

**A SYSTEMIC FUNCTIONAL LINGUISTIC INVESTIGATION
INTO EXPERIENTIAL MEANINGS OF
PETA ONLINE NEWS REPORTS**

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**A SYSTEMIC FUNCTIONAL LINGUISTIC INVESTIGATION
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OF *PETA* ONLINE NEWS REPORTS**

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**FACULTY OF LANGUAGES AND LINGUISTICS
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ABSTRACT

The current Systemic Functional Linguistic (SFL) study is an investigation into experiential meanings related to the portrayal of animal cruelty in *PETA* (People for the Ethical Treatment of Animals) online news reports, a kind of animal rights literature. Halliday's System of Transitivity is used as the theoretical framework. Previous linguistic studies on transitivity have covered different genres like political speeches, literary texts, postcolonial texts, narrative religious texts and medical texts among many others. However, there is a scarcity of transitivity analyses on online news reports from a Systemic Functional Linguistic (SFL) point of view. Hence, the current study fulfills the gap in research. Particularly data on the portrayal of cruelty meted out to animals in facilities where they are held captive is examined. A gloss of the contents in the data shows six prominent themes which are "cruel treatment," "humane reactions," "intervention," "wrongdoing," "call-to-action" and "negative environment." The transitivity analysis shows that material process (50.83%; n = 92) is the predominant Process, followed by relational (20.44%; n = 37), verbal (12.71%; n = 23) and behavioral (8.84%; n = 16) processes. The material processes are used to express mostly the theme "cruel treatment" (45.65%) while the relational processes are used to express mostly the theme "humane reactions" (43.24%). The fields of social activity corresponding to the different Processes are identified and related to the various themes. The current study is significant for enhancing our understanding of transitivity and experiential meanings arising from the fields of social activity shown in *PETA* online news reports which may be of use to animal rights activists, animal lovers, language practitioners and those interested in a career on writing for online news.

ABSTRAK

Kajian Sistemik Fungsian Linguistik (SFL) ini ialah satu siasatan makna pengalaman berkaitan dengan gambaran kekejaman terhadap haiwan dalam laporan berita internet PETA (People for the Ethical Treatment of Animals), sejenis sastera hak asasi haiwan. Sistem ketransitifan oleh Halliday telah digunakan sebagai kerangka kerja teoritis. Kajian linguistik ketransitifan sebelumnya meliputi genre yang berbeza seperti ucapan politik, teks sastera, teks pascakolonial, kitab agama naratif dan teks-teks perubahan antara yang lain. Walau bagaimanapun, terdapat satu kekurangan antara kajian-kajian laporan berita internet yang menggunakan sistem ketransitifan oleh Halliday (SFL) dari pandangan Sistemik Fungsian Linguistik (SFL). Oleh itu, kajian semasa memenuhi jurang dalam penyelidikan dengan menganalisis data yang mengandungi gambaran kekejaman terhadap haiwan dalam kemudahan di mana mereka ditahan. Pembacaan teliti menunjukkan enam tema dalam kandungan data iaitu “layanan,” “kemanusiaan,” “campur tangan,” “salah laku,” “panggilan untuk tindakan” dan “alam sekitar.” Analisis ketransitifan menunjukkan bahawa proses material (50.83%; n = 92) ialah proses yang utama, diikuti dengan proses hubungan (20.44%; n = 37), proses lisan (12.71%; n = 23) dan proses tingkah laku (8.84%; n = 16). Proses material kebanyakannya digunakan untuk menyatakan tema “layanan” (45.65%) manakala proses hubungan kebanyakannya digunakan untuk menyatakan tema “kemanusiaan” (43.24%). Bidang aktiviti sosial yang sepadan dengan Proses yang berbeza dikenal pasti dan dikaitkan dengan pelbagai tema yang ditemui. Kajian ini adalah penting untuk meningkatkan pemahaman terhadap ketransitifan dan makna pengalaman dalam laporan berita internet PETA antara aktivis haiwan, pencinta haiwan, pengamal bahasa dan mereka yang berminat dalam kerjaya penulisan laporan berita internet.

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LIST OF SYMBOLS AND ABBREVIATIONS

Symbols and Abbreviations	Indications
AH	Albert Heijn
CSR	Corporate Social Responsibility
GHGs	greenhouse gas emissions
NATO	North Atlantic Treaty Organization
NGOs	non-governmental organizations
OSHA	Occupational Safety and Health Administration
OU	Orthodox Union
<i>PETA</i>	People for the Ethical Treatment of Animals
PILs	Patient Information Leaflets
PLRS	Professional Laboratory and Research Services
SFL	Systemic Functional Linguistic(s)
SMOs	social movement organizations
USA/U.S	United States of America
USDA	U.S. Department of Agriculture
WWF	World Wildlife Fund

**GLOSSARY OF TERMS FOR DIFFERENT ORGANIZATIONS MENTIONED
IN *PETA* ONLINE NEWS REPORTS**

Name of the Organization	Background
PLRS	PLRS stands for “Professional Laboratory and Research Services.” This organization represents a laboratory animal facility which provided the services of animal testing for huge pharmaceutical companies.
Nielsen Farms	Nielsen Farms was a puppy mill in Kansas, the United States.
Agriprocessors	Agriprocessors was the largest glatt kosher slaughterhouse in the world. A glatt kosher slaughterhouse should be operated in strict accordance with Jewish law. However, Agriprocessors had been ignoring Jewish law as well as the federal law.
Local Pride	Local Pride was a slaughterhouse in Gordon, Nebraska, that was owned by the Rubashkins (the owners of Agriprocessors).
OU	OU stands for “The Orthodox Union.” It is an agency that deals with kosher certification. One of the organizations certified by OU was Agriprocessors.
The Forward	The Forward is the Jewish newspaper which has a published article on the horrors of working conditions at the slaughterhouse known as “Agriprocessors.”
OSHA	OSHA stands for “Occupational Safety and Health Administration.” It is a federal agency which enforces safety and health legislation (United States Department of Labour, n.d.). This federal agency cited Agriprocessors for 39 worker safety violations in March 2008.

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CHAPTER 1 INTRODUCTION

1.0 Introduction

This dissertation entitled “A Systemic Functional Linguistic Investigation into Experiential Meanings of *PETA* Online News Reports” is based on an investigation into online news reports from the point of view of Systemic Functional Linguistics (SFL) using Halliday’s System of Transitivity. Halliday and Matthiessen’s (2014) SFL theory of the clause as representation has been used to analyse experiential meanings related to the portrayal of animal cruelty in online news reports, particularly *PETA* (People for the Ethical Treatment of Animals) online news reports.

PETA online news reports are a kind of animal rights literature (Animal Liberation Front, n.d.) whose objective is to educate the public on the importance of the ethical treatment of animals. Halliday and Matthiessen (2014, p. 30) theorise that from the experiential point of view, language is used to name things, construe the things into categories then “taxonomies” by using more names and configure the things into complex grammatical patterns in the form of “sequences related by time, cause and the like.” By this reasoning, Halliday and Matthiessen (2014) posit that language, which “provides a theory of human experience,” can be used to transform all facets of human experiences into meanings (ibid., p. 30). Halliday and Matthiessen (2014) refer to these meanings as experiential meanings.

Experiential meanings are expressed through Halliday’s System of Transitivity which is realized by Processes, Participants and Circumstances (Halliday & Matthiessen, 2014). For the purpose of the current study, the System of Transitivity mainly drawing on Halliday and Matthiessen’s (2014) work has been deployed as the theoretical

framework. The works by Thompson (2014), Eggins (2004) as well as Bloor and Bloor (2004) were also consulted.

1.1 Research Background

1.1.1 Online News

PETA online news reports can be classified as a kind of feature story. Ferguson, Patten and Wilson (2004, p. 266) observe that in the world of journalism, feature stories have been treated like a “dessert” which is “tasty” to consume but not that important as compared to hard news. According to Garrison (2009), most of the times, hard news is written to highlight some important people, activities, current events, local and regional situations as well as explain the importance and nature of some events. Journalists usually get ideas for writing feature stories from hard-news by emphasizing an unconventional or different angle of the hard-news.

In the current study, three feature stories about *PETA* undercover investigations have been selected as the data. The three feature stories describe animal cruelty occurring in some facilities where animals were housed for commercial purposes. These feature stories come with vivid descriptions of animal cruelty and are intended to raise people’s awareness of animal cruelty as well as persuade people to uphold animal rights.

1.1.2 *PETA* (People for the Ethical Treatment of Animals)

In the current world, there are many kinds of ideologies subscribed to by different parties of various interests. These parties always try to propagate their ideologies through some means. One of the means is through message dissemination with the use of mass media.

In the current study, the selected data are *PETA* online news reports which have been written for the purpose of advocating the ideology of veganism. The logos of *PETA* (People for the Ethical Treatment of Animals) for different countries are shown in Figure 1.1.






	<p>United Kingdom</p>
	<p>Latin America</p>
	<p>Australia</p>
	<p>India</p>
	<p>Asian countries</p>

Figure 1.1: Logos of *PETA* for Different Countries

The ideology of veganism is gaining more popularity due to championing of animal rights by organizations such as *PETA*, World Wildlife Fund (WWF, n.d.), World Animal Protection (n.d.), Friends of Animals (2013) and others. Besides, the worsening global warming is believed to be preventable through the vegetarian lifestyle advocated by the ideology of veganism. One motivating factor for preventing global warming is to lessen the negative effects of global warming on human health. A recent study by Scarborough, et al. (2014) has proven that a vegan diet can help to decrease the emission of greenhouse gases which contributes to global warming. The study has shown that the emission of greenhouse gases due to a meat-eating diet is almost twice the amount of that due to the vegan lifestyle.

In a similar study, Garnett (2011) reports that our food system is a major contributor to the emission of global greenhouse gases. Although technological mitigation approaches can be taken to lessen the negative impacts from the emission of global greenhouse gases, they may not be sufficient. Garnett (2011) remarks that there is a need for a dietary shift away from meat and dairy products, which could benefit the health of people from developed worlds.

Berners-Lee, Hoolohan, Cammack and Hewitt (2012) also conducted a similar study by calculating the greenhouse gas emissions (GHGs) embodied in three different diets which are omnivorous, vegetarian and vegan. The study has shown that with a switch to a vegetarian or vegan diet from the UK-average diet, there can be a 22% or 26% cut in the emission of greenhouse gases, respectively. This study has proven that our diet choices can lead to considerable differences in embodied GHGs whereby a dietary shift away from meat and dairy products can reduce GHGs by a substantial amount.

Figure 1.2 illustrates posters portraying the benefits of going vegan. According to the figure, veganism is beneficial for animals, wildlife, rainforest, water, planet, world hunger as well as helps us to show compassion to sentient beings, enhance our human health and create ecological peace on our earth. The veganism ideology related to animal cruelty will be reviewed in Chapter 2 (see Section 2.2.2.).

