INTERNATIONAL JOURNAL OF LAW, GOVERNMENT AND COMMUNICATION (IJLGC)
www.ijlgc.com

MEDIA BIAS: IS IT REAL?

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Abstract:

In the context of today's media realities which is influenced by rich access to news and information from various media sources, many viewers are unaware that media often constructed its content to persuade individuals of a certain intended message. However, recent years have seen the declining trust towards the media, which contributes to public belief that media has no longer adhere to its traditional media ethics. This study aims to investigate the biases and persuasion strategies as utilised in media interviews. Investigation on the interpersonal meanings articulated by the interactants was carried out based on their Mood choices. The data were obtained from two transcriptions of television interviews on the death of Muammar Gaddafi. Questions which were employed using the WH- interrogatives was found to be more superior in subjects which are linked to the death of the said figure. This finding highlights the use of Mood choices by the interviewers as they wish to reduce the pressure on the interviewees. However, the usage of yes/no interrogatives was found to be more superior when discussing unimportant subjects. The result obtained from this research will give a clearer picture on the numerous linguistic tactics utilised by the media in persuading the public to affirm their political position which will witness the soar in the public's obligation to choose without being coerced by the biasness employed by the media.

Keywords:

Persuasion, Biasness, Media Interviews, Mood, Systemic Functional Linguistics

Introduction

This study investigates the interpersonal use of language in interviews. The focus of the interviews is on the longest serving leader in Libya; Muammar Gaddafi, whose death remains controversial during the rebellion by the Libyans. Media had widely discussed the news of his death and how it has impacted the world. An SFL perspective is used in this study in bringing out the interpersonal relations embedded in the media discourse. This study specifically focuses on news of Gaddafi's death in media interviews. Recently, attention regards to biases of the media has been growing, including in the matter of Gaddafi's death. Yovonoo (2012) found out that Gaddafi's capture and death was covered internationally and analysed the event by comparing news covered by BBC, CNN, Reuters and Aljazeera. BBC was found to be on a more neutral stance compared to other channels in reporting Gaddafi's death, playing the role as an observer, and broadcasting the news only after receiving confirmation from the local media in Libya. Similarly, another example of media manipulation and bias in America was found in reports, labelling Gaddafi as a dictator instead of a leader (Robles, 2013). The objectivity in the Libya war coverage by the UK media was studied by Terentiev (2012) and it was revealed that Gaddafi's death was seen as a fight in gaining freedom and democracy as well as a fight against dictatorship. According to Van Dijk (1995), media can more likely control the public's mindset when they are ignorant of such nature, resulting the public to make choices and conclusions presumably out of their own willingness, especially in biased reports. Certain issues on public's opinion or perception can be influenced by the media, through the embedded interpersonal resources in interviews. For example, whenever a speaker uses interpersonal resources; ranging from the usage of finites, adjuncts, and imperatives in media interviews, public may be hindered in making an autonomous decision as their mindset are subtly guided to understand things according to speakers' standpoints. Nonetheless, Thompson (2004) stated that true meanings voiced by speakers may be exposed especially through the analysis of interpersonal metafunction in language. Thus, it is hoped that the interpersonal perspective can aid in enabling the identification of persuasion and biases in the media through the study on the functional use of language.

In providing information, interviews are deemed to be unique and interesting compared to other modes as they entail the interactants, particularly the interviewees to explicate on their personal beliefs. This will indirectly cause the interviewees to select the most appropriate language to be used in expressing their commitment, responsibility and judgements to the propositions brought up in their comments. Several studies have been conducted in investigating the notion of biases and persuasiveness in media. A study conducted by a UCLA political scientist stated that viewers need to spend an equal amount of time in watching news from ABC, NBC and Fox to enable them receiving a near perfect balanced version of the news. This is due to these channels having diverse stances in political beliefs (Sullivan, 2005). Chase (2008) did a study on the hidden meaning in media shows and found out that speakers would choose a set of particular groups of words with the intention of impacting viewers' beliefs and principles. Hence, by delicately embedding the interpersonal mood into the media through the discourse structures, the media content may indirectly contain hidden meanings.

However, through an SFL perspective, viewers may understand meanings in media discourse expressed by speakers, resulting in an increased level of alertness on the issue of biases and persuasion that occur in such discourse. In the process of approaching the public, giving information in media discourse in significant and necessary. According to Eggins (2004), in SFL, language carries a certain function which allows speakers to explain meanings. In short,

a study of the interpersonal resources including the use of the declaratives, interrogatives or imperatives is important in helping audience to understand the meanings behind language used by speakers.

In addition, other interpersonal resources such as the use of emotions in positive or negative values as well as the use of indirect (implicit) or direct (explicit) judgement are also crucial in this study. This is due to the fact that these interpersonal resources could allow viewers to identify any biases and persuasiveness which had been embedded in interviews through media and how the absence or foregrounding of such interpersonal meaning may have an impact on how conviction is carry out in the interviews. The results obtained from this research will shed some light on the numerous linguistic approaches utilised by the media in coercing the public to conform with their political positions, thus magnifying their obligation to choose on their own without being influenced by media bias.

Literature Review
There are four points which will be discussed in the literature review. These four points are the theoretical aspect of SFL, language and the media, power of the media and studies on persuasion and bias in media.

Theoretical Viewpoints Of Systemic Functional Linguistics (SFL)
It is vital to answer the question of why some messages are being articulated in certain manners by the speakers as it is equally crucial to comprehend the objective of those messages. Systemic Functional Linguistics (SFL) is a framework which identifies semantic (meaning) and purposeful practice of language as a fundamental and dominant fragment of a language (Halliday, 1978). The grammar of a language is examined using this belief.

SFL was formed based on Halliday's work, a semiotic linguist who has always been interested in 'sociosemantics of text' which is an area related to the meanings of language which is used in the textual processes of social life (Eggins, 2004). Countless manners of linguistic choice are accessible by speakers or authors through SFL which allow them to form definite meanings for their listeners or readers. The difficulties that we face in the numerous facets of certain situations that we encounter in our daily language use can have effects on the selection of language that we use in discourse. Therefore, research on real examples of language which are used in spoken and written texts have become an imperative aspect of systemic functional approach to linguistic study (Bloor & Bloor, 2004). The indispensable aspect of a text is that it is an interaction (Halliday, 1978) and for the meaning to be complete, exchanging of meanings is compulsory. This is where text plays its role as a medium for the exchange process.

