Attitudinal Analysis of Gender Variation in Central Kurdish Media Discourse

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ARTICLE INFO	ABSTRACT
	This study compares gender variation in spoken media discourse in Central-Kurdish based on the Attitudinal mode of the Interpersonal language meta function. TV interviewees public speeches are analyzed using content analysis, a qualitative and descriptive methodology. The research instrument is a qualitative exploratory. This paper addresses the following questions: What are the areas of attitudinal mode subcategories selection similarities and differences between the speakers of both genders? What is the frequency of Polarities of Attitudinal choices between the speakers of both genders? How does the selection of the attitudinal mode by TV interviewees media discourse in Central Kurdish affect the interpersonal meta-function? The findings provide quantitative information regarding the distribution of the results regarding the attitude types, the use and selection of the attitudinal subcategories, and the frequencies of each attitudinal mode in the speech of both genders. The results of the study indicate that the most popular choice of attitude is appreciation in both the male and female interviewees. The prevalent attitude polarity in the speech of the male speaker is negative. In contrast, positive polarity is predominantly employed by the female speaker. Furthermore, the use of attitudinal subcategories has a significant impact on the interpersonal meaning through which the speakers express their attitudes, as well

as on the intimacy and friendship with the audience.

1. Introduction

The purpose of this paper is to apply a framework known as the appraisal framework, which is regarded as the extension of Interpersonal meta-function at the level of lexical elements. Similarly, this paper concentrates on the central area of attitude and its sub-categories, including 'affect,' 'judgment,' and 'appreciation,' Approximately 143 attitudinal categories from Central Kurdish (henceforth CK) media discourse are extracted and analyzed in this paper. In analyzing spoken media discourse, researchers employed both descriptive and qualitative methods. The qualitative exploratory method is used in this study to analyze data from TV interviewees speeches[i]. The information was extracted from the two speakers. After reading, listening to, and analyzing the speeches, the lexical items are extracted and drawn, and the texts are subdivided and enumerated based on the attitude subcategories. Finally, the lexical items are categorized according to Attitudinal choices, the use of positive and negative Attitudes, to disclose the most frequently chosen types of attitudes and the polarity of all the choices and to investigate the influence of all attitudinal sub-categories in Central Kurdish media discourse. The TV interview show is debating whether or not the legislation on gender-related measures will weaken or strengthen families. A new gender-related measure has been discussed, and this television interview show is critical of the Kurdish community in southern Kurdistan. Some see this as a serious democratic effort in the region that will contribute to the development of society and families, but it has divided the streets and the Kurdistan Parliament. On the other hand, some Kurds and lawmakers fear that this legislation will undermine the integrity of family structures and religious tenets, reflecting a religious backlash against Islam.

2. Previous Studies

This section will summarize the majority of studies implicating the Evaluation/appraisal model. The applicability of the language evaluation framework in various contexts has been the subject of a great deal of research. Numerous

studies and researches on the model will be explained and reviewed in the following paragraphs in order to demonstrate the importance of the present study.

Appropriately, over the past two decades, the majority of research on Appraisal has centered on the introduction of subsystems and their constituents in various contexts and languages, and researchers have increasingly focused on identifying how interpersonal stances manifest and function across a variety of registers (e.g., Biber, 2006; Bargiela-Chiappini, et al., 2007; Friginal, 2009; Gales, 2011). Hood (2010) expanded the Graduation system based on her analysis of research articles. Hadidi and Mohammadbagheri-Parvin (2015) and Hommerberg & Don, (2015) employed an Appraisal subsystem called Attitude by which the subtypes and two components, namely Polarity and Strategy, were examined on a corpus analyzing "The Great Gatsby" from a discursive, linguistic, and stylistic standpoint. Also, Ngo and Unsworth (2015), contribute to the continued development of the Attitude subsystem of the Appraisal/Evaluation framework in settings where international students from all language backgrounds typically participate, and a resource is provided for enhancing the validity of expressions of evaluation stance for those who speak English as a second or additional language (Souza, 2006; Taboada & Carretero, 2012). Furthermore, a handful studies have applied the model to the CK language (Shekhani, 2022; Shekhani & Jaff, 2023. Shekhani, 2024, Shekhani & Jaff, 2024a, 2024b) in which the framework was applied on business discourse or grammatical metaphor, and no studies have implemented the model on the CK language media discourse focusing on gender variation.