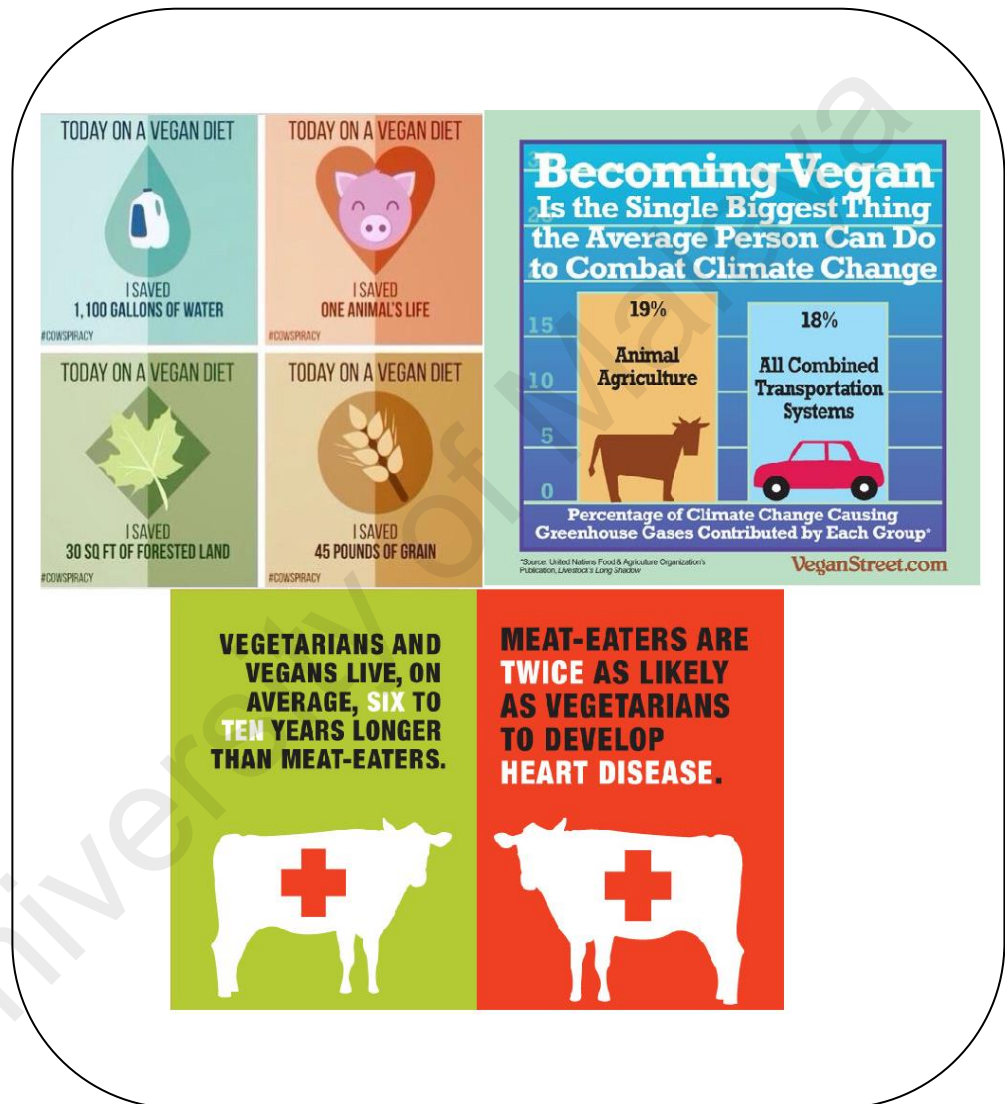


Figure 1.2: Benefits of Going Vegan

Due to the significance of the veganism ideology for our human race, animal friends and Mother Earth, further research which can enhance our understanding towards animal cruelty should be given more attention. Therefore, the current linguistic

analysis has been carried out on *PETA* online news reports which were written based on the findings of *PETA* undercover investigations in animal facilities where animal cruelty was rampant. It is hoped that the meanings interpreted from *PETA* online news reports during the course of the current linguistic analysis can help to increase people's awareness of animal cruelty occurring in animal facilities.

1.1.3 Experiential Meanings

In the current study, the different lexicogrammatical features which constitute Halliday's System of Transitivity in *PETA* online news reports have been analysed using the experiential metafunction. Besides, experiential meanings related to the portrayal of animal cruelty as realized by the lexicogrammatical features in *PETA* online news reports have been interpreted.

Halliday and Matthiessen (2014, p. 213) define experiential meanings as the construal of human experiences comprising "a flow of events." Each of the events is a "quantum of change" in the form of a figure (*ibid.*, p. 213). It could be "a figure of happening, doing, sensing, saying, being or having" (*ibid.*, p. 213). Each figure comprises "a Process unfolding through time," Participants which are directly involved in the Process or affected by it in certain ways and attendant Circumstances of time, space, manner, cause and condition (*ibid.*, p. 213).

Halliday and Matthiessen (2014, p. 213) explain that our human experiences in the form of figures concern what we experience in the "outer" world and "the world of consciousness." The former constitutes material processes about our experience of actions and events while the latter constitutes mental processes about the "replay" of our experience in the "outer" world whereby we record, react towards and reflect on our previous experience (*ibid.*, p. 213). Furthermore, since we also learn to "relate one

fragment of experience to another,” this gives rise to relational processes (ibid., p. 213). Material, mental and relational processes are the major types of Processes in the System of Transitivity (Halliday & Matthiessen, 2014).

On “the borderline” between material and mental processes, we can find behavioral processes which represent “the outer manifestations of inner workings” whereby our “processes of consciousness” are acted out (Halliday & Matthiessen, 2014, p. 215). In addition, in our world of consciousness, we can construct “symbolic relationships” (ibid., p. 215) in the form of language through verbal processes. Verbal processes are on “the borderline” of mental and relational processes (ibid., p. 215). Lastly, on “the borderline” between material and relational processes, there are existential processes which represent all kinds of phenomena that are “simply recognized to ‘be’ – to exist, or to happen” (ibid., p. 215).

From the perspective of Halliday’s System of Transitivity (Halliday & Matthiessen, 2014, p. 24), experiential meanings which are the construal of human experiences are realized by their lexicogrammar in texts which comprises “the two poles of a single continuum” known as grammar and vocabulary respectively. Halliday and Matthiessen (2014, p. 3) defines “text” as “language functioning in context.” While language is characterized as a “meaning-making resource” (ibid., p. 27), text is characterized as “a process of making meaning in context” (ibid., p. 3). According to Thompson (2014), the lexicogrammar in texts comes in the form of Processes, Participants and Circumstances which combine in certain configurations to form the System of Transitivity in clauses that express various experiential meanings.

Thompson (2014, p. 92) reiterates that different configurations of Processes, Participants and Circumstances in a text constitute the System of Transitivity which is used to reflect the writer’s worldview made up of “goings-on” involving some entities

that may have some attributes. Those goings-on also come with some background information of place, time, manner, cause and condition among others.

1.2 Statement of the Problem and Significance of the Study

Previous linguistic studies related to the ideology of veganism attempted to shed light on the effectiveness of certain strategies employed by organizations for upholding the rights or welfare of animals. One of them is the discourse study by Kopnina (2014) which sheds light on the educational effects resulting from the strategic collaboration between World Wildlife Fund (WWF) and Albert Heijn (AH), a Dutch supermarket. The purpose of their strategic collaboration was to educate children on animal rights through “The Super Animals” collectable cards promotion. Another study is the content analysis by Daut, Brightsmith and Peterson (2014) which sheds light on the kinds of perspectives which lead to more effectiveness of NGOs in combating illegal wildlife-pet trade.

However, there is a lack of research on online news reports found on websites run by animal rights activists. This kind of online news reports inform the public of animal cruelty issues, thereby raising public awareness on the issues. With greater awareness among the public, there will be more efforts made by people for fighting against animal cruelty. Further research which can enhance our understanding towards online news reports written for advocating animal rights should be given more attention.

Previous linguistic studies on online news reports are mostly computer aided. One of them is the thematic analysis by Scharkow (2011) whereby some texts were categorized based on their topics as inferred from the occurrence of some words in the texts, as calculated by a computer. In the field of thematic analysis, there is a new, emerging “machine learning algorithm” that uses many documents and their “correct

category assignments” (e.g., topics) as the computer input for classifying new documents more efficiently (Scharkow, 2011, p. 763).

However, Pennings and Keman (2002) have criticised this machine learning algorithm for its lack of language skills and contextual knowledge. This kind of computer-aided analysis only helps in discovering the surface meanings in online news reports as inferred from their topics and most frequently used words. The deeper meanings in online news reports can only be interpreted during a manual clause-by-clause analysis by a human coder. Since our human language is very diverse and fast-evolving, computer-aided analyses might misinterpret certain meanings in online news reports based on the pre-programmed computer input which might not be representative of all naturally-occurring language in this world.

In addition, computers might lose sight of some deeper meanings which can only be interpreted by human beings who have the linguistic abilities to analyse different configurations of lexicogrammatical features as well as interpret the corresponding diversified experiential meanings.

Some researchers like Manning and Schütze (1999) as well as Sebastiani (2002) clarify that computer-aided analyses only treat language as a simple bag of words, without giving much consideration to their grammatical structures. Although there is a kind of computer-aided analysis at the level of grammatical structures (van Cuilenburg et al., 1988; King & Lowe, 2003; van Atteveldt, 2008), it has been criticised by Lasswell and Namenwirth (1968) as well as O’Donnell (1994) due to its dependence on computer inputs which are very difficult to develop, alongside the challenging need for them to be well-tailored for different domains in the field of computer-aided analysis.

Based on the works by Teich (2009) and Wu (2009) as cited in Halliday and Matthiessen (2014), the corpus should be used as a computational tool for our grammatical research when there is a need to draw on the full potential of the text in order to shed light on language features which might not be able to show up obviously if only a small volume of text has been analysed as the data. However, Halliday and Matthiessen (2014) also reiterate that, although this kind of automatic computational tool enables us to process more data than that is possible by hand, it sometimes constrains us in terms of our exploration into the corpus as the obtained analysis will most probably not as informative and rich as a manual analysis. More specifically, an automatic computational tool can process any patterns of orthographic words and low-ranking lexicogrammatical features like words and phrases, but may not be able to provide a “full-fledged systemic functional analysis of clauses” as well as an appropriate “semantic analysis” of the deeper meanings due to its lack of linguistic knowledge and intuition that is mainly possessed by human beings (Halliday & Matthiessen, 2014, p. 70).

Therefore, the current linguistic study has been carried out manually to discover the deeper meanings embodied in *PETA* online news reports by identifying their corresponding lexicogrammatical features comprising Processes, Participants and Circumstances. The different configurations of Processes, Participants and Circumstances in *PETA* online news reports constitute the System of Transitivity for construing experiential meanings. The diversified experiential meanings in the data come from the choices of verbs that make up the different Processes which are the representation of our human experiences. According to Halliday and Matthiessen (2014), there are six major verb categories for the six different Process types which express various shades of meanings.

Unlike the traditional perspective of language which does not ascribe semantic variation to verbs, Halliday's System of Transitivity (Halliday & Matthiessen, 2014, p. 216) comes with the verbs of "doing" for representing the different Processes in our "physical world"; the verbs of "sensing" for our "world of consciousness" and the verbs of "being" for our "world of abstract relations" (see Section 1.1.3). Besides these three major categories of verbs, there are three other minor categories of verbs for representing Processes located in the borderlines of these three major categories. They are the verbs of "behaving", "saying" and "existing" (ibid., p. 216). The verbs of "behaving" are on the borderline between the verbs of "doing" and the verbs of "sensing"; the verbs of "saying" are on the borderline between the verbs of "being" and the verbs of "sensing"; and lastly, the verbs of "existing" are on the borderline between the verbs of "doing" and the verbs of "being" (ibid., p. 216).

Besides, each Process type is associated with its own group of Participants. Some Participants are realized as nominal groups while some as adjective groups (see Section 1.1.3). Nominal groups can be categorized as conscious or non-conscious beings as well as concrete or abstract entities. For adjective groups, they can be an Attribute resulting from a Process or an Attribute depicting the nature of a Process or Participant. Besides Processes and Participants, there are Circumstances which are realized as prepositional or adverbial groups. All Circumstances are used to provide circumstantial details in terms of different aspects like time, place, quality, manner, purpose, condition, viewpoint and others (Halliday & Matthiessen, 2014).

The nature of Halliday's System of Transitivity (Halliday & Matthiessen, 2014) which encompasses a wide range of experiential meanings as realized by different language blocks makes it an all-around theoretical framework for the current linguistic study on the portrayal of animal cruelty in *PETA* online news reports.

In a nutshell, there is a lack of linguistic studies which explore the portrayal of animal cruelty in online news reports. In other words, most of the previous linguistic studies are evaluative with a focus on the effective strategies to be employed when dealing with animal cruelty issues. There is a lack of research efforts for enhancing our understanding towards animal cruelty issues which is very essential for all animal advocacy initiatives. Therefore, the current linguistic analysis on *PETA* online news reports about animal cruelty occurring in some animal facilities has been carried out to fill in the research gap.

1.3 Aim of Study

There are three aims for the current linguistic study. The first aim to see whether themes can be identified in *PETA* online news reports through a gloss of the contents of the text. Next, the second aim is to carry out a transitivity analysis to investigate the lexicogrammatical features employed in *PETA* online news reports. The third aim of the current study is to relate the themes identified through the gloss of the contents of the texts to the various lexicogrammatical features comprising different Process types, Participants and Circumstances in *PETA* online news reports identified through the transitivity analysis.