Language and context are interconnected as they are dependent on one another. In the process of grasping a message which is being delivered by a speaker, one must first know the context. If the message is being conveyed through writing, it is compulsory for a reader to be able to construe the context of the text. If a speech is taken out of context, it will lose its purpose and its meaning. Therefore, in examining a language of a text, attention should not only be given to the language, but also to the language use in context. This comprises of a person's capability to construe context from text, to predict how and when language will differ, and the language's ambiguity when taken out of context. Hence, in understanding the selections made by individuals in their language use and the exact forms of wordings used, one must recognize the immediate context and the meanings that triggered those selections. Thus, semantics

(meanings) comes to be a point where linguistic form and its context cross each other (Hassan, 2018).

There are three fundamental purposes of speech roles which are **declarative** clauses to convey statements, **interrogative** clauses to enquire and **imperative** clauses to give instructions (Halliday & Matthiessen 2004; Thompson, 2004). These are also known as mood choices which can be summarized as a system network termed as the Mood system. The Mood system indicates the speech function of the clause (Halliday, 2002). The Mood system is shown in Figure 1:
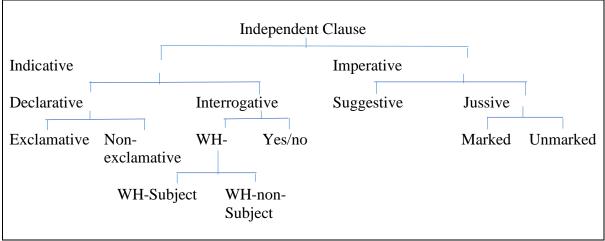

Figure 1: The System Of Mood

The system of Mood actualises the interactive meanings of the language and is also recognized as the grammatical source for the expression of interactivity in text. The Mood component involves a blend of Subject and Finite, and this blend causes the clause to be negotiable.

Language And The Media
People depend on various sources of information, such as print and electronic media, in order to stay updated with the current events around the globe, especially events which are related to national and international politics, safety, and war. Therefore, in keeping people updated with worldwide political and social changes, well-developed mass media is a necessity. An analysis on the research done on media, conversely, establishes that the media affect public view by protecting its conferred interests. Some ideas are unfolded with the reason of providing the public with objective facts. This causes media discourse to be complex and provides contradicting conceptual structures which are not constantly steady (Fairclough, 2006).

The media is important in influencing the public to accept what they want to think by governing their minds (Baig et al., 2020). Sustaining social control is simpler with the arrangement of societal belief surrounding the central ideology (Akhtar et al., 2020). According to Happer and Philo (2013), as cited in Baig et al. (2020), the media owns an extensive choice of influences on society. It assists people in obtaining information about recent issues and events, and also in constructing views on numerous of societal encounters. This keeps people abreast and up-to-date with worldwide issues.

The media also acts as a negotiator in the meanings between the speaker or author and the public. Eventually, the key relevance of media is the message it sends to the public, and the word 'message' itself is extremely universal. For example, conventionally, news media has served as a modest piece of message which merely reports events to the public, where the authors' particular attitudes are not included in it. According to Thompson (2004), in actuality, the authors have repeatedly exploited news media when they communicate their own assessment on certain events. The constructions and structure of the language used incorporate indirect message or meanings of the news. A UCLA political scientist found that media bias is actually real (Sullivan, 2005). The research reported that an equal time spent on viewing Fox's 'Special Report', ABC's 'World News' and NBC's 'Nightly News,' allow audiences to obtain an almost seamless unbiased form of the news. This is due to the fact that all the mentioned television channels hold diverse attitudes when it comes to matters which involve political opinions. Thus, understanding that the media holds the social power to give impact on the viewers, social, cultural and political structures, or the economic situation of a society is considered imperative (Van Dijk, 1995).

Power Of The Media

The power of the media power is frequently figurative in form but influential in value. This can be obviously seen when the media possesses the potential to influence the minds and subconsciously the actions of the audience to some degree (Van Dijk, 1995). This power that the media holds is referring to the social connection shared by groups where the group with more power (the media) controls the minds and actions of the group with lesser power (the audience). The influence over the views or minds is more conceptual and presumed, while the influence over the action of the audience, which is normally the result that the media wishes to achieve, is more evasive through persuasion to get the audience to obey certain expected actions. However, certain audience still have the ability to resist such influence and aims despite this mind controlling plan by the media. This proves that the public has come to be more vigorous as a client and assembler of the media rather than merely receiving what the media has to convey. Considering this possible role alteration and the fact that the public is now more knowledgeable and absorbent, a few terms are used in reference to them namely 'citizen producers', 'citizen journalists' or 'the user-generated content' (Irwin, 2011).

Eventually, in order to ensure that the mind controlling agenda produces the desired results, the public must be made oblivious of the features and consequences of such control so that when they change their views, it is as if they have done it out of their own willingness and approve the schemes presented by the media. The management of information includes the domination of the more influential group with broader social avenue over the less influential group with limited access and information with the former being able to form the message in numerous conducts. An investigation was carried out on a contemporary entrepreneurial society where the findings demonstrate that there is in fact a controlling system which influences and directs people's lives known as the system of hegemonization (Barkho, 2008). The community is drilled by the said system so that they have faith in and agree to the ideas shaped by those who apply more control than them.

It cannot be contested that the media possesses the power to control the public's understanding, opinions, standards, and social contacts. According to Hassan (2018), it is possible that the public knows how the media constructs news reports and how language is very much controlled by the "signifying power" that the media holds. Various power constructions employ

conceptual or oppressive government organizations to control the media (Fairclough, 2001, as cited in Sabir & Kanwal, 2018). For that reason, information which are obtained via the media have the possibility to be inclusive of notions embraced by the people in a society. On the contrary, media cannot continuously depict reality as it is, but it can often reveal masked reality or arranged imprecise fact.

