

A Multimodal Analysis of Attitudinal Resources in UK
News about Raheem Sterling

تحليل متعدد المستويات للموقف الذي تتخذه الأخبار بالمملكة المتحدة
بخصوص رحيم ستيرلنج

Dr. Dalia M. Hamed
Lecturer of Linguistics
Faculty of Education, Tanta University

د. داليا محمد حامد
مدرس اللسانيات
كلية التربية - جامعة طنطا

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Abstract

Appraisal theory provides an account of how speakers/writers position themselves as standing with or against certain issues or figures and the way this position is manifest in language. After being subjected to alleged racist abuse by supporters in the Premier League, Manchester City winger Raheem Sterling has accused British media of helping to fuel racism in football by their portrayal of black players. This accusation has led to this investigation of British media coverage of Sterling in order to consider how articles on this young black player may result in racial behaviors in football. This research is an application of the theory of Appraisal (attitudinal resources) as proposed by Martin (2000) and Martin and White (2005) and visual metonymy as presented by Feng (2016) to analyze a thread of UK newspaper headlines about Sterling, in an attempt to question Sterling's accusation against press coverage.

Key Words: Appraisal; Media; racism; Raheem Sterling; Visual Metonymy.

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الملخص:

نظرية التقييم توفر وصفاً لكيفية قيام المتحدثين أو الكتاب بوضع أنفسهم في موقف مع أو ضد بعض القضايا أو الشخصيات والكيفية التي يظهر بها هذا الموقف في اللغة وعلى سبيل المثال بعد تعرض رحيم ستيرلنج لاعتداءات عنصرية مزعومة من قبل مؤيدي الدوري الإنجليزي الممتاز، قام جناح مانشستر سيتي ستيرلنج باتهام وسائل الإعلام البريطانية بالمساعدة في تأجيج العنصرية في كرة القدم من خلال تصويرهم للاعبين السود. وقد أدى هذا الاتهام إلى هذه الدراسة في تغطية وسائل الإعلام البريطانية لستيرلنج من أجل النظر في كيفية قيام المقالات عن هذا اللاعب الأسود الشاب بالتسبب في سلوكيات عنصرية في كرة القدم. هذا البحث هو تطبيق لنظرية التقييم (الموارد السلوكية) كما اقترحها مارتن عام ٢٠٠٠ ومارتن ووايت عام ٢٠٠٥ وأيضاً تطبيق المجاز المرسل المصور كما قدمه فنج عام ٢٠١٦ وذلك لتحليل سلسلة من عناوين الصحف البريطانية حول ستيرلنج في محاولة للتحقق من اتهام ستيرلنج للتغطية الصحفية.

الكلمات المفتاحية: التقييم، وسائل الاعلام، العنصرية، رحيم ستيرلنج، المجاز المصور

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1. Statement of the Problem

Language is a system of meaning with interaction as its main function (Brown, 2001:34). This means that language is a medium of setting communicative relations between addressors and addressees. The essence of appraisal is that “emotions are elicited by evaluations (Appraisals) of events and situations.” (Roseman& Smith,2001, P.3). Appraisal, the expression of one’s emotions and attitudes, is not a purely personal matter by which a writer/speaker utters his comments on certain issues and figures. It is an interpersonal matter aiming to advance a biased opinion in order to “elicit a response of solidarity from the addressee” (Martin, 2000, P. 143).

Evaluation has a significant function in language: to express the writer’s point and his value system, to set a link between the writer and the recipient and to organize discourse (Thompson & Huntson, 2006). This means that appraisal is an interpersonal relation between the speaker/writer and the hearer/addressee.

Appraisal theory, meaning-oriented, is about the stances the writers/speakers adopt and their subjective presence in the text (Martin& White, 2005). It is about the appreciative language manifest in texts. The appraisal framework provides an account of how speakers/writers position themselves as standing with or against certain issues or figures and the way this position is manifest in language.

After being subjected to alleged racist abuse by supporters in the Premier League, Manchester City winger Raheem Sterling has accused British media of helping to fuel racism in football by their portrayal of black players

(Retrieved from <https://edition.cnn.com/2018/12/09/football/raheem-sterling-racism-intl-gbr/index.html>).

This accusation has led to this investigation of British media coverage of Sterling in order to consider how articles on this young black player may result in racial behaviors in football.

According to Hartmann and Husband (1974), British media present a negative image of the black. In doing so, they help formulate and support racial negative beliefs about minor groups. The Sun newspaper, for instance, has been obsessed with Sterling, a thing apparent from its running stories on him. The relation between negative media news stories about minorities and the expected resulting attitude is examined in this paper.

Meaning can be expressed via multimodal resources. Multimodality refers to several levels of analysis: the verbal, the visual and the aural. This paper is about two analytical modes: the verbal mode and visual mode. When the verbal text interacts with the visual, the resulting coherent effective message is much more powerful. This paper investigates UK Press running stories on Raheem Sterling in order to show the manner verbal tools cohere with visual designs in order to portray the target attitude of the newspaper. Analysis is based on the theory of Appraisal (Attitudinal Resources) as proposed by Martin and White (2005) and visual metonymy (Feng, 2016).