3. Theoretical Background

3.1 Systemic Functional Grammar

In the 1960s, Halliday developed Systemic Functional Grammar, a meaning-oriented grammatical theory (henceforth SFG). This approach seeks to analyze the construction and shaping of linguistic structure and texts by focusing on language meta-functions, which are the functions performed by users of a language in the environment in which it is used. For the development and construction of meaning, language is viewed as a system, network, or set of interconnected alternatives (Halliday, 1994; Halliday and Matthiessen, 1994). In light of references to the

functional demands placed on language by its users and the social functions conducted by language in social contexts, SFG, the grammar model from which Martin and White's (2005) appraisal framework evolved, enables a more in-depth presentation of linguistic phenomena. SFG divides language meta functions into three distinct categories. The "ideational" meta function of language enables it to convey the entirety of its users' experiences. The "interpersonal" meta function molds interpersonal roles and relationships, as its name implies, whereas the "textual" meta function shapes texts. Systemic Functional Linguistics' Appraisal is a framework for examining the mechanisms language employs in the evaluation and modification of attitudes adopted by discourse producers, and it emerges within the domain of language's "interpersonal" social meta function.

3.2 Appraisal

The appraisal framework includes three main areas of meaning: 'Engagement', 'Graduation', and the center area known as 'Attitude'. Using these tools, any text may be analyzed (Banks, 2019, P.84). Engagement centers on how resources such as modality and projections can be utilized to negotiate solidarity. Graduation also explores the ways in which the judgments of presenters and writers can be reinforced or degraded. The section in the middle is titled Attitude, and it indicates whether a speaker considers a person, an action, an event, a circumstance, a concept, etc. to be positive, negative, pleasurable, or unpleasant. This will serve as the principal focus of this paper. The good/bad scale appears to be the simplest and most fundamental scale, but there are numerous other evaluation scales that indicate the type of established values in each register.

According to Martin and White (2005), three main Attitude categories have been identified: affect, judgment, and appreciation. Each of these can be positive or negative. Affect is the natural way to describe how one feels about things, which are the collective term for one's emotional responses (Thompson, 2014). In the next section, we present an analysis of the data. Following this, the study's findings and attendant discussions will be presented.

4. Data Analysis

In analyzing media spoken discourse speeches of TV interviewees, the researchers employ a qualitative descriptive methodology coupled with content analysis. This investigation employs an exploratory qualitative methodology. The triangulation method is used to analyze data, i.e. a mixed method approach, by quantifying and then describing the statistics. Then, after hearing their speeches, the researchers were able to analyze the clauses based on the criteria enumerated in the section on theoretical background and the section on analysis criteria. In order to qualify the data into numbers, the clauses were manually evaluated using a Microsoft Excel sheet. Percent App is used to quantify the number of clauses' statistics. From 890 clauses, 143 attitudinal categories are used in CK, these data were then manually analyzed using Microsoft Excel to determine the frequency of each attitude mode with probable polarity in English and CK public speeches.

Considering the occurrences of each Attitudinal mode within the Appraisal model, and its main area, which is Attitude, and its sub-categories: 'Affect', 'Judgment', and 'Appreciation', the frequency and polarity of all attitude options were determined.

4.1 Frequency and Polarity of the CK language speech:

Examples:

1-"یاساکه خۆیمان به دڵه " [affect, positive] (trans. The law itself is preferable.)

2- "نازانم چ گرۆتینێکه کهوتۆته ناوخێزانهکانی کوردستانهوه" [affect, Negative], (trans. I do not know what is such conflict in the Kurdistan families!)