Research On Persuasion And Bias In Interviews

Language has multilevel channels of communication (Sibtain et al., 2020) which are utilised by everyone when communicating, and the current media has become more than just providing entertainment; it is an influential communicator of cultural standards and morals that describes the world and authorize the social structure through the use of language as social power (Fairclough, 2001, as cited in Akhtar et al., 2020). Theoretically, the term "media linguistics" defines the speeches contain in the media and started to increase its power and serious mass in the 1990s. Media linguistics involves texts within all records that run within the bounds of the media, stressing on the journalism division, which uses the language in news reporting (Matthiessen, 2009). Interviews can be a satisfying genre to be examined particularly when exploring the idea of mind influence by the media. The notion of manipulation explored earlier can be fully instilled in interviews where the interviewers hold the autonomy in guiding the running of the essence of the communication. Therefore, the development of control is frequently evident in interviews. The interviewee's responses are usually subject to the technique the interviewer expresses his queries (Dellinger, 1995, as cited in Chase, 2008). Thus, the attitude and essence of an interview are largely ascribed on the designing of questions rather than a mere chance, as they are composed prior to the interview. However, the interviewees are not totally constrained by what the interviewer expect them to respond, which will lead to 'discretionary alternative'. It denotes the liberty that the interviewees have in offering substitutes in their responses which is done through refutation, negation or even denial (Thompson, 2004).

In the existing position of political stance, a discourse- and conversation-analytic approach increases important understandings into how journalistic standards are ratified and how the limitations between the scopes of the sociopolitical scenes are reformed and arranged (Clayman, 2017; Ekström & Tolson, 2017). Based on his study of news interviews, Clayman (2017) defines "political positioning questions" as questions which intend to "determine where the politician stands on some critical subjects". It is vital to differentiate between marginal questions, which disclose different or extreme views, and ordinary questions, which enquire about opinions that are not debatable. The answers offered by interviewees signify their standpoints on the position, which can be disputed, alleviated, recognized, or even altered. Interviewers can continue to marginalize and drive the interviewees to their boundaries. According to Clayman, (2017) "positioning occurs not only within a geopolitical context, but also contributes to that landscape,". Studies on turn strategy and communication arrangement permit access to position and limit work in action during interviews.

Organisations can use manipulate the news to the public intentionally or unintentionally through fragments or carefully edited photographs, videos, or false information and biased interviews (Fitzpatrick, 2018). The way the information is presented to the readers will shape their opinions of the readers (Li & Goldwasser, 2021). For instance, newspaper articles are perceived as being impartial because of the objectivity of the journalists and the restraint of using opinion language. However, political speeches and interviews are imbued with the

politicians' partial political speeches and interviews (Abdulameer, 2019). The biasness can be conveyed through the framing of the information and aspects of the facts being shared. Framing can determine the political stances of political news (Mendelsohn, Budak & Jurgens, 2021; Roy & Goldwasser, 2020).

Media reporting is seen as modern media that grapples with its traditional ethics (Tikochinski & Babad, 2022). Viewers also perceive political interviews as being less objective. Declining trust in media supports the belief that interviewers coddle interviewee with similar political beliefs yet intimidating those with conflicting political beliefs (Mitic, 2022). Although the political interviews follow a similar format, the responses given by the interviewers and interviewees will determine the objectivity of the interviews. When asked face threat questions during political interviews, Japanese interviewers received vague responses (Feldman & Kinoshita, 2019). In response to these unsatisfactory answers, Japanese interviewees were bombarded with tougher questions. On the other hand, bias, evasiveness, and disruptive behaviour of the interviewees will influence experienced journalists (Mitic, 2022). Evasiveness and persuasive strategies are often employed during political interviews (Stepanova, 2019).

Furthermore, the viewers are vulnerable to the interviewers' biasness toward the interviewee due to the interviewers' leadership credibility (Tikochinski & Babad, 2022). Mitic (2022) evaluated the influence of presupposition in adversarial questioning and interviewing to determine bias and dominance in two political interviews conducted by Andre Neil during UK 2019 election year. The study measured bias in question design, and the finding revealed that the interviewer's personal bias influenced his professional performance.

Yaser and Alireza (2020) employ Critical Discourse Analysis which study Obama and Romney's speeches in the 2012 electoral campaign speeches. The findings revealed that Obama used positive rhetoric to win the election. Han and Xu (2022) emphasise electronic media is more effective than traditional media during the pandemic which television and broadcasting have more impact on international COVID-19 on media exposure and the growth of pandemic. Media trust and media bias perception only affect people's perception of international urban pandemics on social media.

Methodology

This qualitative study aims to provide an in-depth analysis of media interviews on the death of Muammar Gaddafi to bring out the persuasion and biasness elements embedded in them. A Systemic Functional analysis was conducted to examine the use of Mood choices either declarative, interrogative, or imperative and in what way do these Mood choices are applied in order to produce influential results. The selection of data was done based on the interactants and their social stance along with the subject of the conversation. The following are the descriptions of the chosen interviews:

Interview 1 (T1): Aired on the 'Tonight Show with Jay Leno' with the main issues focusing on war and American politics. The interviewer's talk is enumerated as IR1 and the interviewee's as IE1.

Interview 2 (T2): Aired on the "Outfront with Erin Burnett" with the main issue focusing on Libya and America after Gaddafi's death. The interviewer's talk is enumerated as IR2 and the interviewee's as IE2.

The research design includes three phases which are illustrated in Figure 2 below:
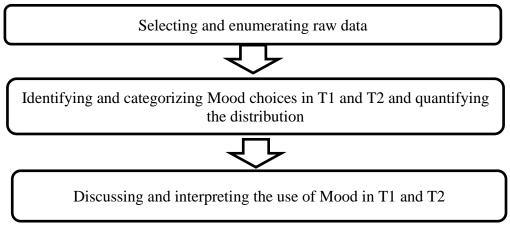

Figure 2: Phases In Data Analysis

The term analysis refers to the breaking down of the data into parts in order to figure out specific answers and then putting them into a collective manner to encapsulate them (Creswell, 2009). The initial phase of the data analysis is critical as the record of data may include the possible pertinent information. The Mood analysis was carried out in the following phase by utilising its theoretical structure. The measurement of the dispersion is also imperative to scrutinize the components that seem to be constant and stressed. Through the use of Mood which mirrors influence and biasness, these constant components may have the answers to the research questions. The findings were then characterized into themes. The last phase is relevant to construe the overall usage of language and in what manner it helps to lead to an influential and biased text.