This paper zooms in on an online thread of headlines of running stories about Sterling in an attempt to examine their linguistic features (verbal/semiotic) and evaluate Sterling's accusation that negative media stories fuel racist behaviors in football.

This research is an application of the theory of Appraisal (attitudinal resources) as proposed by Martin (2000) and Martin and White (2005) and visual metonymy as presented by Feng (2016) to analyze a thread of UK newspaper headlines about Sterling, in an attempt to question Sterling's accusation against press coverage.

2. Aim of Research Paper

This paper aims to examine news presentation of Raheem Sterling via a framework of attitudinal resources within the Appraisal Theory model proposed by Martin (2000), Martin & White (2005) and visual metonymy (Feng, 2016), in order to investigate Sterling's claim that the manner in which the press mirrors events regarding his life helps to "fuel racism".

3. Significance of the Study

The application of Appraisal framework and visual metonymy is significant in discovering the writer's attitudes and stances, that may not be expressed overtly, through the multimodal analysis of the writer's language (verbal and visual). Visual Metonymy is of due importance in image examination because the addressee has to infer the target structure via relating the visual cues to the verbal text. This paper intends to investigate the linguistic resources by which writers adopt a stance towards entities and propositions presented by the texts under analysis. Moreover, it explains the effects associated with this stance, adopted by writers, as regards the addressees and the un/desirable resulting consequences when one stance is adopted over another.

4. Statement of Research Questions

What are, within the attitudinal appraisal framework, the positive/negative language elements found in the press coverage of Raheem Sterling?

What is the evaluative lexis expressing the writer's opinions concerning Sterling?

How effectively does the writer depict a stand-for relationship in the visual text?

What is the basis of Sterling's accusation that press negative coverage of black footballers prompts to fuel racism in football? How valid may Sterling's accusation be? This paper is expected to answer these questions.

5. Literature Review

5.1. The Appraisal Framework

According to White (2015), the Appraisal framework developed by Martin and White (2005) assesses meaning of texts which communicate positive or negative values. Early work on appraisal, he adds, focuses on evaluative meaning. The view of language within the appraisal framework is based on the systemic functional linguistic theory of Halliday (Halliday, 1994).

Each clause has three main meta functions: ideational, interpersonal and textual. The interpersonal one is about the relationship between people (Halliday & Mathiessen, 2004). Martin's notion of appraisal has grown from the systemic functional linguistics to refer to "the overall system of choices used to describe this area of meaning" (Martin, 2000, P.142). The Appraisal framework is based on the notion of stance "which depends heavily on the idea that whenever speakers or writers say anything, they encode their points of view towards it" (Martin & White, 2005, P. 29). This stance, they add, comes from the writer's attitude and is linguistically expressed. This stance, according to Pankovsky (2013), is oriented towards the reader/listener in an attempt to urge him share the writer's attitude. This framework of appraisal "provides for analyses of those meanings by which texts convey positive or negative assessments" (White, 2015). The Appraisal theory is interested in the value position created in a text and its state of being questioned, taken for granted or problematic. The framework outlined is directed towards "providing a systematic account of how such positionings are achieved linguistically" (Martin & White, 2005, P. 93). Language and press are interrelated because media depend on language as a communicative instrument for the making of meaning. That is why this paper investigates Sterling's accusation within the Appraisal framework.

The term appraisal, proposed by Martin (2000) and Martin & White (2005), refers to the semantic resources negotiating emotions and judgements. It has three domains: attitude, engagement and graduation. The coming part briefly presents their model of Appraisal.

Attitude is concerned with feelings and reactions. It is ramified into three resources: affect (emotion), judgement (ethics) and appreciation (aesthetics). Graduation is about the grading of phenomenon. It is divided into a force and a focus. A force is about the degree of an evaluation, while focus is about non-gradable context. Engagement is about dialogic positioning associated with a given meaning. It is divided into monoglossia and heteroglossia. The former means that there are no references to other viewpoints, while the latter includes that reference.

5.1.1. Attitudinal resources.

As far as attitudinal resources are concerned, they are classified into three divisions: affect, judgement and appreciation.

Affect has to do with negative/positive expression of emotions such as indicating sadness or happiness. judgement deals with moral evaluations of a behavior such as uttering words of praise/criticism and admiration/condemnation. Appreciation is about the aesthetic quality of a phenomenon, which could be elegant, desirable, innovative, etc.

Affect revolves around six variables. First, feelings can be positive or negative. Second, they can be embodied as an extralinguistic behavior (crying), a mental process (hate), or a relational one(feel). Third, feelings can be reacted to a trigger (He loves his family) or just a general mood (He is depressed). Fourth feelings can be graded as low (like), median(love), and high(adore). Fifth, feelings can relate to an unrealized future(want) or a realized present (like). Six, emotions can be featured as being that of in/security, dis/satisfaction, and un/happiness.

