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How Opinionated is the Opinion Page? A Multidimensional Analysis

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Abstract

This study aims at exploring the patterns of variation in the lexico-grammatical configuration that create opinionated discourse over a period of time. To study linguistic variation over time, a corpus of Pakistani English newspaper editorials was compiled from temporally three distant phases. Biber's new multidimensional model (2006) was used to explore pattern change. The corpus was then tagged using Biber's tagger. For the identification of patterns of co-occurrence, factor analysis was performed. Later, the raw frequency counts were normalized. The results indicated that all three phases follow divergent patterns of lexical and grammatical choices in producing opinionated discourse. Further, the linguistic features that create opinionated discourse have decreased during all this time suggesting a transformation towards a less 'opinionated' discourse.

Keywords: linguistic features, news register, multidimensional analysis, Pakistani English, press editorials

Introduction

Various aspects of the language of print and electronic media including news reportage, advertisement, editorial, etc., have been the focus of research during the last few decades. Editorials are important as the main purpose of editorials is to contribute to the moulding of public opinion on current affairs (Westin, 2002). Biber (1988) considers editorial to be an opinionated genre, and its purpose is to persuade the readers. He further elaborates that editorials 'consider several different possibilities but seek to convince the reader of the advisability or likelihood of one of them' (p. 148). The writers not only need factual evidence to support their opinions but also need linguistic resources to present the factual evidence convincingly. These linguistic resources are the lexical and grammatical preferences that the writers make while writing editorials. Such choices include infinitives, coordinate conjunction clauses, mental verbs, to-verb-stance all, demonstrative and nominative pronouns, and that as relative pronouns.

Newspaper editorials are important in terms of shaping public opinion regarding various aspects of society. The editorial writers analyse various issues in the light of the events and happenings and give their opinion on them. They use several linguistic features to achieve their objectives. The present

study attempts to explore these patterns of linguistic change in Pakistani press editorials over time. It aims at exploring if the language of Pakistani newspaper editorials has transformed into a more or less opinionated style.

Literature Review

The newspaper register has remained the focus of research from a number of perspectives. Some researchers (e.g., Shabir, et al., 2014; Razi, 2014; Rehman & Eijaz, 2014, etc) analyzed Pakistani press editorials from the perspective of individual linguistic features or unidimensional approach. However, the results of these studies were considered unreliable and invalid as they failed to establish the variations as regular and consistent patterns of change. Focusing on individual and isolated linguistic features and ignoring the co-occurrence and systematic pattern of variations can be misleading (Biber & Conrad, 2009).

Biber (2006) emphasises that the distinction between the spoken and written registers or genres cannot be explored and studied from any single dimension. He claims that multivariate analysis helps in exploring different dimensions of the given text using factor analysis. Later, the co-related linguistic features are explored and analysed based on their common communicative function. Biber (1988) considers the concept of factor analysis which 'enables quantitative identification of underlying dimensions within a set of texts. Factor analysis provides primary analysis, but it is dependent on the theoretical foundation provided by an adequate database of texts and inclusion of multiple linguistic features' (p. 65).

Multidimensional modal gives a detailed account of the underlying systematic pattern of linguistic preferences through multiple dimensions highlighting similarities and differences between different genres or registers. Many linguists attach importance to the co-occurrence of linguistic features in analysing variation in language(s) (Halliday and Matthiessen, 2014; Westin and Geisler; 2003; Westin, 2002).

Biber (1995) considers that the use of language is directly proportional to the writers' and readers' social and linguistic environment. Likewise, Biber and Conrad (2009) believe that linguistic features are always functional as they reoccur in a register. While different registers have been studied extensively through discourse, gender, and content perspective, there are also some research studies on the linguistic features that are associated with a particular register using multidimensional analysis.

In Pakistan, many researchers (Ali et al., 2021; Ali, 2020; Ahmad & Mahmood, 2019; Quaiattini, 2010; Ahmad and Ali, 2017; Ahmad and Mahmood, 2015; Iqbal and Danish, 2014; Ahmad, 2015; Ali, 2018; Shakir and Deuber, 2018; Asghar et al., 2018; Shakir and Deuber, 2019) conducted multidimensional analysis by analysing all the five dimensions introduced by Biber (1988) on newspaper language.