The fundamental component of SFL analysis is the clause. Thus, in the initial phase, the transcriptions of both interviews were listed following alphabetical and numerical manners. The transcriptions were organised in such a way for the purpose of easy referencing in the discussion section for easier understanding. The first interviewer's exchange was listed as 'IR1' whereby 'IR' signifies the 'Interviewer' and the number '1' signifies 'Transcript 1'. In the meantime, the first interviewee's exchange was listed as 'IE1' whereby 'IE' signifies the 'Interviewee' and the number '1' signifies 'Transcript 1'. The same manner of listing was used for the second transcription, with the only difference is the replacement for the number '1' with number '2' which signifies 'Transcript 2', and so forth. Nevertheless, due to the use of a dissimilar set of corpora, all the interviewees' exchanges in Transcript 2 were listed as 'IE2', despite the exchange coming from several interactants instead of one.

Then, all transcriptions were separated into sentences and clauses. For the purpose of further analysis, the clauses were then listed alphabetically and numerically. The data were further categorized into two sets of codes in numerical manner which closely came after the preceding list. The order of sentences and clauses in the data were specified by using these numerical codes. For example, IR1/S1 signifies the first sentence in the first transcription. Accordingly, the clause IR1/S2i signifies the first clause of the second sentence in the first transcription. Similar list was employed on the second transcription for both interviewer's and interviewees' exchanges.

In the second phase, the Mood choices in the clauses were analysed to determine the type of clause. The Mood choices which were made by the interviewer and interviewees were treated

separately in order to emphasise the resemblances and dissimilarities in their use of the language.

The findings were then categorized into themes. The measurement of the data was then carried out in order to figure out the dispersion of Mood choices. The selection of Mood made by the interviewers and interviewees were calculated individually.

Results And Discussion

This segment presents the findings of the Mood choices embedded in the interviewers' and interviewees' exchanges. The findings are discussed in terms of declarative mood, interrogative mood, and authoritative mood choices used by the interactants and the themes which were associated with the choices made.

Declarative Mood

The declarative mood was found to be employed in abundant in all the interactants' exchanges. Table 1 illustrates percentage of the dispersion of declarative mood choices which emerged in all the interactants' exchanges:

Table 1: Distribution Of Declarative Mood Choices

Transcript	Occurrence	Percentage
IR1	95	44.0
IE1	361	88.0
IR2	378	68.0
IE2	437	83.0

Based on the findings, it can be clearly seen that the most employed mood choice is the declarative mood with more than 50% in nearly all four of the interactants' exchanges. A number of themes related to the employment of declarative mood choices emerged. They are as the following:

(a) limiting the scope of discussion
(b) softening the tone of speech
(c) achieving solidarity
(d) evaluating a character
(e) expressing personal thoughts

Theme (a): Limiting the scope of discussion

The interviewer in Transcript 1 (IR1) employs the declarative mood to limit the scope of the discussion he conversation as well as to emphasise certain topics while de-emphasizing others. After a thorough examination was carried out on the text, it was revealed that from clause IR1/S207i forward, the topic being talked about is centred on the interviewee's private life. If this topic is removed, the remaining topics are mostly centred on the effect of Gaddafi's death, the part played by Hilary Clinton as the Secretary of the State, Obama's support ranking and the country's duty in defending and advancing the lives of the Americans. These topics had fascinatingly begun from the death of Gaddafi. As a result, an important pattern arises which displays that in the course of offering information about Gaddafi's death to the viewers, the interviewer chooses to employ the declarative Mood which was closely followed by the interrogative Mood.

As the purpose of the interview is to gain the interviewee's view on the topic, it is vital for the interviewer to initially declare the limitation of the scope for the discussion. This is done in order to prevent the interviewee from directing the conversation away from the intended subject matter with the expectation that after obtaining exact information, the interviewee is able to reply by offering suitable responses without having to go beyond the limitation. Example 1 displays the usage of the declarative Mood which is followed by the interrogative Mood:

Example 1:

> *Gaddafi is dead. // Rebel forces -- killed by rebel forces. // Your reaction? // Your take on this?* (IR1/S8ii – IR1/S11i)

> *-- they televised the death. // Your thoughts on that?* (IR1/S20i – IR1/S21i)

The first example shows that upon acknowledging the key topic on Gaddafi's death, the interviewer straight away restricts the scope of the conversation to the cause of Gaddafi's death which is due to the rebellious forces and therefore insists on the interviewee to respond and to express his opinion instead of insisting the interviewee to explain more on the whole topic. Likewise, it is debated that the structural bias in interviews is exhibited by the act of 'summing up' rather than 'talking through' the topic (Mitchell & Slim, 2001). Eventually, the focus will be on the rebellious action instead of focusing on Gaddafi's death.

The second example (IR1/S20i) displays similar outcome where the interviewer repeats the restriction of the scope by insisting that the interviewee shares his views on the action of broadcasting the death on television, skilfully shifting to another issue within similar topic. This is illustrated when the interviewer guides the flow of the conversation or when the interviewer stops the interviewee from directing his focus on pointless explanation. This approach is evidently in favour of the proposal put forward by Van Dijk (1995) where he reasoned that the news content is influenced by the media through the deemphasizing or even concealment of certain information by using "hyperbolic emphases" on other information. In the example, it is evident that rather than concentrating on the reasoning for the murder of Gaddafi, the interviewer chooses to highlight on the action of broadcasting his death.