In short, the general aim of the current study on *PETA* online news reports is to provide a linguistic analysis and interpretation of the goings-on during *PETA* undercover investigations in some facilities where animals were housed for commercial purposes. As explained by Halliday and Matthiessen (2014, p. 33), what was going on in the situation can be referred to as the contextual variable of “field” which represents the nature of the “social” activity in a flow of events occurring in these animal facilities.

As postulated by Halliday (2002, p. 201), “the relevant features of a situation in which language has some place” are “the field of social activity,” “the tenor of social relation,” and “the mode of discourse.” Halliday further explains that there is “a systematic relationship between these components of the situation and the functional components of the semantic system” (ibid., p. 201).

In the current study, the field of social activity as defined by Halliday (2002) will be used to show the relationship between field meanings and lexicogrammatical choices, in this case, transitivity choices. Field meaning is to do with what Halliday (2002, p. 98) says about “happenings,” “actions,” “events,” “states,” “relations,” “entities which participate in the happening” (inanimate), “persons” (animate), “institutions,” “abstraction” and “circumstantial features” (extent, location, time, space, cause, manner and so on).

According to Halliday and Matthiessen (2014, p. 214), the goings-on we experience in our outer world are “of actions and events: things happen, and people or other actors do things, or make them happen.” For the goings-on we experience in our inner world of consciousness, they are of “perception, emotion and imagination” which is also “a kind of replay of the outer, recording it, reacting to it, reflecting on it, and partly a separate awareness of our states of being” (ibid., p. 214) (see Section 1.2). Hence Halliday uses the term “social activity” which is also widely used in SFL circles to talk about field meanings or the goings-on as defined by Halliday.

Halliday and Matthiessen (2014, p. 33) elaborate that the contextual variable of field can also refer to “the domain of experience” that the social activity relates to. In the current study, the human experiences of *PETA* undercover investigators during surveillance in the animal facilities have also been investigated.

Besides, Halliday and Matthiessen (2014) note that the contextual variable of field can refer to “the nature of the social and semiotic activity” (p. 33) which can be “either one of behavior or one of meaning” (p. 35). A distinction can be made between these two kinds of activities which refer to those of “doing” and of “meaning” respectively (ibid., p. 35). Those of “doing” constitute some forms of social behavior which might involve the use of “language or other semiotic systems such as gesture, gaze and facial expression” (ibid., p. 35). On the other hand, those of “meaning” constitute some processes of meaning which can be categorized into seven primary types, as shown in Table 1.1 below:

Table 1.1: Processes of Meaning and their Definitions

Primary Types	Definitions
Expounding	Expounding knowledge about the world – about general classes of phenomena, categorizing them or explaining them
Reporting	Reporting particular phenomena, chronicling the flow of events, surveying places or inventorying entities
Recreating	Recreating any aspect of prototypically human life imaginatively by dramatizing or narrating events
Sharing	Sharing personal experiences and values, prototypically in private
Enabling	Enabling some course of activity, either enabling the activity by instructing people in how to undertake it or regulating the activity by controlling people’s actions
Recommending	Recommending some course of activity, either for the sake of the speaker through promotion of some commodity or for the sake of addressee through advice
Exploring	Exploring societal values and positions, prototypically in the public arena

(Source: Halliday & Matthiessen, 2014, pp. 35 – 36)

Halliday and Matthiessen (2014) show that all these social and semiotic activities can be represented topologically, as shown in Figure 1.3 below. The figure shows that all the different types “shade into one another,” leading to “the distinct structures of different types of situation” (ibid., p. 36). These distinct structures are seen as important not only for the description of contexts, but also lexicogrammar. In other words, the distinctions between different social and semiotic activities can help us to recognize the different uses of our “resources of lexicogrammar” in the realization of experiential meanings (ibid., p. 36).

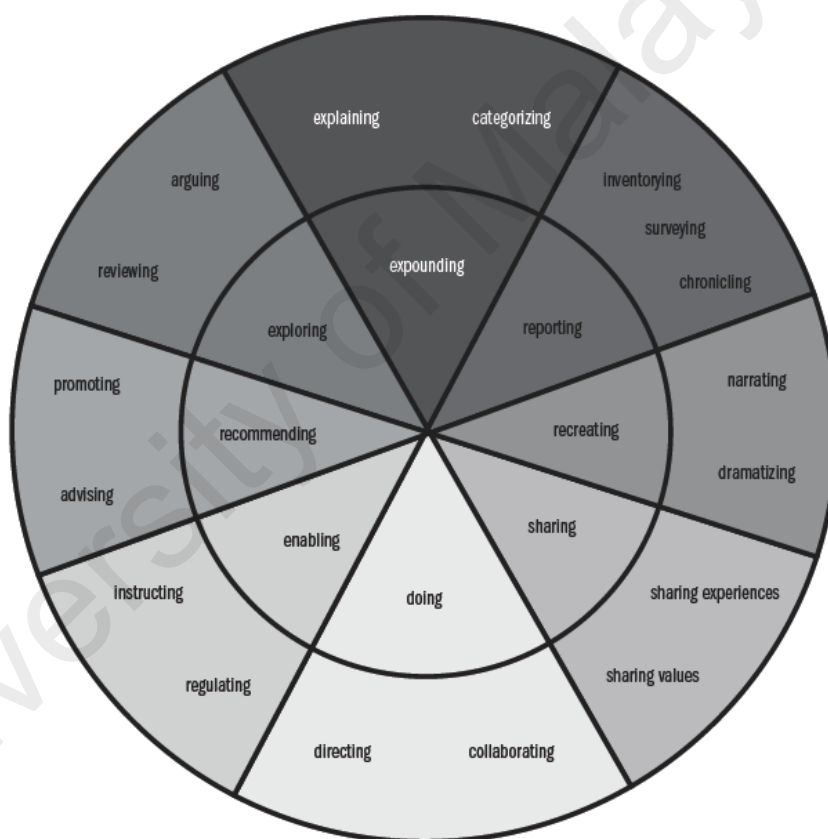


Figure 1.3: Field – Socio-semiotic Process (Activity) Represented as a Topology (Source: Halliday & Matthiessen, 2014, p. 37)

As explained by Thompson (2014, p. 40), for a linguist from the field of Systemic Functional Linguistics (SFL), experiential meanings are sought from the contextual variable of “field,” more specifically, the field of social activity which

represents “what is being talked about” the particular phenomena. Based on this explanation, the interpretation on the current study shows that experiential meanings in *PETA* online news reports are sought from the contextual variable of “field” which represents the phenomena of animal cruelty observed during *PETA* undercover investigations in animal facilities.

In the current transitivity analysis, Halliday’s System of Transitivity has been deployed as the theoretical framework to unveil the different configurations of lexicogrammatical features comprising Processes, Participants and Circumstances employed to reflect the fields of social activity in *PETA* online news reports.

As theorised by Halliday and Matthiessen (2014), there are six major types of Processes which are material, mental, relational, behavioral, verbal, and existential. Each Process type comes with their own group of Participants: material process comes with Actor, Goal, Recipient, Client, Scope, and Attribute; mental process comes with Senser and Phenomenon; relational process comes with Carrier, Attribute, Token, Value, Attributor, and Assigner; behavioral process comes with Behaver and Behavior; verbal process comes with Sayer, Target, Receiver, and Verbiage; and lastly, existential process comes with Existent. For Circumstances, there are 10 categories which are Extent, Location, Manner, Cause, Contingency, Accompaniment, Angle, Role, Matter, and Locative Source.

All these lexicogrammatical features realize the diversified experiential meanings which portray animal cruelty in *PETA* online news reports. The portrayal of animal cruelty in *PETA* online news reports is investigated through the gloss of the contents of the texts which leads to the identification of various themes.

Vaismoradi, et al. (2016, p. 101) define “theme” as “an attribute, descriptor, element and concept.” They explain that a theme is “an implicit topic that organizes a group of repeating ideas” and “enables researchers to answer the study question” (ibid., p. 101). In other words, a theme has a high degree of generality whereby it unifies ideas into a thread of underlying meanings which can be implicitly discovered (Vaismoradi, Jones, Turunen & Snelgrove, 2016).

1.4 Research Questions

The three research questions of the current study are as below:

- a.) Can various themes in relation to animal cruelty in *PETA* online news reports be identified?
- b.) What are the Process types, Participants and Circumstances in *PETA* online news reports?
- c.) Can the identified themes be related to the various Process types, Participants and Circumstances?

1.5 Delimitations of the Study

Only *PETA* feature stories on *PETA* undercover investigations are in the scope of the current study. Other kinds of *PETA* online news reports like factsheets, how-to articles, calling-for-action articles, animal profiles, celebrity spokesperson-related articles and *PETA* organization profiles are excluded from the scope of the current study.

Although only three *PETA* online news reports have been analysed, the transitivity analysis has been done in an in-depth manner and the results are extensive

considering the findings on their transitivity choices with respect to the identified themes.

Further research on online news reports found on websites run by other animal rights organizations like World Wildlife Fund (WWF, n.d.), World Animal Protection (n.d.), Friends of Animals (2013) and others can be carried out. By employing data from other sources, our perspective towards the animal cruelty issues embodied in these online news reports written by animal rights activists can be widened. Besides, transitivity analyses on a wide range of online news reports written by animal rights activists can broaden our understanding towards the lexicogrammatical features used for writing a similar animal rights literature.

1.6 Overview of the Dissertation

There are five chapters in the dissertation. Chapter 1 has already shown the research background, statement of the problem, significance of the study, aim, research questions, and delimitations of the study while Chapter 2 will show a review of the previous literatures which lead to the research gaps that motivate the current study. In Chapter 3, both the theoretical framework and research steps for carrying out the current study will be shown. Findings for answering the research questions will be shown in Chapter 4. Chapter 5 will show the implication of the current study and some new directions for future research.

1.7 Chapter Summary

The chapter has introduced the current study by providing its research background as well as research gaps which illuminate the significance of the current study. Besides, the aims and research questions for the current study were generated.

The delimitations of the current study were indicated concisely. At the end of the chapter, an overview of the dissertation was provided to guide the readers.

University of Malaya

CHAPTER 2 LITERATURE REVIEW

2.0 Introduction

This chapter will report on literature related to the current study which is “A Systemic Functional Linguistic Investigation into Experiential Meanings of *PETA* Online News Reports.” The current study has been carried out to investigate the experiential meanings related to the portrayal of animal cruelty in *PETA* (People for the Ethical Treatment of Animals) online news reports based on the point of view of Systemic Functional Linguistics (SFL). In other words, the experiential meanings in *PETA* online news reports which can shed light on the fields of social activity in some animal facilities have been explored in the current study. The chapter will provide more details on the research problem formulated in Chapter 1 in order to appreciate the significance of the current study. Besides, the review of previous literature in the current chapter paves the way for an understanding on the research gaps to be addressed in the current study.

This chapter first introduces research related to online news based on two perspectives. The first perspective centres on user-generated contents produced by readers while the second focuses on contents produced by online news writers. For contents produced by online news writers, there are both linguistic and non-linguistic studies. The chapter then proceeds with an introduction of online activism in the world of online news which has been perpetuated by activist organizations like *PETA* (People of the Ethical Treatment of Animals). The veganism ideology upheld by *PETA* will be discussed. Studies using linguistic and non-linguistic perspectives on the veganism ideology will be reported. At the end of the chapter, the theoretical framework of Systemic Functional Linguistics (SFL) employed in the current study will be described for showing its relevance to the current linguistic study on *PETA* online news reports.

2.1 Online News

According to Mitchelstein and Boczkowski (2009), since as early as the mid-1990s, the internet has been increasingly prevalent in the daily routines of the whole population. Kim (2015) points out that online news sites have gained much importance in many countries, following the increasing popularity of the internet. As explained by Myer (2011), the rise of online journalism can be witnessed through its emergence in various forms like newspaper websites, independent news websites, hyper-local news sites, citizen journalism sites and blogs.

There have been an increasing number of users who make online news portals their primary sources for news (Lee and Carpini, 2010; Journalism.org, 2010; Kohut et al., 2008). Some notable attractions of online news are “the free access to online news sources, the accessibility of breaking news anytime during the day, the unlimited media choice in the form of text, audio and videos, and the ability to locate information faster than is possible using offline media” (Bahiyah Omar, 2014, pp. 405 - 406).