Judgement is subdivided into social esteem, which refers to values of normality, capacity and tenacity, and social sanction which involves values of veracity and propriety. Appreciation is subdivided into one's reactions to things, their composition and their value. (See appendix 1)

5.1.2. Graduation & engagement.

Graduation is divided in force and focus. Force refers to the intensity of values, or their shortage. Focus expresses graduation of non-gradable values via the use of words as “sort” of, “kind of”, etc. Engagement defines the source of discourse as being monoglossic or heteroglossic. Monoglossic utterances make no references to other points of view, and heteroglossic utterances which invoke dialogistic alternatives.

5.2. Visual Metonymy

Metonymy, in cognitive linguistics, is a stand for relationship as it ‘allows us to use one entity to stand for another’ (Lakoff and Johnson, 1980, P. 36). It differs from a metaphor in that the metaphor pertains to a relation between two different domains, whereas in a metonymy the relation involves one domain (Lakoff, 2002).

Visual images construct meaning and processes (Kress & Van Leeuwen, 2006). An attitude in itself is an abstract entity that cannot be drawn in an image, thus, the inscription of attitudinal resources in a visual representation is metonymic (Forceville, 2009). Metonymic relations are diverse: a member of a category standing for the whole category, a part of an entity standing for the whole entity and different camera positioning resulting in different camera representation of depicted elements.

As for the attitudinal meanings in visual designs, they can be expressed metonymically as follows: participants' reactions stand for emotion, participants' actions and physical features stand for attribute. The previous two traits correspond to Martin and White (2005)'s affect and judgement within the theory of Appraisal. (Feng, 2016). An emotion, being abstract, can be represented metonymically by depicting its eliciting condition or cause (cause standing for emotion) or its reaction (reaction standing for emotion). Furthermore, actions stand for attributes, because an action evokes one's judgement and physical features stand for inner attributes (Feng, 2016).

Norrick (1981) is of the opinion that different items of jewelry and clothing mirror particular features. He explains that any physical object that belongs to someone is a sign of reference to that person.

Bippus, A. and Young, S. (2012) study “Using Appraisal Theory to Predict Emotional and Coping Responses to Hurtful Messages”. Other researches about Appraisal theory include: A Practical Application of Appraisal Theory on Critical Reading in College English Teaching (Ruo-mei, W. ,2016), An Appraisal Theory Approach to Point of View in Mansfield Park and its Translations (Alsina, v., Espunya, A.& Naro, M.W. ,2017), and The Analysis of Attitudinal Resources in Obama's Victory Speech from Perspective of Appraisal Theory (Ailan, D., 2017). The investigation of press influence on racist behaviors in the most popular sport all over the world, football, is considered to be worthy of analysis. That is why this paper attempts to address this topic.

6. Methodology

Database of this multimodal study is the thirty-first news information published online covering Raheem Sterling's daily activities (See appendix 2). News about Sterling usually involves two linguistic modes of analysis: a verbal and a visual mode. This online series of stories about Sterling is retrieved from (<https://twitter.com/adamkeyworth/status/1001218545588502530?lang=ar>).

The analysis of this online thread about stories on Sterling is based on Martin and White's theory of Appraisal (2000, 2005) and visual metonymy (Feng, 2016). That thread is used to evaluate Sterling's claim that negative media stories about him result in racist behaviors against him.

7. Analysis and Discussion

News Information Number (1): "TIRED RAHEEM AT 3 AM 3 LIONS PARTY"

This story displays a negative judgement concerning Sterling's capacity to regulate his training schedule due to his staying up late at night. Sterling is judged as being careless about his daily practicing football. When a footballer is accused of reckless behavior that has a negative effect on his athletic abilities, football fans will be furious at him. Sterling's image shows him to be completely tired as his physical action of touching his head denotes. This negative attribute is metonymically represented by what he does (action for attribute). This visual representation of Sterling evokes negative criticism regarding his capacity to play. When football -maniac crowds view Sterling's exhaustion resulting from his attending a party till the morning early hours, they will blame him and condemn him as being irresponsible.

News Information Number (2): "From troubled youth to £100 a week. The life of footie idiot Raheem Sterling".

This headline presents a negative criticism against Sterling's capability as apparent from the words evoking negative judgments: "troubled, footie idiot". This negative attribute is metonymically presented via the depiction of Sterling's luxurious lifestyle (his clothing and his girl-friend stand for luxury). A luxurious life carries a negative

judgement concerning his ability as a player. In this news story, Sterling is regarded as a playful wealthy young man who owes his richness to football and its masses. Yet, he is estimated as being indulging in sensual fun, which will sure make football audience feel agitated.

News Information Number (3): “DON’T BE SO GREEDY”.

The word “greedy” condemns his propriety (negative judgement). The movement of his hand as if he is going to take off his football shirt stands for his evil intension (action for attribute) to leave Manchester if he does not get a pay rise. This visual criticizes Sterling’s ethics. He is presented, verbally and visually, as being money-grubbing. He is shown to have money, rather than scoring goals, as his sole target.