Some research studies applied new factor analysis on the language of newspapers and explored new textual dimensions. Condi de Souza (2014), for instance, came up with information-based reporting vs covert persuasions, narrative discourse vs argumentative discourse, person vs discussion-oriented discourse, idea vs action-oriented discourse and opinion-based stance.

Some diachronic studies were also conducted on the language of news editorials. For example, Westin (2002) studied the language of British news editorials and concluded that it transformed towards a more formal and integrated discourse production during the twentieth century. Ali (2018) developed a diachronic corpus of Pakistani press editorials and conducted old and new MD analyses. His study explored four new textual dimensions in the editorials of Pakistani newspapers. However, no significant work has been conducted on the linguistic features that co-occur to perform a specific function in newspaper discourse. The present study attempts to explore how opinionated discourse has changed over a period of time.

Research Methodology

This study mainly used quantitative methods and statistical techniques for analysis, however, it also provided a functional interpretation of different dimensions. The data consisted of a specialized corpus of editorials from Pakistani English newspapers over a period of time divided into three phases: 1. 1947-51; ii. 1971-75; and iii. 2012-16. For the development of a specialised corpus, *Dawn, The News, The Nation*, and *Business Recorder* were selected. For phases one and two, the selection of the newspaper(s) was based on the availability of data. The only newspaper available from the first phase was *Dawn*. From the second phase, both *Business Recorder* and *Dawn* were available. For the last phase, however, the criterion was the wide circulation and readership of the newspapers. Newspaper editorials were selected to study linguistic variation during the selected phases. Further, the editorial section was divided into three sub-categories: Op-ed, Editorial, and Letter-to-editor.

The data was tagged for 150 plus linguistic features using Biber's tagger.

Table 1 *Text sample and word counts*

Time Period	Dawn	Business	The News	The Nation	Total
		Recorder			
1st Phase:	120 (35135)				120 (35135)
(1947-1951)					
2 nd Phase:	60 (30785)	60 (27963)			120 (58748)
(1971-1975)					
3rd Phase:	30 (11509)	30 (20834)	30 (14665)	30 (12559)	120 (59567)
(2012-2016)					
Total					360

For new MD analysis, factor analysis (FA) was conducted. For this process, Biber's criteria were followed. The overlapping categories and low-frequency variables were eliminated and 86 variables were included in factor analysis. After that, the MSA values for each variable were computed, and 15 more variables were eliminated as their contribution to the results was not significant (MSA < . 50). A minimum factor loading of . 25 was used as a cut-off point.

The factor analysis identified four new dimensions (see Appendix for details). The raw frequency counts were normalized per 1000 words. The present study analyses the linguistic features of press editorials that create opinionated discourse from the three selected phases.

Results and Discussion

This section discusses the results of variation in the use of linguistic features that create opinionated discourse across the three selected periods of time. Mental verbs, nominative and demonstrative pronouns, to-verb-stance all, coordinate conjunction clauses, *that* as a relative pronoun, and infinitives are the linguistic features that perform a function of creating opinionated discourse.

Biber (1988) finds that infinitives are mostly used in two types of complementation: verb complementation and adjective complementation. In the following examples, the head verb and adjectives depict the attitude of the writer. These words create opinionated discourse. The following excerpt, taken from the first phase, is an example in this context.

1. It is difficult to resist the temptation to institute a comparison between the Pakistan Government's approach to this outburst of communal violence and the manner in which the Government of the other Dominion **seem to be half-heartedly** toying with far graver troubles is: Where there is a will there is a way. (ED, PH.1.DN)

In the above-given example from *Dawn*, the infinitive is used to create an opinionated discourse. The following excerpt has been taken from the third phase.

2. We are happy to find that even from his present exalted position he has not hesitated to speak out his mind freely. (ED, PH.3.DN)

In example 2, the infinitive is used with an adjective that creates an opinionated discourse. Infinitives are usually used to report perceptual states, desires, intentions, and several other actions (Biber et al., 1999).