2.1.1 Studies on User-generated Contents

Previous studies related to user-generated contents of online news reports include an opinion analysis on the comments of netizens on various online news texts (Sun, Kong, & Zhao, 2011), an exploratory study on the behavioral intention to use online news services (Chen & Corkindale, 2008), a thematic analysis on online comments surrounding financial incentives for breastfeeding (Giles, Holmes, McColl, Sniehotta, & Adams, 2015), a quantitative content analysis on participatory media features (Almgren & Olsson, 2015), studies on the effects of user comments on online news evaluation by readers (Kim, 2015; Houston, Hansen, & Nisbett, 2011; von Sikorski & Hönelt, 2016) and lastly, studies on the monitoring and regulation of user

comments on news websites (Brisbane, 2010; Perez-Pena, 2010; Pitts, 2010; Swidey, 2010; Hughey & Daniels, 2013).

Sun, Kong and Zhao (2011) conducted an opinion analysis on the comments of netizens on various online news texts about a snow disaster to uncover the differences in the netizens' opinions towards the snow disaster. Through this opinion analysis, they note that the interactive feature of the Internet is what makes it open for user-involvement in creating online contents.

However, in an in-depth interview for investigating the "behavioral intention" (p. 287) to use online news services, Chen and Corkindale (2008) found that most of the interviewees, who were industry experts from the media world, categorized the features of interactivity in online news as a supplementary service, instead of a core service. The interviewees also stressed on the importance of the core service comprising good quality content for attracting people to adopt certain online news services.

Therefore, studies on the core service comprising contents produced by online news writers should be given more importance. In the current study, contents of *PETA* online news reports produced by *PETA* writers have been investigated in order to shed light on the core service of online news. It is hoped that the findings of the current study can serve as guidance for other language practitioners producing similar online news contents.

In a thematic study, Giles et al. (2015) unveiled various opinions regarding the implementation of financial incentives to encourage breastfeeding. Those opinions were expressed in the reader comments to UK online news reports. The thematic analysis shows that those readers who had commented viewed the implementation of financial incentives as unacceptable, compared to alternative interventions which were believed

to be more effective. This kind of thematic analysis regarding online news consumption is useful for shedding light on readers' opinions towards the pertinent issues in our society which are prominent on the media agenda. However, Giles et al.'s thematic study (2015) does not address the challenges faced by online news writers in writing news contents which can raise their readers' awareness towards pertinent issues in our society. Therefore, the current study on *PETA* online news reports, which focuses on online news writing, has been carried out to investigate the linguistic strategies used by *PETA* writers for raising people's awareness on the ethical treatment of animals.

A study on participatory media features conducted by Almgren and Olsson (2015) involved a quantitative content analysis whereby online news articles were coded into 14 news categories like politics, economy, accidents, crime and others. Through this content analysis, Almgren and Olsson (2015) investigated what categories of news articles readers were given the opportunity to comment on as well as how the readers responded to the available options for comments. The content analysis shows that the online newspaper under investigation provides readers the opportunities to comment on news pertaining to sports and entertainment, despite the fact that the readers prefer to comment on news pertaining to changes in terms of politics and health happening in close proximity to their community. This study sheds light on the monitoring and regulation of user comments on news websites by media companies.

Following previous studies on the effects of user comments on online news evaluation by readers (Kim, 2015; Houston, Hansen, & Nisbett, 2011; von Sikorski & Hännelt, 2016), the issue pertaining to the monitoring and regulation of user comments on news websites by media companies has gained more importance. Furthermore, the problem caused by uncivil, rude or obscene user comments has directed more attention

towards this issue pertaining to the monitoring and regulation of user comments (Perez-Pena, 2010; Pitts, 2010).

However, studies which have addressed the problem caused by uncivil, rude or obscene user comments do not contribute to our understanding on how to produce quality news contents which can enhance the readership of an online news website. Therefore, the current study has been carried out to enhance our understanding towards the linguistic strategies used by *PETA* writers in writing the quality contents of *PETA* online news reports.

2.1.2 Linguistic Studies on Online News

In recent years, there have been a small number of linguistic studies concerning online news contents. These studies include content analyses (Scharkow, 2011; Holt, Johnson, Brinkley, Carley, & Caspersen, 2012) and content-based semantic co-word mapping methods (de Bakker & Hellsten, 2013).

According to Scharkow (2011), thematic analysis is a kind of content analysis on online news whereby texts can be classified into a few categories based on the presence of certain words which tells us about the topic for a particular text. For instance, a text with words like “referee,” “play-off” or “foul” is most likely to be categorized under the topic “Sports” (ibid., p. 762). Scharkow (2011) also introduces another kind of content analysis on the propositional level. It is known as syntactic-semantic analysis whereby “a parser may extract named entities as actors or verbs as links between actors” (ibid., p. 762).

Scharkow (2011) defines both thematic analysis and syntactic-semantic analysis as traditional computer-aided content analyses which make good use of computer technology for text analysis. However, this kind of traditional computer-aided content

analysis requires the prior development of valid dictionaries as shown in a study by Holt et al. (2012). Scharrow (2011) points out that there might also be a need for the prior development of advanced parsers.

According to Lasswell and Namenwirth (1968), due to the different research questions targeting the different domains in our research arena, the valid dictionaries and advanced parsers have to be tailored for the different domains, thus making their development processes challenging. Besides, due to the deterministic nature of computer-aided content analyses, the valid dictionaries and advanced parsers have to be carefully tested and refined from time to time.

Although there is a new, emerging “machine learning algorithm” that uses many documents and their “correct category assignments” (e.g., topics) as input to a computer for classifying new documents (Scharrow, 2011, p. 763), Pennings and Keman (2002, p. 71) insist that the resulting “probabilistic dictionary” is lacking in language skills and contextual knowledge, as compared to a human coder.

Researchers like Manning and Schütze (1999) as well as Sebastiani (2002) have noted the shortcoming of thematic analyses: their processes of thematic categorization only treat the data as a simple bag of words without any attention towards their grammatical structures. Scharrow’s (2011) empirical evaluation shows that this type of thematic coding is only an analysis at the document level, instead of the sentence level.

Similarly, the advanced parsers used for computer-aided syntactic-semantic analyses also come with their limitations. O’Donnell (1994) explains that a parsing grammar needs to be inclusive of a great quantity of “naturally occurring sentences of the English Language” in order to deal with newly encountered, “naturally occurring texts” (p. 170). Due to our fast-evolving human language, computer-aided syntactic-

semantic analysts will be faced with challenges when it comes to the need for updating their parsing grammar in a timely manner.

Studies like the previously mentioned computer-aided content analyses on online news are useful for text categorisation, especially when we are dealing with a massive amount of texts. With computer technology, researchers can categorise texts under different topics according on the presence of certain words in those texts within a short period of time, without much assistance from human coders. Although this kind of content analysis can be time-efficient, it only provides superficial details about the meanings contained in the examined texts. In other words, it might miss out the deeper, diversified meanings in each of the texts. Those meanings realized by a variety of lexical items and grammatical structures can be fully interpreted only by a human coder with linguistic ability and contextual knowledge. Therefore, the current linguistic study has been carried out manually by a human coder to investigate the various shades of meanings realized by different categories of verbs expressed in each of the clauses found in *PETA* online news reports. More explanation on the various shades of meanings realized by different categories of verbs will be provided in Chapter 3.

Besides content analyses, there is a linguistic study on online news by de Bakker and Hellsten (2013) for uncovering the online presence of activists in relation to Corporate Social Responsibility (CSR) issues expressed on activists' websites. de Bakker and Hellsten (2013) employed content-based semantic co-word mapping methods for mapping the co-occurrences between words which were then presented as word networks. The word networks reflect the issues being discussed on the websites. This study enhances our understanding towards the styles and particular word types used for increasing the saliency of certain issues in the interactions between activist groups and corporate firms.

De Bakker and Hellsten's (2013) study on hyperlinks and semantic networks in activist group websites on Corporate Social Responsibility finds a similar view with Thelwall's study (2006) on social science link analysis .in that the links which are discovered through content-based semantic co-word mapping methods might not have given much importance to the social context where the links have been established, thus making interpretation on the nature of the links difficult.

Therefore, the current study has been carried out to investigate the contextual variable of field which gives rise to experiential meanings in *PETA* online news reports written based on findings from *PETA* undercover investigations. In other words, the current linguistic analysis helps to unveil the fields of social activity in animal facilities where *PETA* undercover investigations were conducted. More explanation on the contextual variable of field, experiential meanings and social activity will be provided in Section 2.3.1.

2.1.3 Non-linguistic Studies on Online News

Besides the linguistic studies on online news, there are also non-linguistic studies which look at online news from the aspect of online news consumption (Bahiyah Omar, 2014; Chen & Corkindale, 2008).

A study on online news consumption by Bahiyah Omar (2014) shows that readers' gratification from the messages disseminated by a medium leads to their gratification from the simple experience of using technology for reading news. Eveland (2001) clarifies that the motivation for people to consume news is their wish to receive informative or entertaining news contents. Therefore, the messages disseminated by the media should be given more priority compared to their accompanying technological functionalities like interactivity features.

Chen and Corkindale (2008) discovered a similar finding in their study which involved an in-depth interview with various industry experts from the media world. During the interview, most of the interviewees stressed on the importance of good quality content for attracting people to adopt certain online news services. It is noteworthy that seven out of eight indicated “the quality of content or information” as the most important element people pay attention to when using online news services (ibid., p. 293).

Findings from the previous non-linguistic studies on online news have highlighted the important role of online news content in attracting readership for media companies. Therefore, further studies on online news reports which focus on contents produced by online news writers should be given more attention. The current study has been conducted to shed light on the important linguistic aspects regarding the writing of *PETA* online news contents. With better understanding towards the writing mechanism used in *PETA* online news reports, other language practitioners can be inspired in terms of the ways in writing good quality contents for online news.

In the following section, online activism which arises from the world of online news is discussed. One of the activist organizations involved in online activism is *PETA* (People for the Ethical Treatment of Animals), the source of data for the current study.

2.2 Online Activism

Nowadays, many activist organizations have made good use of online news reports as a channel for propagating their stances or ideologies. According to de Bakker and Hellsten (2013), more attention is given to internet activism nowadays. As emphasized by de Bakker and Hellsten (2013), despite the growing trend of research on

interactive social media, a better way to trace the tactics of activist groups is still through their websites which come with formal forms of communication tactics.

Earl et al. (2010) notes that the current trend of research on online activism is the investigation of information dissemination via websites, instead of news content on websites. Although the websites of corporate firms have been studied extensively in relation to the issues of Corporate Social Responsibility (CSR) for the past decade (Capriotti & Moreno, 2007; Esrock & Leichty, 2000), there are limited studies on the websites run by activists.

Yaziji and Doh (2013) point out that some activist groups appear as social movement organizations (SMOs) who pressure the authority with some challenges in the political or social domain. For example, there are social movements which try to lobby some public officials to get the cooperation from governments for enabling or restricting certain activities as part of their change efforts. However, there are an increasing number of social movement organizations (SMOs) which create changes in society through petitions directed towards corporations, without relying on governments.

Yaziji and Doh (2013, p. 772) also elaborate that radical organizations like social movement organizations (SMOs) have an advantage of broadening their range of “tactical options and arguments” during their campaigns for “institutional change,” compared to more mainstream organizations who are constrained by “institutional multivocality.” This viewpoint is supported by Kruse (2001) who testifies that mainstream media which rely on politicians and industry players have the tendency to avoid controversial and radical views which might challenge the status quo in the debate. For overcoming this obstacle, many activist organizations are turning to the non-mediated Internet for an escape from the agenda setting by journalists in presenting one issue together with several similar issues.

2.2.1 People for the Ethical Treatment of Animals (*PETA*)

One example of social movement organizations (SMOs) is *PETA* (People for the Ethical Treatment of Animals) who advocates animal rights and protects animal welfare. Established in 1980, *PETA* is an activist organization who fights for animal rights based on their mission statement which says, “animals are not ours to eat, wear, experiment on, use for entertainment, or abuse in any way” because they “have an intrinsic worth of their own, quite apart from their utility to humans, and should not be reduced to human commodities” (*PETA*, 2011, p. 4).