News Information Number (4): “STERLING SINKS TO NEW LOW-OBSCENE RAHEEM”.

Previous words “sinks, low, obscene” form severe criticism against Sterling’s propriety(judgement). This is portrayed metonymically via showing him smaller than a sink, thus reflecting his insignificant physical features (physical features for inner attributes). Both modes of communication-the verbal and the visual- present Sterling as being trivial. This denunciation makes people hate him.

News Information Number (5): “Manchester City star Raheem Sterling earns £200000-a-week...but takes £80 easyJet flight back from holiday”.

This story condemns his ethics and shows him to be mean (judgement). His meanness is metonymically portrayed by showing him standing amid the crowds in an easyJet (action for attribute). Denouncing Sterling’s features and the continuous accusations against him must result in an atmosphere of hatred surrounding this black player.

News Information Number (6):

“Man City ace Raheem Sterling drives FILTHY £50k Mercedes”. The word “filthy” denotes his bad ethics and absence sincerity (judgement). The image of his filthy car stands for Sterling’s evil personality (object for person). Sterling is charged of being foul. This charge makes people abhor him due to his vicious traits.

News Information Number (7):

“Love rat Raheem Sterling proposes to his long-suffering girlfriend Paige Milian”.

The word “rat” carries negative judgements of stupidity (lack of capacity), cowardliness (lack of tenacity) and evil (lack of propriety). His girlfriend carrying a small black bag is a symbol of previous traits because a black bag has nothing to do with marriage. It stands for Sterling’s lack of social esteem and sanction (action for attribute). Sterling is compared to a rat. He is condemned as being disgusting.

News Information Number (8):

“Prem rat of the Caribbean”

The eighth story is that of Sterling with two different girlfriends. The word “rat” echoes the same judgement in the previous story. Sterling image with two girls stands for absence of social esteem and sanction (action for attribute). This news reminds readers of Sterling’s dallying with females, as apparent in example number two.

News Information Number (9):

The ninth headline is “Raheem Sterling treats himself to a spot of breakfast after missing out on being crowned Young Player of the year the night before at PFA awards”.

Raheem Sterling is disesteemed because he eats and rides his car as he usually does in spite of losing a precious title, that of being the Young Player of the year. The previous words show him to be insensitive and irresponsible (judgement). This negative feature is metonymically portrayed via his walking and riding his car with no sense of regret (action for attribute).

News Information Number (10):

The tenth one: “Raheem shoots himself in foot”.

The word “shoots” judges him as being dishonest, violent and evil (judgement). The image of his leg with a gun tattoo carries previous attributes (physical feature for inner attributes). Moreover, his leg stands for his whole body. This condemns him as he is shown to be sharing a feature with a terrorist because a good footballer, as obvious in this

headline, is not interested in guns. This is the worst judgment against Sterling. Nothing is worse than violence and terrorism. Sport and football have nothing to do with terrorism. Sterling is judged as being undeserving to be a footballer.

News Information Number (11):

“Man City star Raheem Sterling spotted bargain hunting in POUNDWORLD”.

The words “spotted, bargain hunting” judge his behavior as being dishonest and corrupt. This is a negative condemnation of Sterling’s propriety. The manner in which he is visualized as standing beside a well-dressed white supporter, his black clothes, his ugly black cap, his bad looking compared to the white supporter, all stand for Sterling’s negative attributes (physical features for attribute). Visual design symbolizes his corruption and ugliness in comparison with the goodness and charm symbolized by the white-man’s lovely appearance.

News Information Number (12):

The twelfth headline is “£44 bargain-loving Raheem Sterling’s taste for Greggs...he loves pasties!”.

The words “bargain-loving” judge him as being deceitful and evil, a negative judgement directed against his propriety and credibility. His bad looking, his wearing ugly black clothing, his open mouth, all stand metonymically for his negative attributes (physical features for inner attributes”. Sterling is charged, again, of being greedy and interested only in bodily requirements. This is a reminder of news information number (3).

News Information Number (13):

The thirteenth story is “Footie star Raheem Sterling buys clothes from PRIMARK while on £180k -a- week”.

The previous words carry a negative judgement that he lives a life of pleasures that renders him as being unreliable and corrupt, this charges him of being incapable to give football his focus and of being lacking in integrity. His style of clothing, his girlfriend standing close to him, his manner of sitting close to his standing girlfriend -all stand for his lack of tenacity and propriety (action for attribute-physical features for attribute).

News Information Number (14):

The fourteenth story is expressed in a verbal form without a visual design. It reads “Man City star Raheem Sterling hires private jets and heads for two holidays in a week before joining up with England World Cup squad”. The previous words refer to Sterling’s irresponsibility and unreliability (negative judgement). Being interested in amusement and distraction just before the most important football championship, Sterling is judged as being thoughtless. This negative judgement is to make him blamed for any loss the British squad may experience.