Theme (b): Softening the tone of speech

Different from the interviewer in Transcript 1 (IR1), the employment of the declarative mood by the interviewee in Transcript 1 (IE1) is for a different purpose. As the President of the Unites States, it is essential for the interviewee to give the impression of being less commanding to the public so that he is able to obtain their support. Thus, in his effort to express himself as being less commanding, has chosen to employ modulated declaratives, which refers to the nominalization of the imperative mood into the declarative mood (Eggins, 2004). The following example illustrates the usage of modulated declaratives with the purpose to soften the tone of speech:

Example 2:

> *and they **need to respect** the human rights and the universal aspirations of people.* (IE1/S15v)

> *that policymakers and future Presidents **need to understand** what it is that we are getting ourselves into* (IE1/S71v)

the *owners and the basketball players **need to think** the same way.* (IE1/S364ii)

they ***need to just remind*** *themselves* (IE1/S368ii)

Although the structure of a declarative is evident, these controlled declarative clauses serve a semantic role as instructions which include the interviewee instructing others to act in certain ways (Eggins, 2004). Thus, unsurprisingly these instructions are articulated by employing imperatives because imperatives are the grammatical source which are usually utilised to understand instructions (Eggins, 2004). These clauses may simply be substituted with the most ordinary manner of articulating instructions, for example, "***Respect the human rights and the universal aspirations of people***" or *"**Understand what it is that we are getting ourselves into**".* These ordinary ways of expressing himself will portray his talk as being very authoritative and dominant. With the purpose of softening the tone of his language, the interviewee has employed the Modal Finite *"**need**"* into his exchange in order to switch the imperatives to modulated declaratives and has later made his exchange less forceful (Eggins, 2004).

Theme (c): Achieving solidarity

Another prominent pattern that emerges in the use of the declarative mood by IE1 is the thematization of *"we"* as the Subject of the clause. The pronoun *"we"* has been used continuously by the interviewee as the Subject of the clause, revealing the interviewee's way in achieving solidarity and acceptance namely from the American viewers. The interviewee had repeatedly used the term "*we*" as the Subject in his talk.

The following example below illustrates where *"we"* is used as the Subject:

Example 3:

> ***We*** *gave him ample opportunity,* (IE1/S14i)
>
> ***we*** *didn't release the photograph.* (IE1/S23ii)
>
> ***We*** *lead from the front.* (IE1/S31i)
>
> ***We*** *stabilize the economy,* (IE1/S158i)

By frequently applying the pronoun *"we"* pattern between the audience and the speaker, it has created an intimate dialogic style among them. In the process of building a rapport, the use of *"we"* is deemed as important in helping the speaker to persuade the viewers in sharing the same proposal of perception. This finding is supported by previous research conducted on Obama's victory speech. Ye (2010) found that by repeating the pronoun *"we"* had indeed manage to narrow the gap between addressee and the speaker in building a friendly tenor between them.

Theme (d): Evaluating a character

After taking a closer look, the results also portray that in certain ways, the interviewer in Transcript 2 (IR2) had described Gaddafi as a dictator rather than a leader, portraying him in damaging image before asking questions. By normalising Gaddafi as a dictator, it has created a negative perception of his character.

Below is an example by IR2 (Example 4) that shows evaluation of a character:

Example 4:

> *Libyan **dictator** Moammar Gadhafi killed today after 42 years of rule.* (IR2/S6i)

> *and the **dictator** is dead.* (IR2/S236iii)

> *First, tonight, the Libyan **dictator** dead.* (IR2/S246i)

The interviewer had continuously persuading her viewers into agreeing with her on Gaddafi's image by using thematized comment. In example 4, in furthering the interviewer's attempt to convince the viewers, whenever she starts to discuss the death issue, she would start of by using introductory clause that emphasizes on Gaddafi as a dictator.

Similarly to the interviewer, the interviewee in Transcript 2 (IE2) had thematized Gaddafi's characters by the used of metaphors in displaying negative evaluation on him. In example 5 below, it can be seen how nominalization is used to evaluate Gaddafi:

Example 5:

> *that **the head of the snake** has been cut off.* (IE2/S334iii)

> *But **there are still parts of the snake** that need to be held accountable, (*IE2/S336i)

This pattern is supported by Chase (2008), where in his argument, he stated that the way language is used in mass media would influence viewers in shaping their interpretation of facts. Hence, by giving misinterpreted information such as the bad representation of a character by the media, it signifies a form of covert dictatorship.

Theme (e): Expressing personal thoughts

As mentioned previously, the interviewees in Transcript 2 (IE2) are made up of more than one interviewee. In order to recount and narrate their personal encounters, the interviewees; Dan Rivers, George Friedman, Anderson Cooper, Ted Rowlands, Diana Magnay, Arwa Damon, and Max Foster have used the declarative mood. Consequently, in describing the situation experienced explicitly, these declaratives are found to be expressed in a congruent manner.

However, in order to express personal thoughts, declarative mood was used by other interviewees such as Mazin Ramadan, Senator Chuck Schumer, Jen Psaki, David Frum, Fareed Zakaria, Brian Flynn, and Pat Buchanan. This selection has created more interpersonal meanings between themselves and the interviewer. This is evident through the high occurrence of the pronoun *"I"*. 71 out of a total of 74 occurrences of the pronoun *"I"* as the Subjects was made by these interviewees. An interesting pattern emerges whereby those interviewees who talked about other minor issues such as the flood in Thailand and the anti-austerity protest used the pronoun *"I"* as the Subject minimally while those who talked about Gaddafi's death used the pronoun *"I"* extensively. This indicates that the interviewees have made the issue rather personal as they injected their own personal beliefs instead of taking a neutral stance in providing the information in regards to Gaddafi's death.