Figure 1 *The difference among the features for opinionated discourse production across three phases*

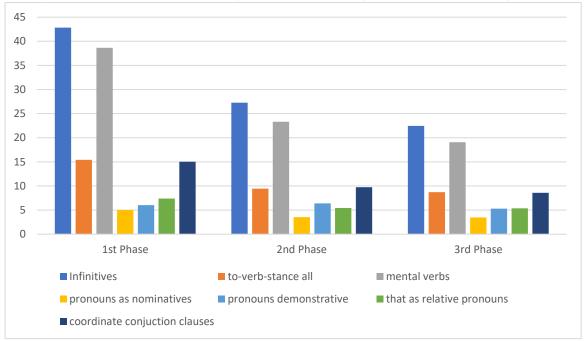


Figure 1 shows a decrease in the use of infinitives over the years from the normalized frequency of 42.85 in the 1st phase to the normalized frequency of 22.46 in the 3rd phase. The normalized frequency of infinitives in the 2nd phase is 27.27. Among all the phases, 1st phase is the most opinionated. According to Biber (1988), 'editorials are opinionated genre intended to persuade the readers' (p. 148), but the results of the present study show that the linguistic features that create opinionated discourse have notably decreased over time. Lippmann (2012) asserts that 'opinion deals with indirect, unseen, and puzzling facts, and there is nothing obvious about them (p. 15). With time, there is a transition in the language of editorials. It shows a tilt towards more direct writing. Lagonikos (2005) is also of the opinion that 'the editorial is considered to be the personal opinion of the writer, and these opinions or beliefs, as well as presupposed knowledge, are often, however, based on social opinions' (p. 32). The results of the study indicate that with time writers started providing less opinionated discourse. One reason might be that the writers showed a greater acceptance towards providing straightforward facts.

To-verb-stance all (Stance verb + to-clauses) is also among the linguistic features that create opinionated discourse. Biber et al. (1999) explain different types of stance verb + to clauses. The first one includes verbs that expressing probabilities, e.g., happen, appear, tend, etc. The following excerpt, taken from the second phase, explains this point.

3. The fact that the ruler is a Hindu and the people are overwhelmingly, Muslim **tends to throw** the problem into the pattern of India-Pakistan rivalry, though a pro-Congress, anti-Pakistan. (Ed, 2nd ph, TNS)

In example 3, the verb *tend* creates opinionated discourse. The second type includes verbs like *watch, understand, learn, suppose, consider, find, know,* etc., that express perception. The following excerpt, taken from the third phase, serves as an example in this context:

4. According to the data on State Bank of Pakistan's website, the increase in foreign investment is attributable almost entirely to portfolio investment - a type of investment that can leave the country overnight as countries afflicted during the Asian financial crisis learnt to their cost. (Ed, 3rd ph, BR)

In example 4, taken from *Business Recorder*, the bold words are the example of linguistic features that produce opinionated discourse. The third type is the verbs expressing desire or intention. Words like *consent*, *choose*, *besides*, *threaten*, *need*, *agree*, etc., are examples of linguistic features that produce opinionated discourse. Example 5 has been taken from the third phase. The bold words are examples of linguistic features that create opinionated discourse.

5. They **need to make Parliament** look supreme too by according it due respect through regular participation in its proceedings. (Ed, 3rd ph, BR)

The fourth type involves the verbs expressing causation or efforts. *Attempt, allow, order, try, permit, struggle, get, help,* etc., are the example of the words that perform the function of creating opinionated discourse. The following example, taken from the second phase, demonstrates how the writers use verbs expressing causation in their writings.

6. Unfortunately, a tendency of this class to maintain a facially high standard of life has led in our country, to a situation where the middle and lower middle class **try** to ape it result is living beyond means. (Ed, 2nd ph, BR)

In example 6, the bold word *try* is an example of a linguistic feature that creates opinionated discourse. The fifth type consists of verbs expressing speech act, i.e., *claim, advise, said, beg, offer, heard, tell, request.* These verbs create opinionated discourse. The following excerpt, taken from the first phase, explains this point.