News Information Number (15):

The fifteenth news is: “Exclusive: Liverpool ace Sterling On Happy Crack Days Before Game”. The previous words echo news number fourteen and carry a negative judgement of Sterling’s irresponsible behavior and unreliability. His image of blowing a balloon stands for the previous negative traits (action for inner traits). His idiotic smile also shows him to be insane (physical feature of inner attributes). Being a fool, Sterling is accused of incapability and stupidity.

News Information Number (16):

The sixteenth one is “ONE MILLION POUND STERLING Raheem Sterling’s cars: Man City winger drives flashy motors worth over £1 million during his short career”.

Though the previous story is rendered in a verbal mode, it is sufficient to condemn Sterling as being extravagant (judgement). This news copies headlines number two, eight and thirteen. All condemn Sterling as being wasteful and lavish. When Sterling is presented as being indulged in mundane luxury, he will be expected to offer nothing to football fans and masses. This, in turn, is enough to induce grudge and malevolence against him.

News Information Number (17):

The seventeenth one reads “Stabbed teens die on streets- Ster crazy Raheem in training with tattoo on leg”.

The previous words condemn Sterling as being responsible for violence because of his gun tattoo, which is a negative judgement against

his credibility and reliability. Sterling's image of his leg stands for Raheem Sterling (part for whole), and the image of his leg with the gun tattoo stands for his violent nature (physical traits for inner attributes). This is a reminder of news number ten. It is an emphasis on Sterling's violence and responsibility for severe crimes in the British society. This charge is based on the fact that many imitate football stars in looking and behavior. When Sterling is charged of violence and terrorism because of his gun tattoo, it is normal-according to British media- that violence increases. This news accuses Sterling of being dangerous to the British society.

News Information Number (18):

The eighteenth one is "When did Raheem Sterling's dad die? How many children does he have and who is his fiancée Paige Milian?"

By digging deeper into Sterling's personal life, media deliver a negative judgement that he is a questionable figure, which is pointed against his veracity. The image accompanying the words is that of an unknown girl who must be related to Sterling in some way. This stands for Sterling's unreliability (object for person).

News Information Number (19):

The nineteenth: "Damilola dad: say sorry for gun tattoo, Raheem". The previous words condemn Sterling as being violent and irresponsible (judgement). The leg with a gun tattoo stands for Sterling (part for whole), and for his violence as well (Physical features for inner attributes). This is an echo of news number seventeen and reminds readers of Sterling's responsibility for any social violence.

News Information Number (20):

This one is rendered only verbally as "The only way Raheem Sterling can escape the storm is to inspire England to World Cup glory in Russia". The previous words "escape the storm" condemn Sterling as being corrupt (judgement). He is condemned, so far, of many evil features which are agitating to arouse storms of resentment surrounding him.

News Information Number (21):

"England's £ 160 World Cup kit is made in Bangladesh by workers on 21p an hour".

The twenty-first story is about workers who are not paid well with an image of Sterling to show a contrast between underpaying workers and Sterling's high income from football. In this instance, the verbal and the visual complete the intended meaning. Sterling's image stands for his wealthy life in contrast to that of workers (action for attribute). There is a negative judgement that Sterling is evil and does not deserve his luxurious life because he does not offer football enough efforts. Sterling is presented as taking more than what he deserves.

News Information Number (22):

The twenty-second news is "I'M SO SORRY FOR LATE SHOW". This is a condemnation showing Sterling's laziness and disinterest in football trainings (judgement). This negative judgement is rendered metonymically by the depiction of Sterling's hand slapping his face with wrinkles in his facial expressions (action for attributes).

News Information Number (23):

The twenty-third story reads "TATT'S NOT GOOD ENOUGH". These words show the journalist's anger that Sterling is backed by Southgate. The word "tatt" is a blend of 'that' and "tattoo", in reference to Sterling's gun tattoo. Words condemn Sterling as being violent and unreliable (judgement). His act of running and laughing despite his being late stands for the previous negative attributes. It is evident that British media always remind readers of Sterling's gun tattoo, in an attempt to emphasize the negative judgement that he is a black terrorist.

News Information Number (24):

The twenty-fourth story is "SORRY GARETH, Sterling's late for World Cup training camp".

Again, Sterling is judged as being unreliable and inconsiderate. The image shows other players during training as standing for the contrast between them and Sterling's irresponsibility (action for attribute). British white footballers are contrasted with Sterling: while they are training, he is late for the training camp. This must result in a storm of hatred and anger around Sterling.

News Information Number (25):

The twenty-fifth news is "A goal drought for Raheem Sterling".

The word “drought” delivers the negative judgment that Sterling is worthless as he incapable of scoring any goals. His invalidity is depicted visually by Sterling’s starring at the ball while the goalkeeper is holding it (action for attributes). Being a frivolous footballer, Sterling is shown as being an intruder who only causes troubles.

News Information Number (26):

The twenty-sixth one is “Sterling shoots himself in the foot again as he’s booked for diving in England’s 2-1 win over Nigeria”.