Due to *PETA*'s strategies such as “aggressive campaigning (e.g.: McCruelty, Murder King, Kentucky Fried Cruelty, the YouTube video “Meet your Meat,” etc.), celebrity endorsements, ghastly images of farm animals, nudity, culture jamming, and boycotts and buycotts,” some changes have taken place in “governments, consumers, agribusinesses, fast-food chains, laboratories, and clothing manufacturers” (Seijts & Sider, 2004 as cited in Micheletti & Stolle, 2012, p. 96). One keynote statement from *PETA* is:

“Fresh, organic fruits and vegetables may cost more than some junk foods, but isn't your health worth the extra couple of bucks? If you're still not sure, given the health benefits of a vegan diet, you'll likely save hundreds or thousands of dollars on health care, which will more than make up for the extra cost of soy milk” (Micheletti & Stolle, 2012, p. 98).

As expressed by the keynote statement, a vegan diet might cost more money, but it is actually more cost efficient in the long term. This is due to the fact that a vegan diet can help to keep us away from health problems caused by mostly the consumption of meat and junk foods, thus lessen our expenditure in terms of health treatment. Instead of letting our medical bills cost us an enormous amount of money, we can choose to have a

vegan diet and spend money on buying nutritious vegan foods which may not be as expensive as the medical bills.

In two empirical studies, Micheletti and Stolle (2012, p. 88) investigated “the presence of sustainable citizenship among individuals, in corporations, and in nongovernmental organizations.” Sustainable citizenship is based on the central claim that all human beings should try their best to “improve social justice and safeguard nature” so as to make this world a better place to live in (ibid., p. 89). In the course of their investigations, Micheletti and Stolle (2012) found that *PETA* (People of the Ethical Treatment of Animals) plays a significant role in encouraging sustainable citizenship. They elaborate that *PETA*, an organization which advocates vegetarianism and veganism, can provide the solutions to several sustainability problems in the hope that this world will be a better place to live in.

2.2.2 The Veganism Ideology

The advocates of vegetarianism and veganism, or better known as animal rights advocates believe that animal cruelty should be eradicated from our society. According to Youatt (2012), the baseline for animal rights advocates to form arguments against animal cruelty is the capacity or ability of animals to feel pain.

Singer (1990 as cited in Youatt, 2012) suggests that we should treat animals and all forms of life based on their capacity to feel pain, instead of their species membership. Most of the times, the amount of pain which animals undergo is unestimated. There is a related famous quote from Singer (1990 as cited in Youatt, 2012, p. 349) as shown below:

“If we consider it wrong to inflict...pain on a baby for no good reason, then we must, unless we are speciesists, consider it equally wrong to inflict the same amount of pain on a horse for no good reason.”

There might be different amounts of pain felt by human beings and animals due to some physiological differences, but Singer (1990 as cited in Youatt, 2012, p. 349) insists that pain should be measured based on “a kind of universal currency across species lines.”

There is a noteworthy statement by Francione (2009 as cited in Yates, 2010, p. 1209), an animal activist who says that most human beings have “moral schizophrenia” because they pet some animals while eating other animals.

In a news report by The New York Times, Kristof (2008) describes a case which involved a farm boy who grew up in the hills outside Yamhill, Ore. where sheep, pigs, cattle, goats, chickens and geese were raised for commercial purposes. The farm boy described his cattle, sheep, chickens and goats as having individual personalities. Furthermore, he shared his troubling experience of having a pork chop despite his pigs’ unforgettable characters and obvious intelligence. Not only that, he praised the geese as the most admirable creatures who mate for life and adhere to family values, stating that it would be a shame for us to dine on them.

Recently, the Star has reported the cases of violence against animals which happen all the times in many ways but do not get reported. In a related case in Puchong, Selangor as reported by The Star (2017), a man attacked a guard dog at the entrance of a housing estate violently because he fell off from his bicycle after the guard dog broke out of its leash and barked at him. A CCTV recording showed that when this incident happened, the man’s own pet dog was in the bicycle basket. The recording became viral on the social media, and netizens described the perpetrator as “evil” and “cruel.”

One netizen even made the statement that the man should “undergo psychiatric evaluation and take part in community service” (para. 4).

In another case reported by The Star (Fatimah, 2017), a dog was seen to be on the ledge of the 27th floor of a high-rise apartment at Taman OUG. According to the owner of the dog, it walked out of the balcony onto the window ledge without any railing after he placed it on the balcony to avoid it from “messing up their packed belongings” while his family was packing up to move to their new home (ibid., para. 7).

In terms of commercialization of animals, Auerbach (n.d.) explains that through some private institutions which practise capitalism, the inequality between animals and human beings is generated and perpetuated with more commodification of animals. Goodman, Borch and Cherry (2012) highlight that nowadays the number of animals used in experiments is increasing with the debate about this practice becoming more prevalent.

Besides, Steinfeld et al. (2006) warns that there is an urgent need for livestock farmers to limit the emission of greenhouse gas from their production systems due to the stunning fact that around 18% of anthropogenic GHGs (greenhouse gas emissions) are believed to be caused by livestock production. According to D’Silva (2013, p. 21), the GHGs might come from the “natural digestive processes” experienced by animals like sheep, goats and cattle. These animals expel methane, a kind of potent GHGs into the air. Besides this, their manure is also a contributor of GHGs in the air. GHGs might also come from the nitrogenous fertilizers which are used to grow crops like soya for animal food. The clearing of rainforest for more space to grow animal food also contributes to the problem of GHGs.

D'Silva (2013) reminds us that it is very important for us to be aware of the possible negative consequences of climate change resulting from GHGs. He emphasizes that if no actions are carried out to curb climate change, there will be a dangerous future for all living creatures on this earth, including our human race.

Statistics show that nearly 40% of global cereal and over 90% of soya grown on land are used for feeding animals (Lundqvist et al., 2008; Steinfeld et al., 2006), instead of human beings. However, around one billion people are struggling to put some food on their table every day due to food crisis. Besides this, research shows that farm animals produce less output than what is fed to them. 20 kg of animal feed is needed for 1 kg of edible beef; for 1 kg of pork, 7.3 kg of animal feed; for 1 kg of chicken, 4.5 kg of animal feed (Smil, 2000; Trostle, 2008).

Similarly, in the book entitled "Divine Nature," Cremo and Goswami (1995) report that meat consumption can bring negative impacts to our environment in terms of deforestation, agricultural inefficiency as well as air and water pollution. Their research also highlights the fact that our environmental problems like "the earth's threatened wildlife, shrinking rainforests, eroding soil, proliferation of trash, and toxic waste disposal" can be solved only through a spiritual approach which can save our humanity, more specifically, a vegan diet. The far-reaching implications of a vegan diet are explicated in their research which provides a collective worldview from different perspectives like "history, scientific theory, and the metaphysics of karma."

Robertson (2001) and Chan (2009) as well as McMichael and his associates (2007) have voiced out their concerns in order to raise people's attention on the negative health effects of a meat-based diet and the positive role of plant-based diets in lowering the risk for some health problems like obesity, type 2 diabetes, heart diseases, cancers and others. One profound analogy by World Wildlife Fund (WWF, 2011) is that five

Earth-size planets will be needed if all human beings on the earth consume meat-heavy diets.

According to Goodman, Borch and Cherry (2012), literatures and videos produced by animal advocates are the primary ways for people to become aware of animal cruelty issues. A Fall 2011 analysis by Craig-Connects found that the most visible and discussed non-profit cause on Facebook and Twitter is related to animal protection.

2.2.2.1 The Veganism Ideology, Buddhism and Hinduism

According to some people, due to the superiority of our human race, we should be eating at the highest level of the food chain (“Biological Evolution,” 2016). However, some say that despite our superiority, we should not be “the greatest inflictors of violence” (“Biological Evolution,” 2016, para. 1). The fact is that it is better for us to be “the most compassionate” in order to show our “moral superiority” (ibid., para. 2). Moreover, all of us know that there are actually many large, strong or intelligent animals like “elephants, rhinos, some whales, and gorillas” (ibid., para. 2) who are eating at the lowest level of the food chain. Buddhism says that there should not be “a great separation between humans and animals” (ibid., para. 3) because our human race is closely connected to animals in terms of biological evolution and spirit in the re-birth process. As explained by “the theory of evolution” (ibid., para. 3), since both our human race and animals evolve from the same source, all animals have a soul as human beings do. Based on our understanding of this concept, we should oppose animal cruelty.

As reported by The Star (2017), research has proven that a person who abuses animals is “five times more likely” to become a perpetrator of abuse cases involving women and children. One related statement by the philosopher and physician Albert

Schweitzer is that “anyone who has accustomed himself to regard the life of any living creature as worthless is in danger of arriving also at the idea of worthless human lives.” Similarly, Calvert (2012, para. 2) reports that in the book entitled “Animal Cruelty, Antisocial Behaviour, and Aggression: More Than A Link,” Professor Gullone claims that “animal cruelty behaviours are a form of antisocial behaviour that appear right alongside human aggression and violence.”

Among the world religions, Hinduism is a strong advocate of vegetarianism. Buddhist and Jainism also follow closely the vegetarian concepts advocated by Hinduism. Hindu vegetarians attribute that vegetarianism to following the “universal compassion found in the Vedic literature” that “if one cares for all living creatures, then one naturally cares for humanity as well” (Rosen, 1997, p. 94). Adopting a vegetarian way of life plays an important role in Gautama Buddha’s teaching of the doctrine of “contemplation and non-violence” (Rosen, 1997, p. 81).

Altman (1997 as cited in Rosen, 1997, pg. xv) reports on “the long and cruel process of forced imprisonment, biological manipulation, transportation over long distances in crowded and unsanitary conditions and finally, violence death in the slaughterhouse” which has been experienced by many animals in the slaughtering industry.

According to the *Mahabharata*, an ancient historical work of the people of Bharat or India, “those who desire to possess good memory, beauty, long life with perfect health, and physical, moral and spiritual strength, should abstain from animal foods” (“Vegetarianism,” 2005, para. 2). Hinduism says that there are three categories of foods which are “Sattvic, Rajasic and Tamasic” (Suresh Chandra, 2001, p. 124). It is believed that Sattvic foods which comprise fruits, nuts and vegetables can “produce calmness and nobility among men” as well as “increase one’s magnetism” (ibid., p.

124). What Hindu saints said about the effect of food on our body and thinking pattern in the past is almost the same as what we can understand about diets nowadays. According to the teachings of Hinduism, eating properly is a must for one's spiritual development due to the fact that "expression of the soul is dependent on the body, and the body is dependent on food" (ibid., p. 124).

2.2.2.2 Linguistic Studies on the Veganism Ideology

Previous linguistic studies on the veganism ideology include discourse analysis (Kopnina, 2014), thematic analysis (Daut et al., 2014; Tiplady, Walsh, & Phillips, 2015), quantitative analysis on the use of framing devices (Zoch, Collins, Sisco, & Supa, 2008), automatic analysis with corpus-linguistic software (Cook, 2015) and critical discourse analysis (Jepson, 2008; Vellenga, 2015; Moona, 2016).

In a discourse study by Kopnina (2014), the educational effects resulting from the strategic collaboration between World Wildlife Fund (WWF) and Albert Heijn (AH), a Dutch supermarket were investigated. In the course of investigation, Kopnina organized the data from different recorded interactions into clusters of themes which were related to the attitudes towards ethical consumption as well as the cooperation between World Wildlife Fund (WWF) and Albert Heijn (AH) through "The Super Animals" collectable cards promotion.

During the promotion, any supermarket customers who spent 10 euros on groceries would be entitled to four Animal Cards which contained animal-related pictures and information (Kopnina, 2014). There were a wide variety of cards from 17 different categories like "animals with funny names," "animals with crazy hair styles" and others. One noteworthy finding from this discourse analysis is that the promotion of "The Super Animals" collectable cards, which were believed to be educational in terms

of sustainability, had instead encouraged more consumption, leading to an outcome that was contradictory to the goal of sustainability. This study has shed light on the effectiveness of the collaborative strategy employed by World Wildlife Fund (WWF), an organization actively involved in the conservation of endangered species for animal protection.

There is also a similar study conducted by Daut et al. (2014) to investigate the strategies used by non-governmental organizations (NGOs) for curbing animal cruelty. This study, which is a thematic analysis, specifically looked at the kinds of perspectives which lead to more effectiveness of non-governmental organizations (NGOs) in combating illegal wildlife-pet trade. During the interviews carried out in the course of investigation, NGO participants were asked to express their perceptions and knowledge about illegal wildlife-pet trade as well as their motivation to go against the trade. The interview transcripts were then transcribed and coded for their thematic content. Based on the findings of this thematic analysis, Daut et al. (2014) proposes non-governmental organizations (NGOs) to adopt a dual focus for their efforts in fighting against the trade by addressing both individual wild animals and wildlife populations. This is due to the fact that volunteers who are motivated by this dual focus will have more willingness to contribute their efforts in fighting against the trade.