3- "سوپاس بۆ ئهو گهنجه جوانانه"[Judgment, positive] (trans. Thanks for these smart young boys!)

4-"گوێ له قسه ناگرن " [Judgment, Negative] (trans. You do not listen to what is said!)

5- "یاسائهسلیهکه مشکیلهیهکی گهورهی تیا نییه" [appreciation, positive], (trans. There is not a big problem in the law.)

6- "نهك ههر چارهسهری توندوتیژی ناکات"[appreciation, Negative] (trans. Not only it does not solve aggression...)

5. Results and Discussions

In this section, graphical representations of the study's results and pertinent discussions will be provided in response to the research questions that investigate the attitudinal choice characteristics of public speaking by business executives.

5.1 RESULTS

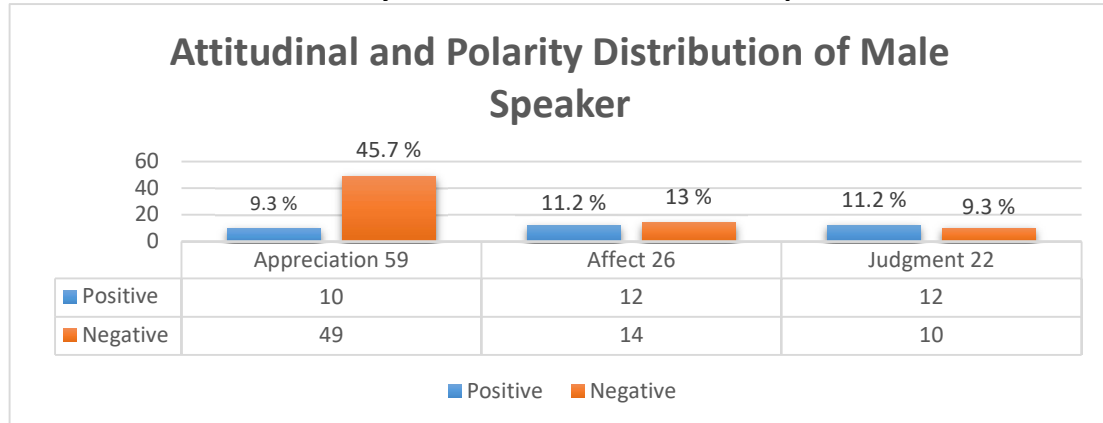**5.1.1 Attitudinal and Polarity Choice Distribution of male speaker**

Figure-1- **Attitudinal and Polarity Choice Distribution of male speaker**

Figure-1 shows that negative appreciation is the most prevalent of the different attitudinal modes and polarity utilized in the male speech, accounting for 49 occurrences. or 45.7% of the attitudinal choices in the male speaker's words. The second most common attitude is negative affect, which accounts for 14 choices, which is accounted to 13% of all Attitudinal choices. Lastly, positive affect and positive judgment are the third choice of 12 events making up 11.2%of all possible attitude choices.