The previous story neglects England’s win over Nigeria and focuses on Sterling’s coming trip in an attempt to accuse him of negligence and extravagance (negative judgement against his capability and reliability). The visual shows his act of shooting his foot and the verbal completes the intended visual meaning (Sterling’s corruption-act for attribute). It becomes clearer that British media focus on showing Sterling’s luxurious lifestyle and his worthlessness as a football player.

News Information Number (27):

The twenty-seventh one is “STER CRAZY”.

The word “crazy” judges him as being incapable and unreliable. These features are due to his action of shooting his leg during a match, a sign of his lack of focus (action for attribute). In this instance, the visual and the verbal work side by side to render the negative judgement about Sterling.

News Information Number (28):

The twenty-eighth one reads: “Raheem Sterling has now gone 1,000 days without scoring for England...he threatened against Colombia but was once again the source of frustration”.

These words condemn Sterling (judgement). They remind readers of Sterling’s inability to contribute to any success in football. The visual design shows him mounted by another player, a sign for his lack of capacity (action for attribute). Both modes of communication judge Sterling as being a burden.

News Information Number (28):

The twenty-ninth story is” Raheem Sterling enjoys an ice cream with stunning fiancée Paige Milian during romantic Venice break...after England’s World Cup devastation”.

Though this story is expressed only in a verbal mode, words are enough to condemn Sterling of being thoughtless and lacking in national loyalty (judgement). Sterling is accused of untruthfulness as he does not care about Britain’s defeat in World Cup, which is a negative judgement against his veracity.

News Information Number (30):

The thirtieth is “Raheem Sterling buys £ 15,000 guard dog to protect his family at £2 million mansion”.

The previous words condemn him as being extravagant. His visual clothing, that of a football player, stands for that attribute. This news dispraises him as he earns a lot, spends a lot while exerts the least effort.

News Information Number (31):

The thirtieth first news is “Man city stars buy £7k Rolex watches for backroom staff.”

Sterling is not mentioned in the verbal text, which superficially has nothing to do with him. The visual text shows Sterling staring at the watch, a sign of corruption (action for attribute). This a reminder of Sterling’s greedy nature

The following table summarizes attitudinal resources expressed verbally:

Verbal Item (s)	Attitudinal Resource(s)
Tired	Judgement, - Capacity
Troubled	Judgement, - Capacity
Footie idiot	Judgement, - Capacity
Greedy	Judgement, - Propriety
Sinks	Judgement, - Propriety
Low	Judgement, - Propriety
Obscene	Judgement, - Propriety
Earns...but takes	Judgement, - Propriety
Filthy	Judgement, - Propriety
Rat	Judgement, - Propriety
Rat	Judgement, - Veracity

Rat	Judgement, - Tenacity
Missing	Judgement, - Propriety
Shoots	Judgement, - Veracity
Shoots	Judgement, - Propriety
Spotted	Judgement, - Veracity
Bargain hunting	Judgement, - Propriety
Footie star buy	Judgement, - Tenacity
Footie star buy	Judgement, - Propriety
Hire jet	Judgement, - Tenacity
Hire jet	Judgement, - Propriety
Happy days before game	Judgement, - Tenacity
One million pound	Judgement, - Propriety
Stab...tattoo	Judgement, - Propriety
Who is his fiancée?	Judgement, - Tenacity
Gun tattoo	Judgement, - Propriety
Escape storm	Judgement, - Propriety
Workers	Judgement, - Propriety
Sorry for late	Judgement, - Capacity
Tatt	Judgement, - Propriety
Tatt	Judgement, - Capacity
Late	Judgement, - Capacity
Late	Judgement, - Tenacity
Drought	Judgement, - Tenacity
Drought	Judgement, - Capacity
Diving	Judgement, - Propriety
Crazy	Judgement, - Tenacity
Crazy	Judgement, - Capacity
Without scoring	Judgement, - Capacity
Without scoring	Judgement, - Tenacity
Frustration	Judgement, - Tenacity
Frustration	Judgement, - Capacity
Ice-cream, England devastation	Judgement, - Propriety
Guard dog, mansion	Judgement, - Propriety

Table (1): Attitudinal Resources Concerning Sterling

Table (1) sums the negative judgements against Sterling as expressed in the verbal mode. The visual mode follows the same line and depicts Sterling in a distorting manner, as explained in the previous analysis.

8. Conclusion

Verbal and visual modes work together to condemn Sterling. Though attitudinal resources include three sub-divisions, judgement is the one prevailing as to Sterling's portrayal in media. This is a sign that journalists' judgements are ready to be uttered immediately. Sterling is shown, verbally and visually, as being lacking in capacity, tenacity, veracity and propriety. He is distorted by vicious descriptions expressed verbally and visually associating him with lexical items that arouse disgust. He is connected with ugly features denoted by words as: tired, idiot, greedy, low, mean, filthy, rat, shoot, gun tattoo, late, goal drought and crazy. The previous words carry the negative judgement against Sterling who is accordingly condemned of being careless, playful, egocentric, insignificant, vicious, disgusting, unfeeling, violent and irresponsible. In a word, his is judged as being a worthless black stranger causing problems.