7. The minorities of Dacca are **said** to have left the capital of Eastern Pakistan in a pretty large number despite-authoritative assurances of safety and protection. (Ed, 1st ph, TNN)

The bold word, in example 7, is the primary marker of opinionated discourse. A significant decrease is shown in the use of to-verb-stance all in newspaper editorials in figure 1. The normalized frequency of to-verb-stance all in the first phase is 15.43, which decreases to 9.45 in the second phase. While in the third phase, it reaches 8.70. The results indicate that over time, there is a decrease in the use of the linguistic features that produce opinionated discourse.

Mental verbs are also among the linguistic features that create opinionated discourse. Mental verbs are connected to the actions which refer to some intellectual states. Chafe and Tannen (1987) discuss the use of mental verbs, 'to mark knowledge from a particular kind of evidence' (p. 385). Words like *feel*, *see*, *hear*, etc., are examples of mental verbs. Example 8 has been selected from the first phase.

8. The decision of the five Social Democratic ministers to resign as a protest against fraudulent practices in the elections, would **seem** to lend support to this view. (Ed, 1st phase, DN)

In example 8, the word *seem* is an example of a linguistic feature that creates opinionated discourse. Mental verbs indicate that the writers want to give their own opinion in that particular discourse. Biber (2007) considers the mental verb as one of the linguistic features by which the writers express 'their own personal perspective that frames statements' (p. 217). In figure 1, it is observed that in phase 3 the use of mental verbs is infrequent as compared to phase 1 and phase 2. Phase 1, with a

normalized frequency of 38.67, is more frequent in the use of mental verbs than phase 2 (23.32) and phase 3 (19.06). There is a significant decline in the use of mental verbs over time.

Further, pronouns as nominatives too are among the linguistic features that create opinionated discourse. A pronoun used as the subject of a sentence is named as a pronoun as nominative. *I, you, he, she, it, we,* and *they* are examples of nominative forms of pronouns. Biber (1988) explains that 'first-person pronouns have been treated as markers of ego-involvement in a text' (p. 225). Likewise, Chafe and Tannen (1987) finds that 'they indicate an interpersonal focus and generally involved style'. He further elaborates that second-person pronouns 'require a specific addressee and indicate a high degree of involvement with that addressee'. Third-person pronouns also perform the function of producing opinionated discourse. They usually mark 'relatively inexact reference to persons outside of the immediate interaction' (p. 225).

The following example has been taken from the first phase. The words in bold are examples of first-person pronouns. The italicized words are examples of second-person pronouns and underlined words are examples of third-person pronouns.

8. "I shall refrain from filling the contemplated civil suit for lakh of rupees as damages against *you*. The criminal case against *you* is also being withdrawn. "I hope *you* will have the moral courage to publish this note of mine in *your* newspaper. It is being released to the Press at Karachi." (Ed, ph 1 DN)

The frequent use of nominative pronouns demonstrates a dense presence of opinionated discourse. Figure 1 shows that like infinitives, to-verb-stance all, and mental verbs, there is a decrease in the use of nominative pronouns over a period of time. In the 1st phase, the mean normalized frequency of nominative pronouns is 5.03, which is much higher than the 2nd and 3rd phases. In the 2nd phase, its normalized mean frequency is 3.57 and in the 3rd phase, it is 3.46.

Pronouns as demonstrative are the linguistic features that produce opinionated discourse. Demonstratives are used for inner as well as external text references. *This, that, these,* and *those* are examples of demonstrative pronouns. Biber (1988) defines demonstrative pronoun as 'entity outside the text, an exophoric referent, or to a previous referent in the text itself. In the latter case, it can refer to a specific nominal entity or an inexplicit, often abstract, concept' (p. 226). They also produce opinionated discourse. The following excerpt, taken from the second phase, is an example in this regard.

9. **This** means that in the world of today human life has no value. **This** callousness must be denounced and the causes for it should be identified. The reasons for **this** attitude are not far to seek Man by nature is self- centred. And the difficulties and strains and stresses of modern living have further accentuated it. (Ed, 2nd ph BR)

The highlighted (bold) words are instances of linguistic features that perform the function of producing opinionated discourse. The results indicate that over time there is a considerable decrease in the use of demonstrative pronouns. During the 1st phase, the normalized frequency is 6.02, however, it decreases to 5.30 in the 3rd phase. Again, it shows the tilt towards a less opinionated discourse.