5.1.2 Attitudinal and Polarity Choice Distribution of female speaker

Attitudinal and Polarity Distribution of Female Speaker

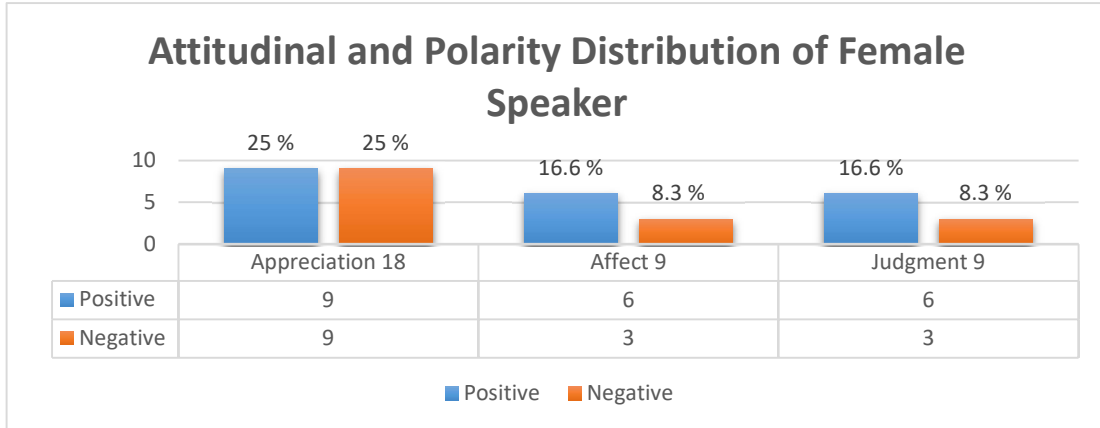|	Appreciation 18	Affect 9	Judgment 9
Positive	9	6	6
Negative	9	3	3

Figure-2- Attitudinal and Polarity Choice Distribution of female speaker

Figure 2 demonstrates that in the attitudinal choices and polarity of attitudinal resources in the female speech, appreciation predominates by 18 times, or 50% of the total attitudinal selections. Amazingly, the amount of positive and negative polarity of affect and judgment, are the second choice expressed 9 times or 24.9%.

5.1.3 Overall Attitudinal and Polarity Distribution

Overall Attitudinal and Polarity Distribution

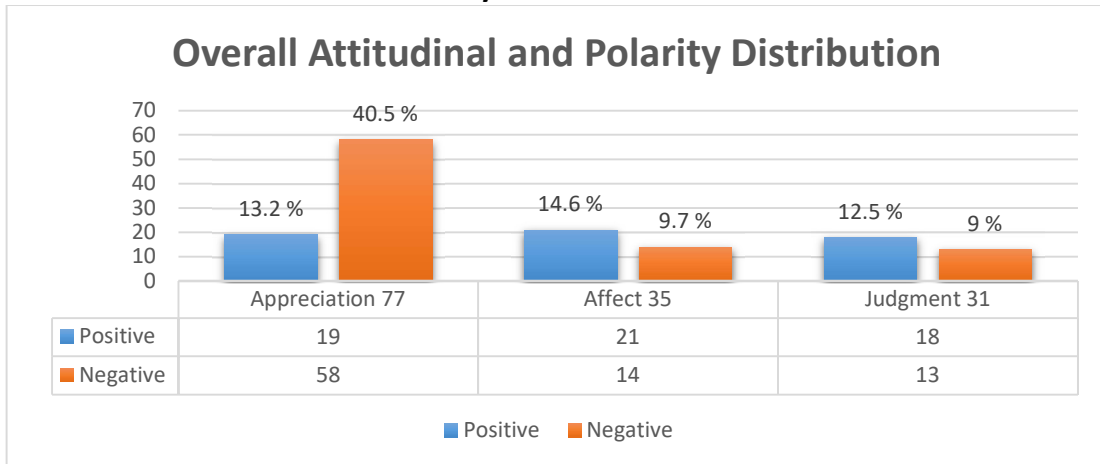|	Appreciation 77	Affect 35	Judgment 31
Positive	19	21	18
Negative	58	14	13

Figure-3- Overall Attitudinal and Polarity Distribution

Figure 3 depicts the overall attitudinal choices and polarity, demonstrating that, among all attitudinal choices, negative appreciation is the most selected type of attitude and polarity, with 58 occurrences in total. It is accounted to 53.7% of the overall choices in Central-Kurdish media discourse. Positive affect, which is selected 21 times, accounting for 14.6%, is the second popular attitude. The third most common attitude is positive judgment, with 18 times or 12.5% of all attitudinal and polarity choices.

5.2 DISCUSSIONS
5.2.1 THE PROMINENT ATTITUDINAL MOOD TYPE

Answer to Research Question **1** (What are the areas of attitudinal mode subcategories selection similarities and differences between the speakers of both genders?)