Media presentation of Sterling results in his being eccentric (-normality), because no human being is negatively judged in that comprehensive manner. This is communicated to addressees who, in turn, share the addressor's judgements against Sterling. It is fair enough to say that racist behaviors against him are justified in advance. Hate speech around Sterling paves the way for any racism against him. It seems that British media insist on presenting Sterling in a distorted image which is contrasted with that of the white players and workers (see news number twenty-one, twenty-four and thirty-one). This is thought to be a sort of racism based on the origin and the color of the skin.

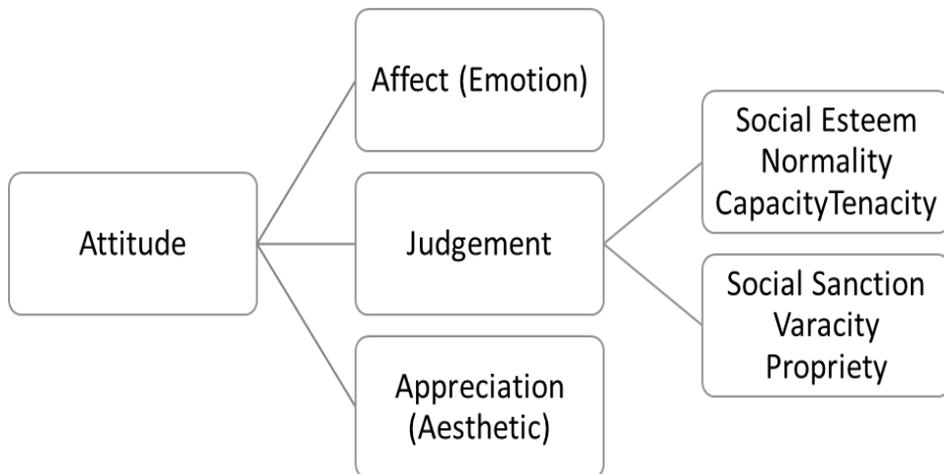
James Watson, a DNA pioneer, has declared that the black are inherently less intelligent than the white. This skin-colored racism, or genetic racism, is supported by the negative news about black players. It is not strange that football fans consider Sterling as a lower-level intruder, a thing which makes it easy for any British citizen to express racist remarks concerning Sterling.

This research suggests that media have to be more careful in their judgements and condemnations especially when it comes to football stars. Football is the most widespread sport. The English people are crazy about it. When the press spreads negative coverage of a black football player, it is not surprising that he suffers from racist behaviors.

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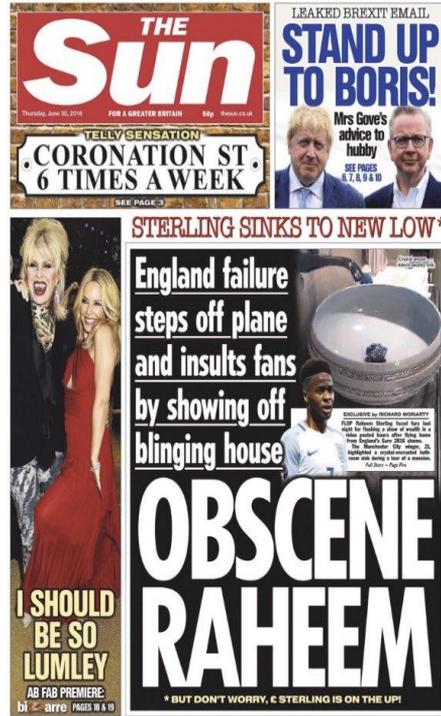
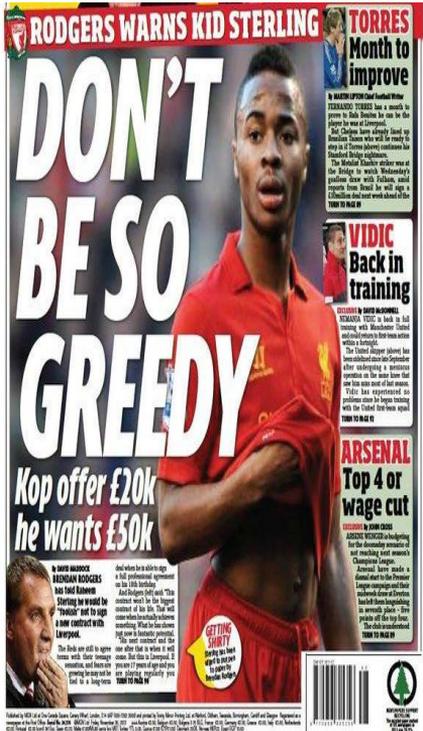
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Appendix (1)



Appendix (2)





Manchester City star Raheem Sterling earns £200,000-a-week... but takes £80 easyJet flight back from holiday

By David Kent for MailOnline
11:28 24 Oct 2016, updated 13:24 24 Oct 2016



Man City ace Raheem Sterling drives FILTHY £50k Mercedes



GRIMEY: City star Sterling arrived at training in a filthy car

DAILY STAR News Football TV

News Latest News

Man City star Raheem Sterling spotted bargain hunting in POUNDWORLD

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DAILY STAR

Footie star Raheem Sterling buys clothes from PRIMARK while on £180k-a-week

Share



PRIMARNI: Raheem Sterling bought a bag of clothes

DAILY STAR News Football TV

News Latest News

£44m bargain-loving Raheem Sterling's taste for Greggs...he loves pasties!