Although both the linguistic studies by Kopnina (2014) and Daut et al. (2014) have informed us of the effectiveness of certain strategies employed by organizations in upholding the rights or welfare of animals, they have not enhanced our understanding towards animal cruelty issues which are very prevalent in our society. Therefore, a linguistic study is deemed useful and necessary to showcase animal cruelty cases occurring in animal facilities so as to raise our awareness towards the ethical treatment of animals and its significance.

Hence, the current linguistic study on *PETA* online news reports about undercover investigations in animal facilities has been carried out to increase our awareness of animal cruelty occurring in places like animal laboratories, puppy mills and slaughterhouses. Our understanding and awareness of animal cruelty issues plays a pivotal role in our first effort for building a better, cruelty-free place for our animal friends to live in.

Besides this, Tiplady, Walsh and Phillips (2015) conducted a thematic analysis to study the responses collected from a survey and telephone interviews in order to determine the effects of media broadcasts of animal cruelty on the emotional responses of the public and their actions towards animal cruelty. The findings of this study show that majority would still continue to watch the media broadcasts of animal cruelty, despite their aversive responses towards such media. Tiplady, Walsh and Phillips (2015) propose that such shocking footages should be interspersed with images which show the positive hope of animal rescue as well as a discussion on the possible ways for animal rescue. The researchers elaborate that undercover filming is one of the most common tactics used by animal activist groups to investigate the presence of animal cruelty in places such as farms, slaughterhouses, laboratories, zoos and circuses. Activist groups have defended it as the only way to expose the truth about animal cruelty (Compassion in World Farming, 2011).

Tiplady, Walsh and Phillips's study (2015) shows that undercover investigations in animal facilities should be made a continuous effort for uncovering the ugly truth of animal cruelty in some money-making facilities which operate at the expense of animals. Although the thematic analysis by Tiplady, Walsh and Phillips (2015) has revealed how media broadcasts of animal cruelty can be effectively used to raise public awareness towards animal cruelty, it has not shed much light on the intricate details of animal

cruelty issues arising from the animal industry through a close linguistic analysis. Hence, the current linguistic study on *PETA* online news reports based on findings from undercover investigations conducted in animal facilities serves to fulfil the purpose by enhancing our understanding towards animal cruelty issues which are prevalent in animal facilities.

Zoch, Collins, Sisco and Supa (2008) carried out a quantitative analysis on the use of framing devices in messages on activist web sites. They found that most activist groups fail to make good use of framing devices on their web sites for strengthening their messages. The framing devices were detected in “the form of paragraphs, sentences, phrases, a few words, illustrations/images or web site menu icons” (ibid., p. 354). Zoch, Collins, Sisco and Supa (2008) propose that it is high time for activist groups to know not only what to say, but also how to say what they want to say. Therefore, the current study has been carried out to investigate the System of Transitivity comprising different configurations of Processes, Participants and Circumstances for expressing experiential meanings in each of the clauses found in *PETA* online news reports. More explanation on the System of Transitivity comprising Processes, Participants and Circumstances will be provided in Chapter 3.

There is a similar study by Cook (2015) which sheds light on the linguistic strategies used by animal rights activists for strengthening their animal rights messages. Cook (2015) conducted an automatic analysis on transcripts of various interviews and focus groups with the use of corpus-linguistic software for unveiling the discursive representation of animals. Amanda Baker, Senior Advocacy and Policy Officer of the Vegan Society, who was one of the interviewees, explained the innovative use of lexical items for advocating animal rights and rejecting human exceptionalism. This corpus-linguistic study by Cook (2015) has explored a new way of talking, mostly at the level

of lexical items but also in grammatical details, for changing people's perceptions and reactions so as to uphold animal rights.

Although Cook's study (2015) may guide animal rights activists in terms of the use of certain lexical items for strengthening their animal rights messages, it has not given much attention to grammatical details which express ideas on animal cruelty issues through a full length textual analysis. As defined by Halliday and Matthiessen (2014), lexical items, also known as vocabulary, and grammar are "the two poles of a single continuum, properly called lexicogrammar" (p. 24). Therefore, the current study on *PETA* online news reports which provides a lexicogrammar investigation bridges the gap with the previous study by Cook (2015).

Among the linguistic studies on the veganism ideology, critical discourse analysis has also been looked upon. Jepson (2008) conducted a critical discourse analysis on human attitudes towards the killing of nonhuman animals through examining the linguistic terms used to describe animal-killing. His study found that terms for describing the killing of human beings are "highly specific and differentiated" based on the specific details of each killing (*ibid.*, p. 127). On the other hand, terms for describing animal-killing tend to background specific details of the killing, making it more palatable to the society. This study reflects the existing societal attitude which sees human beings as having the "right" to kill animals, thus mitigating the negative feelings arising for animal killings.

In another similar critical discourse analysis, Vellenga (2015, p. 210) found three kinds of discourses in a fierce debate on the need to ban the practice of "ritual slaughter in accordance to Jewish and Islamic rites." The three discourses include "ritual slaughter as an outdated practice," "ritual slaughter as a form of ritual torture" and "ritual slaughter as a legitimate religious practice" (*ibid.*, p. 210). Vellenga (2015)

concludes that there were three different attitudes towards the ritual slaughter ban, as reflected by the three respective discourses within the debate.

Besides the above two studies, there are unpublished works on critical discourse analysis related to the veganism ideology. One is Moona's thesis (2016) based on a study which employed transcripts from face-to-face interviews with non-governmental organizations (NGOs) to investigate how these NGOs in Finland discuss about the animal industry. In this study, Moona (2016) discovered two major kinds of discourses produced by these NGOs. One is the critical kind of discourses whereby there is a blaming attitude towards certain parties for creating an unsupportive environment which made it difficult to uphold animal rights. Another is the dominant kind of discourses whereby there is a sympathizing attitude towards parties involved in the animal industry. These parties were prompted to only improve their production processes for protecting animal welfare, instead of making major changes to their overall operation.

The above three studies which were carried out by Jepson (2008), Vellenga (2015) and Moona (2016) respectively, share a similarity whereby they have shed light on the different attitudes among various parties towards certain animal cruelty issues. However, these studies have not reported the intricate details of these animal cruelty issues. Therefore, the current linguistic study which uncovers the intricate details of animal cruelty issues portrayed in *PETA* online news reports is needed to fill in the research gap.

2.2.2.3 Non-linguistic Studies on the Veganism Ideology

Besides the aforementioned linguistic studies, there are also non-linguistic studies on the veganism ideology. One of them is the feminist analysis conducted by Deckha (2008, p. 35) to examine "animal advocacy initiatives" which made use of

PETA's "gendered and racialized representations of female sexuality" in the form of media images to attract more public attention. These animal advocacy initiatives have been criticized by feminists due to their media images that tend to objectify females in a sexist manner. Based on the findings, Deckha (2008) suggests feminists not to make such media images a first choice for animal advocacy initiatives, however, neither should they dismiss the media images as a form of exploitation.

In a similar case, Cherry (2016) conducted a study on visual artworks by several artists to investigate the relationship between art and animal activism. Among the visual artworks, there were photographs depicting the human body as that of a pig. These photographs by the artist Miru Kim direct viewers' attention towards "the physiological and ontological similarities" (ibid., p. 79) that humans share with pigs, thus blurring the boundaries between humans and pigs and highlighting the need to treat all pigs humanely. Cherry advises that explicit, shocking visual arts used for animal advocacy initiatives should be complemented with implicit visuals like those produced by Miru Kim. This is because implicit visual artworks are more effectively used for animal advocacy initiatives due to their subtle persuasive nature which does not cause the loss of face value for certain parties.

The above non-linguistic studies on visual arts used for animal advocacy initiatives have provided animal rights activists with some guidance in terms of the use of visual arts for attracting public attention. However, language is more persuasive than visual arts. Only through language can diversified, deeper meanings be expressed in animal rights messages which will be disseminated to the public.

In the next section, the theoretical framework of the current linguistic study which is Halliday's System of Transitivity based on Systemic Functional Linguistic (SFL) theory of the clause will be reviewed.

2.3 Systemic Functional Linguistics (SFL)

The origin of Systemic Functional Linguistics (SFL) can be traced back to the “social semiotic linguist,” Michael Halliday whose extensive writings were produced in as early as the 1960s (Eggins, 2004, p. 1).

As explained by Halliday and Matthiessen (2014), one of the most evident dimensions of our human language is its compositional structure which involves a hierarchy of units from the phonological level to the lexicogrammatical level whereby larger language units consist of smaller ones.

Besides its compositional structure, our human language is “a resource for making meaning” which “resides in systemic patterns of choice” (Halliday & Matthiessen, 2014, p. 23). Systemic Functional Linguistic (SFL) theory posits that language is “a complex semiotic system” of various strata (Halliday & Matthiessen, 2014, p. 24). Figure 2.1 on the following Page 45 shows various strata of our language as a complex semiotic system. The first is the stratum of semantics whereby there is the transformation of experience and interpersonal relationship into meaning. For the second which is the stratum of lexicogrammar, there is the transformation of meaning into wording. There are also the stratum of phonology and the stratum of phonetics. However, the current study focuses on the stratum of semantics and the stratum of lexicogrammar.

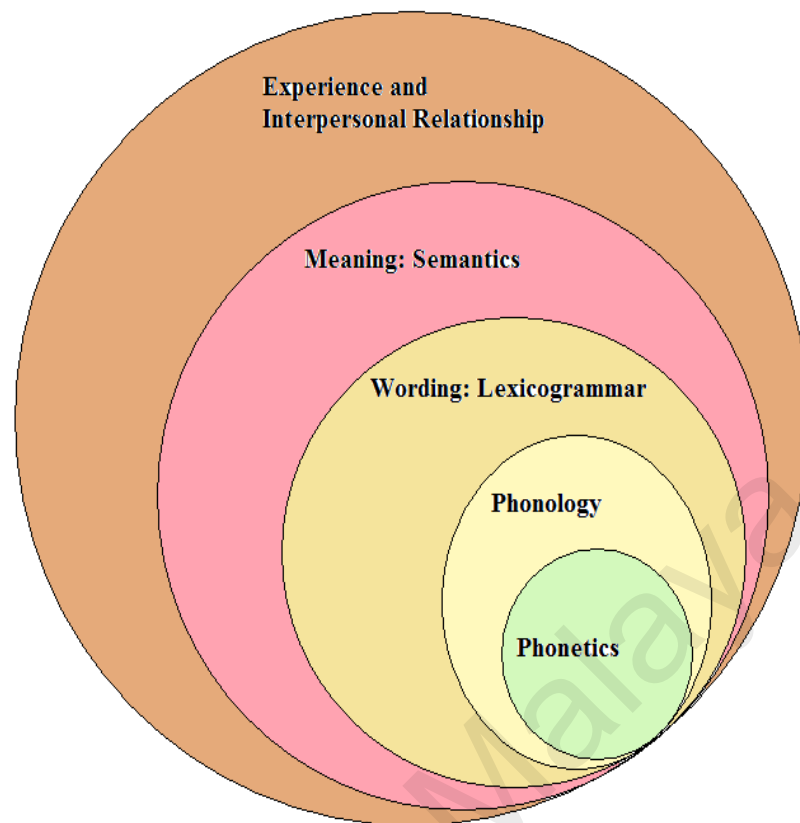


Figure 2.1 Stratification
(Adapted from Halliday & Matthiessen, 2014, p. 26)

In Systemic Functional Linguistics (SFL), meaning can be classified into three categories which are ideational meaning, interpersonal meaning and textual meaning (Halliday & Matthiessen, 2014). The current study examines only ideational meaning, more specifically experiential meaning which is about human experiences. More explanation on ideational meaning, interpersonal meaning and textual meaning will be provided in Section 2.3.2.

Eggs (2004, p. 21) describes Systemic Functional Linguistics (SFL) as “a theory about language as a social process” as well as an analytical methodology for the “detailed and systematic description of language patterns” (ibid., p. 21). In other words, different strands of meanings like ideational, interpersonal and logical meanings are expressed simultaneously in the clause structures of a text.