In the speech of both, the male and female speakers, appreciation is the predominant attitude type. Utilizing Percent App statistically, 143 attitudes have been identified in the TV interview by the male and female speakers ; appreciation is the most prevalent of the various attitudinal modes used in CK spoken media discours, occurring 77 times. It accounts for approximately 53.7% of the speaker's modal inclination. In the overall attitudinal mode choices, affect is the second most selected type. Lastly, the third choice is judgement. However, the male speaker selects affect as the the second most used type and judgment as the least choice. Whearas, the female speaker uses affect and judgment similarly.

The male speaker selects 59 or around 55% appreciation attitudes. While the female speaker chooses 18 appreciation types which is approximately 50% of all Attitudinal resources. Then, the male speaker selects 26 or 24.2% affect attitude types as the second choice and 22 which is accounted to 20.5% judgment as the least choice. Whearas, 9 affects and 9 judgment mode types are selected by the female speaker making up 24.9 % for each, from all Attitudinal resources.

5.2 POLARITIES OF ATTITUDINAL CHOICE

Answer to Research Question **2** (What are the frequency of Polarities of Attitudinal choices between the speakers of both genders?)

In terms of the polarity of attitude choices in the speech of the two speakers, the negative polarity predominates with 85 times, or 59.44% of the total. In contrast,

the quantity of positive polarity, expressed numerically, is 58, or approximately 40.55 percent. The male speaker chooses 73 negative polarity types and 34 positive polarity instances. The negative polarity accounts for approximately (68.22%) of all attitudinal resources in the speech of male speaker. In contrast, the quantity of expressed positive polarity is 34 times, or 31.77%. Conversely, the female speaker, selects the positive polarity as her prevalent choice, 21 or 58.33%. Whereas, the expressed negative polarity is 15 times, or 41.66%. The meaning of the text depends on the choices made by the speaker from the language system's options, or in some cases, on what is not chosen (Teo, 2000). Media speakers choose positive or negative polarities, this could be relevant to the discussed case. They use positive attitudes to adopt optimistic attitudes that enable them to maintain optimism and believe the best in others despite adversity. These attitudes enable them believe that individuals are capable of positive change. In the current case, the female speaker mostly adopts positive polarity, which shows her positive attitude towards the proposed law and the amendment, through which according to her view, the law can maintain social justice, protect the human right and decreases the violation. Thus, this proposed law and the amendment should be seen and regarded as a serious democratic effort in the region that will contribute to the development of society and families. In stark contrast, the male speaker, believes that this legislation will undermine the integrity of family structures and religious tenets, reflecting a religious backlash against Islam. Thus, he employs pessimistic perspectives to demonstrate to the audience that the law can be dangerous and never maintains social justice.

Media speakers utilize positive and negative appreciation to examine and evaluate things, actions, and events, as well as to convey gratitude to anything or anyone which/who plays a significant role in maintaining social justice. In other words, they highlight the context in which the law played a crucial role in maintaining and providing social control as well as those who were relevant such as the government institutions, executive and judicial body during last years, and for the future. Thus, both speakers, appraise people, things, and the overall situation taking into account what they believe and what is their attitude towards the situation.

5.3 THE INTERPERSONAL MEANING IN ATTITUDINAL CHOICE:

 Answer to Research Question 3 (How does the selection of the attitudinal mode by TV interviewees media discourse in Central Kurdish affect the interpersonal meta-function meaning?) By utilizing and selecting from the various subcategories of attitude, the speakers are able to demonstrate their attitudes and influences, as well as maintain a close and cordial relationship with the audience. Media speakers in the TV programs frequently use the choice of appreciation, since it is used to captivate and capture the audience's attention, because the surrounding situation and things can be both beneficial and impediments, and because its use frequently closes the gap between the speaker and the audience. On the other hand, they select affect type to convey the profound thoughts and emotions they have regarding their views towards what is discussed. Further, they chose "Judgment" on purpose to demonstrate that there are many relevant authority bodies who were significant in the overall situation. In media speeches, the "judgment" attitude is frequently used to forge deeper connections with the audience and close the gap between the speaker and the audience through appraising those who were part of the discussed topic, either positively or negatively. This is due to the fact that numerous bodies can contribute to the experienced law achievements and as well as its drawback during past years.