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SIMPLE PLEASURES: Manchester City's Raheem

THE Sun

MORE FOOTBALL

JET TWO Man City star Raheem Sterling hires private jet and heads for two holidays in week before joining up with England World Cup squad

After a busy season with the Premier League champions, the pacey forward had some hard-earned down time with fiancée Paige Millian

PICTURED

By Matthew Acton

21st May 2018, 2:25 pm

Updated: 22nd May 2018, 7:39 pm



MORE FOOTBALL >

ONE MILLION POUND STERLING Raheem Sterling's cars: Man City winger drives flashy motors worth over £1 million during his short career

The Premier League star rides in a fleet of cars with a price range starting at £12k and going all the way up to £500k

FEATURE

By Jon Boon

6th March 2018, 9:13 am

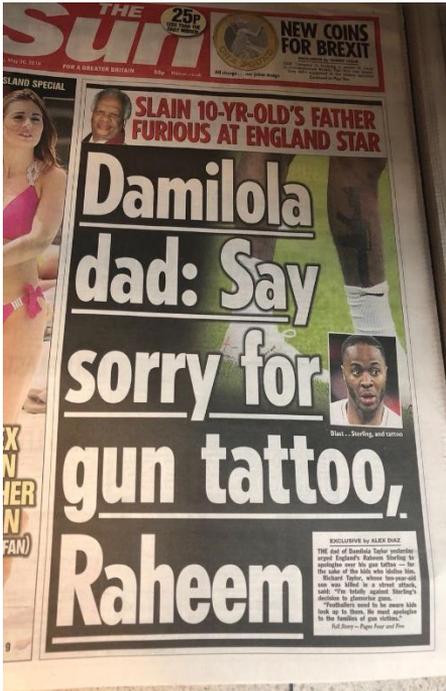
Updated: 6th March 2018, 4:34 pm



STER IT UP

When did Raheem Sterling's dad die, how many children does he have and who's his fiancée Paige Milian?





The only way Raheem Sterling can escape the storm is to inspire England to World Cup glory in Russia

- England forward Raheem Sterling caused a stir with his new gun tattoo
- Sterling claims the tattoo is a homage to his father, who was shot dead
- Gareth Southgate will hope Sterling can inspire England to glory in Russia

By JEFF POWELL FOR THE DAILY MAIL
 PUBLISHED: 22:31, 31 May 2018 | UPDATED: 22:31, 31 May 2018



England's £160 World Cup kit is made in Bangladesh by workers on 21p an hour



England's £160 World Cup kit is made in Bangladesh by workers on 21p an hour
telegraph.co.uk

01/06/2018, 07:38





Follow

Man City stars buy £7k Rolex watches for backroom staff ahead of Liverpool clash
thesun.co.uk/sport/football ...



Raheem Sterling has now gone 1,000 days without scoring for England... he threatened against Colombia but was once again the source of frustration

- It could have been the perfect night for Raheem Sterling to end his goal drought
- England's No 10 had gone 999 days without scoring going into Tuesday's game
- But he was shoved aside by the giant of a defender that is Colombia's Yerry Mina
- It was up to England's penalty heroes to make sure Sterling gets another chance
- MATCH REPORT - Colombia 1-1 England AET; Eric Dier scores winning penalty

By MATT LAWTON FOR THE DAILY MAIL
 PUBLISHED: 22:35, 3 July 2018 | UPDATED: 22:50, 3 July 2018

After 999 days without an international goal, Raheem Sterling must have hoped he would be the perfect man for an emergency on Tuesday night.

But he was off before this tense, tortuous and at times exasperating match had even reached the point where he could have rescued England.

Hooked after 88 minutes, it was not until the match entered second-half stoppage time that Gareth Southgate's side actually had to consider the terrifying prospect of penalties.

Raheem Sterling is mounted by Colombia defender Yerry Mina during a first-half encounter

M,



Raheem Sterling buys £15,000 guard dog to protect his family at £2million mansion
mirror.co.uk/sport/football...



11/11/2018, 08:00

Raheem Sterling enjoys an ice cream with stunning fiancée Paige Milian during romantic Venice break... after England's World Cup devastation

By MAIL ONLINE REPORTER
 PUBLISHED: 10:11, 27 July 2018 | UPDATED: 16:44, 27 July 2018