Interrogative Mood

It was found that the interrogative mood is used less in the interviewees' talk compared to the interviewers'. Table 2 below shows the distribution of the interrogative mood choices found in all the interactants' talk in percentage form:

Table 2: Distribution of interrogative mood choices

Transcript	Types	Occurrence	Percentage
IR1	Yes/no	13	6.0
	WH-	16	7.0
IE1	Yes/no	3	1.0
	WH-	0	0
IR2	Yes/no	35	6.0
	WH-	18	3.0
IE2	Yes/no	2	0.3
	WH-	3	0.5

The results show that a higher percentage on the use of the interrogative mood choices by the interviewers compared to the interviewees'. There were several themes which have been identified in relation to the use of interrogative mood choices. The themes are grouped as below:

(f) adjusting the level of pressure
(g) shifting audience's attention
(h) challenging a response

Theme (f): Adjusting the level of pressure

The interrogative mood appears to be the second highest mood choice made by the interviewer in Transcript 1 (IR1). Whereas, it was found that WH- interrogative Mood is used more frequently than yes/no interrogatives in matters directly concerning the war in Libya and Gaddafi's death. On the other hand, the yes/no interrogative Mood is used more frequently in regards to the Americans and of Obama's personal life. This result suggests that the interviewer puts high pressure on the interviewee on matters concerning the situation in America but lower pressure on the act of killing Gaddafi. Thompson (2004) conceded that WH- interrogatives function as a demand for the listeners to fill in a missing part of the message without demanding them to take a stance. On the other hand, yes/no interrogatives evidently reflect the polarity of the message that the speaker wants the listener to recognize (Thompson, 2004). In other words, the use of polarity in yes/no interrogatives suggest that the interviewer is not expecting a definite response from the interviewee, indirectly suggesting him to make a choice on which stance to take; positive or negative. Example 6 below shows the way WH- interrogatives were used by the interviewer (IR1) in lowering the level of pressure on the interviewee (IE1):
Example 6:

[What is] Your reaction? // [What is] Your take on this? (IR1/S10i – IR1/S11i)

[What is] Your thoughts on that? (IR1/S21i)

What was accomplished? (IR1/S62i)

The above example shows that the interviewer prefers to use the WH- interrogative mood regarding to Gaddafi's death, which suggests that the interviewee is given more freedom to come up with a response by the interviewer. However, the interviewer prefers to use the yes/no interrogative mood when it comes to other minor issues such as the issue on Hilary Clinton and the approval rating for the election. This shows that in main issue which is Gaddafi's death; the interviewee is given autonomy in providing an answer while the interviewee is asked to provide an absolute answer in regards to the minor issues. This is probably due to the power exercised by the interviewee as the President of the United States. Hence, the interviewer made an effort in avoiding the interviewee being put in an unpleasant position by reducing the level of pressure on him concerning to a controversial matter.

In contrast, the interrogative mood choice used by the interviewer in Transcript 2 (IR2) shows a striking contradiction whereby WH- interrogatives are used minimally. The yes/no interrogatives were used repeatedly in posing questions can be seen as one of the interviewer's strategies in asserting and strengthening her authority as the interrogator. While IR1 gives more freedom to IE1 in terms of providing an answer, IE2 seems to have less room for negotiation as IR2 used yes/no interrogatives frequently. Speaker mostly stresses the listener to specify whether the proposition is about positive or negative validity, without any intermediate stages by using yes/no interrogatives (Thompson, 2004). Example 7 below shows, IR2 usage of yes/no interrogatives in order to strengthen the authority over IE2; the interviewee:

Example 7:

> ***Is*** *170 billion a fair number?* (IR2/S89i)
>
> ***Do*** *you think that democracy is something that will function and that can come out of this?* (IR2/S115i)
>
> ***Does*** *that make you angry?* (IR2/S326i)
>
> ***shouldn't*** *they be extraditing him?* (IR2/S327ii)

The example above vividly demonstrates that the yes/no interrogatives were chosen by the interviewer in projecting herself as an authoritative figure as well as inviting a specific response and putting higher pressure on the interviewees (Martin & White, 2005). The clause *"**shouldn't they be extraditing him?**"* (IR2/S327ii) clearly limits the space for negotiation, and is in fact a loaded question. The negative interrogative invites a positive response [- Of course, they should.]. The interviewee is in fact demanded by the interviewer to disagree with the fact that one of Gaddafi's convicted bombers was only released instead of extradited. The mediocre position of the interviewees in the social hierarchy may justify the high occurrences of yes/no interrogatives. Since the interviewees are less intimidating to the interviewer, she is less confined in demanding a response.

Theme (g): Shifting audience's attention
Directing the audience's attention towards an intended matter whilst shifting it away from another issue is also one of the methods of the interrogative mood used by IR2. It is interesting to see that the first question queried is not directly related to the death of Gaddafi but rather the positive influence it has in improving America's economics and authority. Example 8 below shows how the interrogative mood is used in shifting the audience's attention from one matter to another:

Example 8:

> *Is this proof that **American power** is rising?* (IR2/S3i)

> *does Libya intend to pay back NATO and the United States for **the money** they put into helping over the past year?* (IR2/S105ii)

> *Will we ever recover **the billions** we invested in the cause?* (IR2/S219i)

> *Is America really losing its **status as a superpower**?* (IR2/S512i)

Interestingly, the example above reveals that in spite of the elaborate description of Gaddafi's death through declaratives by the interviewer, the questions that she asked later seem to be revolving yet again on America's image. Instead of generating a discussion on the nature of Gaddafi's death, the interviewer has expertly lifted the focus on how the main issue impacted on America's image. The interviewer's main concern appears to be on matters regarding America such as its financial standing, its image and power as a whole while the death of Gaddafi is only discussed in a minimal way despite the death being the main highlight of the news.

Theme (h): Challenging a response
Pat Buchanan; one of the interviewees in Transcript 2 (IE2), was found to be the only one who used interrogatives in challenging the interviewer (IR2). Example 9 below shows the way how interrogatives are used in provoking and challenging the interviewer (IR2):
Example 9:

> *Who's coming forward?* (IE2/S477i)

> *Is it going to be the Muslim Brotherhood?* (IE2/S478i)

> *what's going to happen?* (IE2/S479iii)

> *what is going to hold us together* (IE2/S535v)

Through these interrogatives, the interviewer is provoked to challenge his opinion by Pat Buchanan as he does not merely express his worries. Consequently, the interviewee's positioning of questions may be interpreted as a strategy adopted in promoting a heteroglossic perspective. This refers to the emphases of language in positioning an ideological position by introducing a range of "players" [Muslim brotherhood] to insert insecurity and fear (Martin & White, 2005). This strategy has also provided more effect on the interpersonal aspect since the interrogatives have not only heighten the interviewee's power status but also challenged the authority of the interviewer by inquiring a response from her. As the dominating counterpart, interrogatives and imperatives are expected to be used by the interviewer as these Mood types are mobilized to dominate an interaction (Martin, Matthiessen, & Painter, 1997). Nevertheless, through the usage of interrogatives as provocation, Pat Buchanan clearly defeats the whole friendly tenor that is usually made between the interactants by being dominant rather than submissive.