From the perspective of Systemic Functional Linguistics (SFL), clause is defined as “the central processing unit in the lexicogrammar” (Halliday & Matthiessen, p. 10). In each clause, different kinds of meanings are mapped into “an integrated grammatical structure” (ibid., p. 10). The perspective of SFL enables us to treat the grammar as “a meaning-making resource” (ibid., p. 10) by describing grammatical structures in terms of what they mean.

According to Halliday and Matthiessen (2014, pp. 4 - 5), all text analyses should be “grounded in an account of the grammar that is coherent, comprehensive, and richly dimensioned.” Besides, Halliday (1984b, 1996 as cited in Halliday & Matthiessen, 2014, p. 5) says that “the model of grammar should be as rich as the grammar itself.” In simpler terms, the grammar has to be complex enough “to do all the things we make it do for us” (ibid., p. 5). As explained by Bloor and Bloor (2004), the theory of Systemic Functional Linguistics (SFL) can be used as a productive tool “for analysing language in context and as a means of approaching real problems in human communication and social control” (p. 231). Besides this, Halliday and Matthiessen (2014) note that the theory of Systemic Functional Linguistics (SFL) can be employed as “an insightful mode of entry to the study of discourse” (p. 10).

Therefore, Systemic Functional Linguistic (SFL) theory has been used as the theoretical framework for the current linguistic study which aims to discover the hidden animal cruelty practices in certain animal facilities where *PETA* undercover investigations were conducted. This aim of the current linguistic analysis has been fulfilled through an investigation into experiential meanings of *PETA* online news reports.

2.3.1 Text as Language Functioning in Context

According to Halliday and Hasan (1976, p. 1), the length of a text is not very important for its identification as a text. Besides, a text can be either spoken or written. However, in order to be qualified as a text, a passage must form “a unified whole,” instead of “a collection of unrelated sentences.” According to Halliday and Matthiessen (2014, p. 3), text is seen as “language functioning in context” whereby the text producer organizes the construal of experience and the enactment of social interaction in a particular context into wordings at the stratum of lexicogrammar.

Thompson (2014) elaborates that a text may vary systematically according to use in different contexts. As explained by Halliday and Matthiessen (2014), the different contexts depend on “three contextual variables” (p. 35), which are field (social activities), tenor (interpersonal relationships) and mode (cohesion and continuity in texts). These contextual variables form the context of situation embedded in a text. Figure 2.2 on the following Page 48 shows that our language system involves the three contextual variables which are field, tenor and mode that are directly related to the different functions which our language serves (see Table 2.1 in Section 2.3.2). The field refers to what is happening in the context of situation; the tenor refers to who is involved; and lastly, the mode refers to the channel of communication.

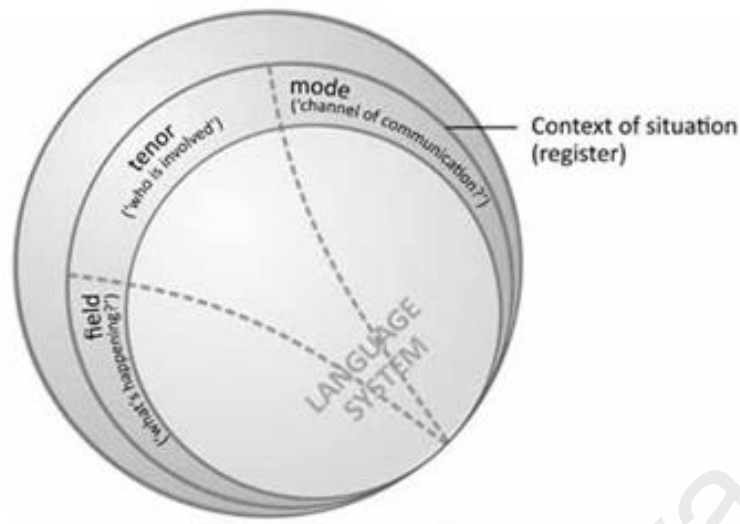


Figure 2.2: Parameters of Context of Situation

According to Thompson (2014, p. 40), “field” is what we are talking about and also the role of language in the happening activity; “tenor” is the general or moment-by-moment relationships between the people participating in the communication; “mode” deals with how the language, whether written or spoken, is functioning in the interaction.

Halliday and Matthiessen (2014) clarify that these “three contextual variables,” which operate simultaneously, correspond to the “ideational, interpersonal and textual meanings” (p. 34) in a particular text.

Ideational meanings, more specifically the experiential meanings, are sought from “field”; interpersonal meanings from “tenor”; and textual meanings from “mode” (Halliday & Matthiessen, 2014, p. 33).

2.3.2 Language as a Meaning-making Tool

In our daily lives, language is used for making meanings. According to Halliday and Matthiessen (2014), the meaning potential of language serves us by helping us to make sense of our human experiences and carry out interactions with other people. They further explain that language seems to serve three important functions as listed in Table

2.1. These three important functions correspond to the three contextual variables which are field, tenor, mode (see Figure 2.2 in Section 2.3.1).

Table 2.1: Meanings and their Functions

Meanings	Functions	Corresponding Status in Clause
Ideational meanings	Construing a model of experience and constructing logical relations	Clause as representation
Interpersonal meanings	Enacting social relationships	Clause as exchange
Textual meanings	Creating relevance to context	Clause as message

(Adapted from Halliday & Matthiessen, 2014, p. 85)

Ideational meanings can be classified into experiential meanings and logical meanings. Experiential meanings are used for “construing a model of experience” in texts while logical meanings are used for “constructing logical relations” (Halliday & Matthiessen, 2014, p. 85). However, the current study, which focuses on experiential meanings related to the portrayal of animal cruelty in *PETA* online news reports, does not cover logical meanings.

Halliday and Matthiessen (2014, p. 30) clarify that ideational meanings, more specifically the experiential meanings, are sought through the ideational metafunction, which is “a theory of human experience.” It is clear that language is used to name things, and then construe the names into categories which are further construed into taxonomies. All these elements are then arranged into complex grammatical structures, which can be built up into sequences related by time, cause and the like.

The ideational metafunction, more specifically the experiential metafunction corresponds to experiential meanings. As defined by Thompson (2014, p. 92), the experiential metafunction is used to reflect our worldview made up of “goings-on” (Processes) involving some entities (Participants) that may have some attributes

(Participants). Those goings-on also come with some background details of place, time, manner, cause, angle, role and others (Circumstances). Commenting on the experiential metafunction, Bloor and Bloor (2004, p. 107) say that language plays an important role in our engagement with other people, animal life in general and non-living things, as reflected by a memorable phrase by Douglas Adams: “Life, the Universe and Everything.”

Besides the function of “language as reflection” (p. 30) which is fulfilled by the ideational metafunction, Halliday and Matthiessen (2014) introduce another metafunction which views “language as action” (p. 30). It is called the interpersonal metafunction. According to this metafunction, a clause of grammar is also a proposition or a proposal. A proposition or a proposal is what we use to “inform or question, give an order or make an offer, and express our appraisal of and attitude towards” our addressees and entities we are discussing about (ibid., p. 30). According to Eggins (2004), in an exchange, we normally take the speech role of giving or demanding something. In our interaction for exchanging something, the thing to be exchanged can be a piece of information, goods or services. The meanings sought through the interpersonal metafunction are known as interpersonal meanings.

As postulated by Halliday and Matthiessen (2014), there is a third metafunction named as “textual” (p. 31). The textual metafunction comes with an “enabling or facilitating function” (ibid., p. 30) that deals with text construction. Some aspects of text construction involve the build-up of discourse sequences, the organization of discursive flow as well as the creation of cohesion and continuity. The textual metafunction corresponds to textual meanings. According to Eggins (2004), the textual metafunction offers us the freedom in making a choice to prioritize certain meanings as well as making certain meanings familiar or new.

Table 2.2 shows a clause with “three metafunctional lines of meaning” (Halliday & Matthiessen, 2014, p. 212). However, in the current transitivity analysis, only experiential meanings have been analysed. Another two strands of meanings, which are textual meanings and interpersonal meanings, were not taken into account during the analysis of data. According to this table, the textual theme “well”, the mood tag “doesn’t it” and the vocative “Mary” are not analysed when the focus of analysis is on experiential meanings (ibid., p. 212). For experiential meanings, only the Token “usually,” the relational process verb “means” and the Value “mostly” are analysed (ibid., p. 212).

Table 2.2: Clause with Three Metafunctional Lines of Meaning

	Well,	<i>usually</i>	means	mostly,	doesn't	it,	Mary?	
textual	Theme		Rheme					
	textual	topical						
interpersonal			Mood		Residue		Mood tag	Vocative
			Subject	Finite	Predicator	Complement	Finite	Subject
experiential			Token	Process	Value			
syntagm:	conjunction group	adverbial group	verbal group	adverbial group	verbal group	nominal group	nominal group	

(Source: Halliday & Matthiessen, 2014, p. 212)

2.3.3 Stratification

Halliday and Matthiessen (2014) define text as a product of choices made in a system network comprising many sub-systems. Each sub-system in the system network contributes to wordings in the text. Therefore, it can be said that language is used to make meanings which reside in “systemic patterns of choice” (ibid., p. 23). Halliday’s System of Transitivity, System of Mood and Modality and System of Theme correspond to experiential, interpersonal and textual meanings respectively. Sometimes, the three systems are also called metafunctions. Halliday’s System of Transitivity is known as the

experiential metafunction. For the System of Mood and Modality, it is known as the interpersonal metafunction while for the System of Theme, it is known as the textual metafunction.

As explained by Eggins (2004), there is a correlation between the contextual variables (field, tenor and mode) and their lexicogrammatical realizations. Halliday and Matthiessen (2014) clarify that the different contextual variables of field, tenor and mode realise the different strands of meanings. The contextual variable of field which is about “what’s going on in the situation” (ibid., p. 33) realizes experiential meanings; the contextual variable of tenor which is about “who is taking part in the situation” (ibid., p. 33) realizes interpersonal meanings; lastly, the contextual variable of mode which is about “what role is being played by language” (ibid., p. 33) realizes textual meanings. All the different strands of meanings are realized through their respective systems which are Halliday’s System of Transitivity, System of Mood and Modality and System of Theme. These systems cater for the different lexicogrammatical features in a text.

Butt et al. (2006) elaborate that the context of situation made up of the three contextual variables is realized at the semantic level as systems of meanings; the systems of meanings are realized at the lexicogrammatical level as systems of wordings; the systems of wordings are realized at the expression level as systems of sounds or writing. The different levels of realization have already been illustrated in Figure 2.1 (See Section 2.3).

2.3.4 Summary of Definitions for Processes and Circumstances

This section provides a summary of the definitions for Processes and Circumstances from the works of Halliday and Matthiessen (2014), Thompson (2014), Eggins (2004) as well as Bloor and Bloor (2004). The works of Thompson (2014),

Egins (2004) as well as Bloor and Bloor (2004) are all based on Halliday's Systemic Functional Linguistics (SFL). More explanation on Processes and Circumstances will be provided in Chapter 3.

Table 2.3 on the following Page 54 shows a summary of the definitions for different Processes from the aforementioned four different sources.

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Table 2.3: Definitions for Different Processes from Various Sources

	Halliday and Matthiessen (2014)	Thompson (2014)	Eggin (2004)	Bloor and Bloor (2004)
Material Process	A quantum of change manifested as events resulted from some energy input.	Processes which involve physical actions: running, throwing, scratching, cooking, sitting down, and so on.	Processes of doing which involve actions which are concrete and tangible.	The action-type processes which come with “doing-words.”
Mental Process	Our experience of the world of our own consciousness.	Processes which go on within the world of our mind, instead of occurring in the external world.	Processes of cognition, affection and perception.	Processes which involve some phenomena which are best described as psychological states or events.
Relational Process	Processes of characterization and identification.	Processes whereby a relationship is built between an object and a quality.	Processes of “being.”	Processes which come with the verb <i>be</i> , copular verbs or sometimes verbs like <i>have</i> , <i>own</i> and <i>possess</i> .
Behavioral Process	Processes of physiological and psychological behaviour.	Processes which are related to human physiology and can help us to differentiate between purely mental processes and the visible physical features of these processes.	Physiological and psychological behavior experienced by a conscious being.	The overlapping area for material and mental processes.
Verbal Process	Any kind of symbolic exchanges of meaning; processes of “saying.”	The physical act of saying something to reflect some mental operations.	Processes of verbal actions or symbolic exchanges of meaning.	The action of speaking which can also be known as the verbalization of thoughts.
Existential Process	Representation of something which exists or happens.	Processes which are merely for expressing the existence of an entity without any predicates.	Representation of experience by positing that “There was/is something.”	Processes which are realized by: a.) A copular verb + the empty Subject <i>there</i> . b.) A copular verb + a participant as the Subject + a circumstantial Adjunct.

