as democratic rights defenders who faced state oppression by using negative judgment and appreciation to demonstrate that state actions against them were morally wrong. The News International used humanitarian and political inclusion elements to present both groups as victims of structural injustice who deserved recognition of their complaints through formal institutional channels. Daily Times used stronger negative evaluation and single-voiced evaluation and security-based language to link PTM and BYC with instability and control and foreign involvement which damaged their credibility while showing them as threats to national unity. The two different depictions provide evidence that media organizations function as intermediaries between their audiovisual content and the public because their investigations parent their content which manifests as specific attributes and publicized through particular published presentations. The editorial content demonstrates how editors select their language tools to create different effects which permit legal state power to operate without opposition while validating protests against it and treating any public demonstrations as criminal acts. The picture that emerges about Pakistani pressure groups does not show actual social conditions but reveals a contested social construction that results from different ideological viewpoints and editorial decisions.

This study uses Martin and White's appraisal framework to analyze Pakistani media discourse which helps expand existing research about evaluative language used in South Asian ethnic activism. The research shows how editors use their writing to establish a platform which enables linguistic discussions about democracy and national security and minority rights protection. The research results demonstrate that people need to become

more aware of critical language use because it operates without detection to shape both political opinions and societal acceptance.

Researchers need to analyze Urdu newspapers and television shows and online platforms to investigate how media affects Pakistani multilingual audiences according to their research methods. The comparative diachronic approach enables researchers to track how pressure group representations change according to political developments. The study demonstrates that media organizations must maintain their ethical responsibilities when reporting news because this practice enables citizens to participate in meaningful public discussions which strengthen the democratic process.

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