6. Conclusions

Considering the primary objectives of the investigation, there are three major findings;

1. Regarding the areas of attitudinal mode subcategories selection similarities and differences between the speakers of both genders. Appreciation is the major form of attitude that may be found in the discourse presented by both the male and female speakers. Using the statistical capabilities of the Percent App, 143 attitudes have been found in the TV interview by the male and female speakers; appreciation is the most prominent of the many attitudinal modes used in CK oral media discourse of the speaker's modal inclination. Affect is the type of mode that is chosen the second most frequently among the overall set of attitudinal options. The third and final option is to exercise judgment. The male speaker ranks impact as the type that is used the second most and judgment as the type that is used the least. On the other hand, the female speaker employs affect and judgment in a comparable manner.

2. Regarding the polarity of attitudinal resources, negative resources predominate. In contrast, positive polarity is the least expressed polarity. However, less than half of all attitudinal resources are negative in the Central Kurdish language. Thus, the proportion of negative polarity manifested in Central Kurdish is predominate. This could be pertinent to the case being discussed, as media speakers choose positive or negative polarities. They use positive attitudes to embrace optimistic attitudes that enable them to maintain optimism and believe the best in others in the face of adversity. These attitudes allow them to believe that people are capable of positive transformation. In the current case, the majority of the female speaker's polarity is positive, indicating her positive attitude toward the proposed law and the amendment, which, in her view, can maintain social justice, safeguard human rights, and reduce violations. Consequently, this proposed law and amendment should be viewed as a serious democratic endeavor in the region that will contribute to the growth of society and families. In distinct contrast, the male speaker believes that this legislation will undermine family structures and religious tenets, which reflects a religious backlash against Islam. Consequently, he employs pessimistic perspectives to demonstrate to the audience that the law is always harmful and never upholds social justice. Speakers in the media use positive and negative appreciation to examine and evaluate things, actions, and events, as well as to express gratitude to anything or anyone who contributes significantly to the maintenance of social justice. In other words, they emphasize the context in which the law played a crucial role in maintaining and providing social control, as well as those who were relevant, such as government institutions, executive and judicial bodies during the past years and for the foreseeable future. Thus, both speakers evaluate people, objects, and the situation as a whole in light of their beliefs and attitude toward the circumstance.

3. Choices of attitude considerably impact the interpersonal significance media spoken discourse. Through the use of and selection from the attitudinal subcategories, the speaker conveys his/her attitude and influence, and maintains the audience feeling close and friendly. By utilizing and selecting from the various subcategories of attitude, presenters can demonstrate their attitudes and influences while maintaining a close and cordial relationship with the audience. Because it is used to captivate and capture the audience's attention, because the surrounding situation and things can be both beneficial and impediments, and because its use frequently closes the gap between the speaker and the audience. Thus, media speakers in television programs frequently employ the choice of appreciation. On

the other hand, they choose affect type to convey the profound thoughts and sentiments they have about the topic under discussion. In addition, they chose "Judgment" on purpose to demonstrate that numerous relevant authority bodies were significant to the situation as a whole. In media speeches, the "judgement" attitude is frequently used to forge deeper connections with the audience and close the distance between the speaker and the audience by positively or negatively evaluating those who were part of the discussed topic. This is due to the fact that numerous entities have contributed to the law's accomplishments and shortcomings over the years.