Imperative Mood
It was found that the imperative mood is used minimally in the interviewees' talk compared to the interviewers'. Table 3 below shows the distribution of the imperative mood choices found in all the interactants' talk in terms of percentage:

Table 3: Distribution of Imperative Mood Choices

Transcript	Types	Occurrence	Percentage
IR1	Jussive	13	6.0
	Suggestive	0	0
IE1	Jussive	9	2.0
	Suggestive	4	1.0
IR2	Jussive	5	1.0
	Suggestive	2	1.0
IE2	Jussive	5	1.0
	Suggestive	1	0.2

The findings show that the interviewers have a higher percentage than the interviewees' in the imperative mood choices made. Several themes have been identified in relation to the usage of imperative mood choices which are grouped as below:

(i) exercising power over other speakers
(j) shortening the distance between speakers
(k) displaying compassion

Theme (i): Exercising power over other speakers

In order to exercise power over the interviewee (IE1), the interviewer in Transcript 1 (IR1) has manipulated the use of jussive imperatives. Example 10 below shows the use of a jussive imperative by IR1 in employing his power:
Example 10:

Explain that. (IR1/S26i)

Example 10 above shows a jussive imperative mood functioning as a command from the interviewer. The command is to demand the interviewee to explain his leading-from-behind tactic with Libya. This shows that the clause is not open for negotiation, which thus indirectly left the interviewee to carry out the command without having any option. Thompson (2004) argued that this happens because in interpersonal terms, an imperative is presented as not open to negotiation and thus the command is seen as definite.

It is interesting to note that even with other forms of mood choices with more space for negotiation are also available, the interviewer opted to use the imperative mood instead of any other mood. For example, instead of using yes/no interrogative clause such as *"Can you please explain on that?"* which would clearly soften the tone of the interview, the interviewer chooses the clause *"Explain that"* (IR1/S26i) which is firmer and more absolute. The interviewer has established his superior power as the interrogator by using the jussive imperative mood, and the interviewee as the one being questioned. Since the interviewer has previously put less pressure on the interviewee by using yes/no interrogatives less frequent WH- interrogatives than, this usage of the imperative mood may serve the function of balancing the overall interaction, establishing his authority whilst providing space for the interviewee to form responses.

In Transcript 1 (IE1), the jussive imperative mood also found to be preferred compared to the suggestive imperative mood by the interviewee. This suggests that the interviewee prefers the

act of commanding more than the act of suggesting, as a jussive imperative mood functions to command while a suggestive imperative mood functions to suggest (see Figure 3.1). Example 11 by IE1 below shows the use of the jussive imperative mood:
Example 11:

> ***Look***, // *Saddam Hussein is gone, // and that's a good thing.* (IE1/S64i – IE1/S65ii)

> *Well,* ***look***, // *I don't know exactly how they are thinking about it.* (IE1/S78i –IE1/S78ii)

> ***look***, // *we have gone through the worst financial crisis, the worst economic crisis since the Great Depression.* (IE1/S150ii – IE1/S150iii)

The interviewee's social role and the power held in real life may justify on the interviewee's preference in using jussive imperatives or commands over suggestive imperatives. The relationship between an interviewee and the interviewer may usually be interpreted as one of power inequality with the latter being regarded as more domineering than the former. However, it is likely for the situation to be reversed, as to the interviewee's high position in the real world outside the confinement of the interview. Consequently, the allegedly high power exercised by the interviewer somehow clashes with the power exerted by the interviewee as the President of the United States.

The result of this power struggle between both interactants can be seen from the fact that there are indeed restrictions instead of solidarity that these two interactants were struggling to fulfil in order to respect each other's role and power while avoiding total domination from one another at the same time. This can be seen from the data analysis obtained whereby the use of the imperative mood by these two interactants shows a substantial similarity where both interactants prefer jussive imperatives over suggestive imperatives. This shows both parties struggle in dominating one another instead of allowing the interviewer to have the autonomy that most interviewers normally have.

Theme (j): Shortening The Distance Between Speakers
There are various forms of strategies employed by a speaker in order to create a less distant tenor between himself and the other speaker (Eggins, 2004). In the present study, even though the interviewee in Transcript 1 (IE1) has a need to rationalize his thoughts and actions in regards to the issue of Gaddafi's death, he is actually mindful of the higher need to build rapport with the interviewer in order to win the hearts of his fellow people by exhibiting his lack of authoritativeness. Hence, the interviewee has indeed mobilized such strategies through the use of the suggestive imperative mood.

The diversification of linguistic choices by the interviewee in Transcript 1 (IE1), combining both types of imperatives, namely jussive and suggestive shows that the interviewee feels that it is essential for him to display authoritativeness. At the same time, he is also aware that he has to maintain a friendly tenor with the interviewer in order to be accepted by the audience. A study conducted by Ye (2010) has also yielded a similar result whereby he concluded that Obama's frequent use of *"**let's**"* is an indicator that rather than giving a direct command, he is making a suggestion, conviction and persuasion. Thus, rather than giving a direct command in providing suggestions, he uses the suggestive imperatives as a strategy to soften the tone of command. Example 12 by IE1 shows the use of the suggestive imperative mood in shortening the distance between him and the audience:
Example 12:

> ***Let's*** *make it easier for people to refinance.* (IE1/S184i)

> *"****Let's*** *figure out a way to waive some of the fees, waive some of the provisions that are preventing them from being able to refinance."* (IE1/S187ii)

Example 12 above could be expressed easily by declaratives such as ***"I will make it easier for people to refinance!"*** or ***"I will figure out a way to waive some of the fees and provisions that are preventing them from being able to refinance!"***. But instead, the interviewee has added the word *"Let's"* as the Subject of the clause which shifted the audience's attention towards his act of providing a solution to the problem instead of concentrating on the issue itself. This strategy may also function as a form of distraction where the audience's attention has been shifted from the problem of refinance in the Rheme position towards the thematized *"Let's"*. In addition, by choosing the word *"Let us"* or *"Let's"* as the Subject of the clauses, the interviewee highlights a sense of togetherness and unity between him and his people. In a way, the interviewee has successfully shortened the distance between the audience and himself by asking them to take actions together with him to overcome difficulties.

