EVALUATION IN MEDIA REPORTING: A COMPARATIVE ANALYSIS IN BBC, CNN AND ALJAZEERA REPORTS

by

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DEDICATED TO

MY FAMILY

AND

MY NATION, KURDISH
Abstract

This study investigates evaluation in media reporting. It is aimed to explore reports at a micro level so as to accomplish an aim at a macro level. In other words, it studies evaluation patterns occur in three sets of media reports so as to find out the perspective of the agency released each set of reports. Furthermore, the study is to find out a relationship between the perspective of a media agency and the social cultural contexts in which it broadcasts.

The model applied in the study was Martin's appraisal model of evaluation, consisting of three systems: affect and appreciation, judgment. First, the reports were analysed and the appraisal patterns were identified. Secondly, depending on the report analyses, the perspective of the agency behind each set of reports was sort out. Finally, the perspectives were discussed whether they can be related to the social cultural contexts in which the reports were produced.

The results of the study suggest that in media reporting the occurrence possibility of appreciation pattern is much more than judgment pattern, and the occurrence possibility of judgment is slightly more than affect pattern. Given that, in media reports the evaluation of things and states of affair is more common than the evaluation of personal behaviour and character, and the least common phenomenon is the expression of personal feeling and emotion. As for the perspectives, the evaluation analyses indicate reporting about a negative subject like "Iraq war" only leads to an over-all negative perspective but at different levels: CNN from American society is less negative than Aljazeera from Arabic society, and BBC is somewhere in between. The opinions of their viewers confirm the case of BBC and Aljazeera, but believe that CNN's perspective in regard with the subject in question "Iraq war" is positive.
Declaration

This work is original and has not been submitted previously in support of any degree, qualification or course.

Sabir Hasan Rasul Birot
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