That as relative pronoun also creates opinionated discourse. Dietrich (2007) explains that relative pronouns 'function as subjects or objects of verbs in the relative clause and they join sentences together' (p. 5). They not only join sentences together but also perform a discourse function. 'These kinds of constructions often describe a problem of some kind, or they can present reasons, results, or conclusions' (Biber et al., 2002, p. 313). Relative clauses are of two types: relative clauses on subject position and relative clauses on object position. The following excerpt, taken from the first phase, is an example in this context.

9. The Quaid-i-Azam has rightly said that mere formulae are hardly of any use for the purpose of preserving minority interests anywhere but that it is the practical conduct of the respective **Governments and majorities that will count**. (Ed, 1st ph, DN)

In example 11, the highlighted clause is one such example. Figure 1 shows that relative pronouns score the maximum in phase 1 (7.40) and the minimum is in phase 3 (5.36). Thus, the frequency of the relative pronouns in all the phases also indicates a transition from a highly opinionated to a less opinionated discourse.

Coordinate conjunction is also considered a primary marker of opinionated discourse. In coordinate conjunction clauses, coordinators (*for, nor, yet, so, and, yet, but*) are used to combine the clauses. The following example is taken from the third phase.

10. The two are so different as to **render comparisons virtually irrelevant, but, on my third day in Singapore** the sense of culture shock, the disjunction between what I had become inured to rather than merely used to, still hangs about me. Wheeling the luggage out of Changi **airport into the muggy but pleasant atmosphere** that is the rule hereabouts the first thing that struck me was just how safe I felt. (Ed, 3rd ph, TNS).

In the above-given excerpt, coordinator *but* is used to combine clauses. Figure 1 shows that the coordinate conjunction clause scores the maximum in the 1^{st} phase (15.03) and the minimum is in the 3^{rd} phase (8.57) indicating a transition towards a less opinionated discourse production.

Conclusion

The results indicate that there is a decrease in the use of linguistic features that create opinionated discourse, particularly there is a prominent decrease in the use of infinitives, mental verbs, to-verb-stance all, and coordinate conjunction clauses. Though the editorials in the three phases acquire a number of diverse patterns, interestingly the linguistic features that produce opinionated discourse follow a uniform pattern. They show a prominent shift toward a less opinionated discourse.

Recommendations and Pedagogical Implications

Further studies can be conducted to explore other patterns of transition in various registers of Pakistani English over time. Both synchronic and diachronic studies on various linguistic features will further provide an insight into the evolution and distinctive nature of Pakistani English.

The findings of this study are useful for the syllabus designers and textbook writers of English for Journalism. The students may be provided with an insight into how various linguistic features together perform a specific function and how contemporary writers come up with several configurations of these linguistic features achieving the modern needs of print media and communications.

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Appendix

Positive linguistic features	Negative linguistic features			
Dimension 1: Opinionated Discourse vs. Informational Discourse				
Infinitives, to-vb-stance all	Noun pre-modifiers			
pronouns as nominative, pronouns as demonstrative				
That as relative pronoun, coordinating conjunctions, mental				
verbs,				
Dimension 2: Argumentative vs. Narrative Discourse				
Present verbs, Predictive Adjectives, Verbs be,	Adverbs of time			
Attributive adjectives, Sub-conj-cond,	Third person pronouns			
Modals of necessity, Pronoun it,				
Adjectives in the predictive form,				
Adjective of stance, Nouns of stance, Past tense				
Dimension 3: Abstract Informational Reporting vs. Dialogic Reporting				
Word length, Attributive adjective, Noun nominalization,	Second person pronouns			
Topic adjectives, Noun pre-modifiers,	Third person pronouns			
Abstract nouns	First personal pronouns			
Dimension 4: Context-oriented Reporting				
Communicative verbs, Other communicative verbs,				
Adverbs of time, Th-vb-stance				