Theme (k): Displaying Compassion
It was found that out of all the imperatives used, there is only one occurrence where the interviewee in Transcript 1 (IE1) set his command in the form of "dos and don'ts" as the Finite of the clause. According to Thompson (2004), the Finites that occur in unmarked imperatives restrictedly serve for a single purpose which is to signal negative polarity. In short, the functions of the Finite are supposedly irrelevant since a command is treated as definite. However, as this particular imperative happened by the end of the interviewee's talk, it may be connected with the fact that it is employed by the interviewee as a way to defend his prompting actions and conform to his role as the one who provides the solutions to the problems. Since the interviewee has already established his role as the provider of the solution and assumed the interviewer as the solution seeker, he is thus expected to provide the interviewer who represents the audience as well, with some advice or effective recommendations as a closure. Example 13 below shows the usage of "dos and don'ts" by IE:
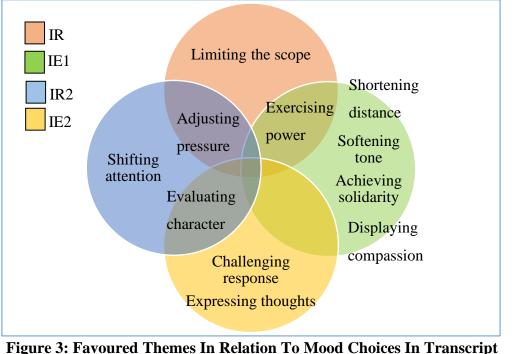Example 13:

> ***Do not*** *take sides // unless it's your side.* (IE1/S379i – IE1/S379ii)

Example 13 above in fact functions as concrete advice instead of a concrete instruction as to how the Americans should react to any issues that have arisen. It is thus inevitable for the interviewee to conclude his talk with an advice in order to suit his role of a compassionate leader whose actions and thoughts are centred on the best interest of his people.

Overlapping Themes
In the previous sections, the interviewer's and interviewees' transcripts were analysed and discussed in terms of the use of Mood. The findings have revealed that the aim of this study which is to analyse the language used in the media that reflects persuasion and bias, has been accomplished through the various themes associated with the findings. For comparison purposes in terms of the themes identified from the Mood choices, all four transcripts were drawn together in the present section. The comparison is strictly restricted to the data analysis and discussion from the previous sections. A Venn diagram is used to show similarities and inter-relatedness of the themes in order to have a holistic picture of the interactants' transcripts.

Figure 3: Favoured Themes In Relation To Mood Choices In Transcript IR1, IE1, IR2 and IE2

It can be concluded that there are two overlapping themes shared by the speakers. The themes are:

(a) Evaluating a character
(b) Adjusting the level of pressure
(c) Exercising power over other speakers

(a) Evaluating A Character
In describing Gaddafi, the interviewer and interviewees in Transcript 2 (IR2 and IE2) tend to evaluate Gaddafi negatively. This unveils their joint attempts in convincing the audience to adhere to their perception and beliefs regarding Gaddafi's image.

(b) Adjusting The Level Of Pressure
Through the interrogative mood choices that were employed, both interviewers demonstrate a tendency to change the level of pressure thrust upon the interviewees. The use of the mood choices demonstrates that the interviewers remove the balance needed in delivering information and news by altering the level of pressure which may affect the interviewees' responses as they are either left with more or less space for the negotiation of answers (Chase, 2008). The lowering or increasing level of pressure practiced by the interviewers may be connected with the position hold by the interviewees in the real world. Thus, the social roles played by both parties during the interview may determine the interpersonal relationship between them.

(c) Exercising Power Over Other Speakers
Due to the higher position that the interviewee in Transcript 1 (IE1) has in the real world, an apparent power struggle and domination between him and the interviewer (IR1) was evident based on his higher use of imperatives. This is in contrast to the interviewees in Transcript 2

(IE2), as they have less needs to uphold their image, they are found to be less intimidated to express their political stand considering the common place position they hold in the real world.

Conclusions

In persuading audience, the current study has succeeded to demonstrate the ways interpersonal meanings are expressed by the media through the foregrounding of different types of Mood choices. When a detailed analysis of the interpersonal aspect of language use made by the interactants is brought to light, the public are able to understand the role of the media and its hidden meanings. In addition, the study makes it possible for the public to extend their knowledge of the language and to detect prejudices and bias in the information delivered by the media based on the finding the themes favoured by the interactants. Ultimately, public will gain their independence and autonomy in making decisions without being used as tools for the media's interests or being subtly manipulated by the media. The current study has also managed to shed light on the way persuasion strategies are directly or indirectly embedded in the media and on how these strategies were used by them to coerce the public. Therefore, the public is more conscious of such dominance and thus can resist such persuasion by the media as they are able to use their thinking skills and critical judgment that enable them to assess information.

More studies on the same genre may be conducted on a bigger scale to validate the findings of the current study. To broaden the scope of the study regarding the interpersonal aspect of language use in the media, research from other types of spoken discourse which can be extracted from different sources may be conducted. As such, transcripts from political debates during the general election or television interviews may enrich the results of this study as they may demonstrate the various ways in which meanings are negotiated between the interactants. Therefore, further research on the analysis of different genres of spoken discourse may be carried out in understanding how speakers in diverse genres manipulate their use of language to achieve their personal communicative objectives.

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