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شیکردنەوەی ڕەفتاریی جیاوازی جێندەری لە گوتاری میدیایی کوردیی ناوەڕاست

پوختە:

ئەم تویژینەوەیە بەراوردی گوتاری ئاخاوتنی میدیایی بە پێی جێندەر لە کوردیی ناوەڕاست دەکات بە پشت بەستن بە ڕێچکەی ڕەفتاری ومێتا فەنکشنی هالیدەی. ئاخاوتنی دوو مێوانی بەرنامەیەکی تەلەفزیۆنی لە ڕووی چۆنایەتی و چەندایەتی شیدەکرێتەوە. لەم تویژینەوەیەدا، ڕێبازی شیکاری و وەصفی چۆنایەتی بەکارهاتووە بۆ شیکردنەوەی جیاوازیە مێتافەنکشنی و ڕەفتاریەکانی نێوان ڕەگەزی ژن و پیاو لە چاوپێکەوتنە تەلەفزیۆنییەکە. لەم تویژینەوەیەدا هەوڵ دەدرێت کۆمەڵێک پرسیار وەڵام بدرێتەوە؛ جیاوازی و لێکچوونی دۆخە ڕەفتاریەکان بە پێی جێندەر چین؟ ئایا ڕێژەی دووبارە بوونەوەی ڕەفتاری پۆلارتیە بەکارهاتووەکان چین؟ بەکارهاتنی دۆخە ڕەفتاریەکان کاریگەری لەسەر مێتافەنکشنە کەسییەکان چین؟ دەرئەنجامی تویژینەوەکە کۆمەڵێک داتایی چەندایەتی و چۆنایەتی دەخەنەڕوو. دەرئەنجامی تویژینەوەکە دەریدەخەن ڕێزگرتن باوترین دۆخی ڕەفتاری بەکارهاتووە لە گوتاری پیاو و ژنەکە. پۆلارتی باو لە گوتاری پیاوەکە نەرێنییە، بەڵام لە گوتاری ژنەکە ئەرێنییە. جگە لەمانەش، دەرئەنجامی تویژینەوەکە دەریدەخەن بەکارهێنانی جۆرەکانی وشەی پەیوەست بە ڕەفتار کاریگەری لەسەر مێتافەنکشنە کەسییەکان هەیە.

تحليل الموقفي للتنوع الجندري في الخطاب الإعلامي الكردي الوسطى

الملخص:

تقارن هذه الدراسة لسان الجندري لخطاب الإعلامي في اللغة الكردية الوسطى بناءً على النمط الموقفي للغة أكثر استعمالاً بين الأشخاص. تم تحليل الخطب العلنية للمضيف في المقابلات التلفزيونية باستخدام تحليل المحتوى بمنهجية النوعية والوصفية. أداة البحث هي استكشافية نوعية. تتناول هذه الدراسة الأسئلة التالية: ما هي مجالات اختيار الفئات الفرعية لنمط المواقف من التشابه والاختلاف بين المتحدثين من كلا الجنسين؟ ما هو استقطاب متكررة في اختيارات المواقف بين المتحدثين من كلا الجنسين؟ كيف يؤثر اختيار النمط الموقفي من خلال الخطاب الإعلامي للمضيف في المقابلة التلفزيونية باللغة الكردية الوسطى على اللغة أكثر استعمالاً بين الأشخاص؟ توفر النتائج معلومات كمية فيما يتعلق بتوزيع النتائج وبأنواع المواقف، واستخدام واختيار الفئات الفرعية للمواقف، وتكرار كل نمط موقف في خطاب كلا الجنسين. تشير نتائج الدراسة إلى أن الاختيار الأكثر شيوعًا للموقف هو التقدير لدى كل من الذكور والإناث الذين تمت مقابلتهم. استقطاب الموقف السائد في خطاب المتحدث الذكر هو سلبي. في المقابل، تم استخدام استقطاب الإيجابي السائد في خطاب المتحدث الأنثى.

علاوة على ذلك، فإن استخدام الفئات الفرعية للمواقف له تأثير كبير على المعنى بين المتحدثون الذين يعبرون عن مواقفهم، وكذلك على العلاقة الحميمة والصداقة مع الجمهور.