(Adapted from Halliday & Matthiessen, 2014; Thompson, 2014; Eggin, 2004; Bloor & Bloor, 2004)

Table 2.4 provides a summary of the definitions for different Circumstances written by Halliday and Matthiessen (2014), Thompson (2014), Eiggins (2004) as well as Bloor and Bloor (2004).

Table 2.4: Definitions for Different Circumstances from Various Sources

Circumstance Type	Halliday and Matthiessen (2014)	Thompson (2014)	Eiggins (2004)	Grammatical Expressions from Halliday and Matthiessen (2014)
Extent “how many [measure units]?”	How long? (Duration)	How long/often? (Duration)	How long? (Duration)	“for; throughout ‘measured’ nominal group” (p. 313). e.g.: “for two hours” (p. 315).
	How far? (Distance)	How far? (Distance)	How far? (Spatial)	“for; throughout ‘measured’ nominal group” (p. 313). e.g.: “for seven miles” (p. 315).
	How many times? (Frequency)	-	-	“‘measured’ nominal group” (p. 313). e.g.: “three times” (p. 315).
	How often? At what intervals? (Interval)	-	-	“stop every ten yards; pause every ten minutes” (p. 315).
Location	When? (Time) [then, now]	When? (Time)	When? (Temporal)	“at, in, on; to, until, till, towards, into, from, since, during, before, after” (p. 313). “Adverb of time: today, yesterday, tomorrow; now, then” (p. 313). e.g.: “at six o’clock” (p. 315).
	Where? (Place) [there, here]	Where? (Space)	Where? (Spatial)	“at, in, on, by, near; to, towards, into, onto, (away) from, out of, off; behind, in front of, above, below, under, alongside ...” (p. 313). “Adverb of place: abroad, overseas, home, upstairs, downstairs, inside, outside; out, up, down, behind; left, right, straight ...; there, here” (p. 313). e.g.: “in the kitchen” (p. 315).

Table 2.4, continued

Circumstance Type	Halliday and Matthiessen (2014)	Thompson (2014)	Egins (2004)	Grammatical Expressions from Halliday and Matthiessen (2014)
Manner	How? (Means)	With what? / By what means? (Means)	How? With what? (Means)	“by, through, with, by means of, out of [+ material], from” (p. 313). e.g.: “by means of the written words” (p. 318).
	How? (Quality)	In what way? (Quality)	How? How...ly? (Quality)	“in + a + quality (e.g. dignified) + manner/way, with + abstraction (e.g. dignity); according to” (p. 313). “adverbs in -ly, -wise; fast, well; together, jointly, separately, respectively” (p. 313). e.g.: “calmly” (p. 319).
	How? What...like? (Comparison)	What...like? (Comparison)	What...like? (Comparison)	“like, unlike; in + the manner of ...” (p. 313). “adverbs of comparison: differently” (p. 313). e.g.: “like the devil” (p. 319).
	How much? (Degree)	How much? (Degree)	-	“to + a high/low/... degree/extent” (p. 313). “Adverbs of degree: much, greatly, considerably, deeply [often collocationally linked to a lexical verb, e.g. love + deeply, understand + completely]” (p. 313). e.g.: “a great deal” (p. 320).
Cause	Why? (Reason)	Why? As a result of what? (Reason)	What for? (Reason)	“because of, as a result of, thanks to, due to, for want of, for, of, out of, through” (p. 313). e.g.: “of heart failure” (p. 321).
	Why? What for? (Purpose)	What for? (Purpose)	Why? (Cause)	“for, for the purpose of, for the sake of, in the hope of” (p. 313). e.g.: “for the sake of a headline” (p. 321).
	Who for? (Behalf)	Who for? (Behalf)	Who? Who for? (Behalf)	“for, for the sake of, in favour of, against [‘not in favour of’], on behalf of” (p. 313). e.g.: “for you” (p. 322).
Contingency	Why? (Condition)	(Condition)	-	“in case of, in the event of” (p. 313). e.g.: “in case of blood stains” (p. 323).

Table 2.4, continued

Circumstance Type	Halliday and Matthiessen (2014)	Thompson (2014)	Egins (2004)	Grammatical Expressions from Halliday and Matthiessen (2014)
Contingency	(Default)	-	-	“in default of, in the absence of, short of, without [‘if it had not been for’]” (p. 313). e.g.: “in the absence of any prior agreement between the parties as to the rate of salvage payable” (p. 323).
	(Concession)	(Concession)	-	“despite, in spite of” (p. 313). e.g.: “regardless of the mental state of the individual” (p. 323).
Accompaniment	Who/What with? (Comitative)	Who/what with?	With whom?	“with; without” (p.314). e.g.: “with/without Tom” (p. 324).
	And who/what else? (Additive)	-	-	“as well as, besides; instead of” (p.314). e.g.: “as well as/instead of Tom” (p. 324).
Matter	What about?	What about?	What about?	“about, concerning, on, of, with reference to, in [‘with respect to’]” (p. 314). e.g.: “about the Paris Review” (p. 327).
	“The goods being transferred construed circumstantially.” (p. 239)	-	-	“rob/deprive him of his money” (p. 239).
Angle	(Viewpoint)	From what point of view?	-	“to, in the view/opinion of, from the standpoint of” (p. 314). e.g.: “in my view” (p. 328).
	(Source)	-	-	“according to, in the words of” (p. 314). e.g.: “according to a report” (p. 328).
Role	What as? (Guise)	What as? (Guise)	What as?	“as, by way of, in the role/shape/guise/form of” (p.314). e.g.: “as a young boy” (p. 326).
	What into? (Product)	What into? (Product)	-	“into” (p.314). e.g.: “into amino acids” (p. 326).

Table 2.4, continued

Circumstance Type	Halliday and Matthiessen (2014)	Thompson (2014)	Egins (2004)	Grammatical Expressions from Halliday and Matthiessen (2014)
Locative source	“The original owner” being construed circumstantially (p. 239).	-	-	“take/steal/borrow money from a friend” (p. 239).

(Source: Halliday & Matthiessen, 2014; Thompson, 2014; Egins, 2004; Bloor & Bloor, 2004)

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2.3.5 Transitivity and the Media

In previous research, Halliday's System of Transitivity (Halliday & Matthiessen, 2014) was used to study experiential meanings in different texts. Those texts include political speeches, literary texts, postcolonial texts, narrative religious texts and medical texts. For political speeches, there were speeches by Barack Obama (Abdul Baseer & Sofia Dildar Alvi, 2012; Samina Naz, Sofia Dildar Alvi, & Abdul Baseer, 2012) and Winston S. Churchill (Liping, 2014); for literary texts, there were "Animal Farm" (Darani, 2014), "Cinderella" (Alcantud-Diaz, 2012), "Heroic Mother" (Nguyen, 2012) and "A Rose for Emily" (Song, 2013); for postcolonial texts, there were "Integration" and "A Small Place" (Alfonso & Germani, 2007); for narrative religious texts, there were texts from two retold versions of the most cherished Indian classic, the *Mahabharata* (Srinivass, 2014); lastly, for medical texts, there were the transcription of in-depth depression-related interviews (Körner, Newman, Mao, Kidd, Saltman, & Kippax, 2010), medical research articles (Zheng, Yang, & Ge, 2014) and Patient Information Leaflets (PILs) (McManus, 2009). Although a variety of texts were studied in the previous transitivity analyses, there is a lack of transitivity analyses on media texts, especially online news reports. So far, only literatures of transitivity analyses on print media texts (Matu, 2008; Li, 2010; Li, 2011; Alvaro, 2013) have been found.

Although transitivity analyses on animal rights literatures have not been found, there are political speeches with the element of persuasiveness which have been studied through transitivity analysis. In a transitivity analysis on Barack Obama's political speech entitled "The Great Need of the Hour," Abdul Baseer and Sofia Dildar Alvi (2012) discovered that Barack Obama employed certain lexicogrammatical features to physically assemble the audience around him as well to sound more objective and dependable.

Similarly, in a transitivity analysis by Samina Naz, Sofia Dildar Alvi and Abdul Baseer (2012), Barack Obama's famous speech regarding the ending of Iraq War in 2009 was employed as the data. The study shows that certain lexicogrammatical features were employed by Barack Obama for intensifying the need for American military action, engaging the audience emotionally, creating a sense of relativity and authenticity as well as sounding in an objective, trustworthy and authentic manner.

Besides, there is another related study by Liping (2014) which reveals that the use of certain lexicogrammatical features in Winston S. Churchill's political speech can add power and persuasiveness to the speech.

Looking at previous research on persuasive political speeches, it can be noticed that there is a lack of transitivity analyses on animal right literatures which are persuasive. Such transitivity analyses might help to unveil the experiential meanings in animal rights messages which may persuade readers to join the movement against animal cruelty.

Other than the previously mentioned transitivity analyses on political speeches, Darani (2014, p. 182) conducted a transitivity analysis on a literary text entitled "Animal Farm" which comes with animal characters. However, this text written in 1945 by George Orwell which is literary in nature might not reflect the true happenings related to animals in our human world. Besides, Darani (2014, p. 182) concludes that the literary text is "an allegory of the Russian Revolution and the rise of Stalin's tyrannical government," therefore it has a minimal relation to the advocacy of animal rights.

Due to the significance of animal rights, there is an important need for transitivity analyses on texts which can reveal the true happenings in animal facilities

and also raise people's awareness of animal cruelty. Therefore, the current transitivity analysis has been carried out on *PETA* online news reports about undercover investigations in certain animal facilities. The use of Halliday's System of Transitivity as the theoretical framework for the current study is found to be useful for uncovering animal cruelty practices in certain animal facilities. More specifically, the experiential meanings related to the portrayal of animal cruelty as uncovered by Halliday's System of Transitivity in *PETA* online news reports can be interpreted, thereby informing us about the true happenings in animal facilities which operated at the expense of animals.

Concerning media texts, there were transitivity analyses on print media texts which show how certain lexicogrammatical features were used for revealing the ideologies held by the respective print media as well as associating the in-group with positive characteristics and the out-group with negative characteristics (Matu, 2008; Li, 2010; Li, 2011; Alvaro, 2013). However, there is a lack of transitivity analyses on online news texts.

Among the transitivity analyses on print media texts was Matu's study on the reportage of the run-up to the 1997 general elections in three Kenyan newspapers. Matu's study (2008) shows that certain Processes were employed to show "the newspapers' political stances or ideologies" (ibid., p. 209). More specifically, certain Kenyan newspapers attempted to emphasize the positive values of the ruling party and deemphasize on the negative attributes of the opposition party.

Similarly, in a transitivity analysis on *The New York Times* and *China Daily* reports on the NATO bombing of the Chinese Embassy in Yugoslavia in May 1999, Li (2010, p. 3457) discovered that both the newspapers tried to "justify and empower the

words and actions of members of us and attribute causality of conflicts to members of them.”

In another transitivity analysis by Li (2011), the data used was The New York Times and China Daily reports on an air collision event between the USA and China. The study shows that certain lexicogrammatical features were used to influence the knowledge and belief of readers based on the “specific ideological assumptions and alignments” (ibid., p. 218) of each newspaper.

Apart from these transitivity analyses, Alvaro (2013) conducted a transitivity analysis on China’s state-run English press articles on a dissident social actor, Liu Xiaobo. This transitivity analysis reveals that certain Processes were used to indirectly discredit the Nobel Peace Prize and Liu as well as identify China as virtuous.

So far there have been very few transitivity analyses on online news texts, although transitivity analyses have been carried out on various genres such as political speeches, literary texts, religious texts, medical texts and print media. Therefore, the current transitivity analysis has been carried out on *PETA* online news reports to investigate the veganism ideology upheld by *PETA*. It is hoped that the current study can enhance our understanding towards the veganism ideology upheld by *PETA* as well as the lexicogrammatical features used for expressing this ideology.

2.4 Chapter Summary

This chapter has taken the reader through a review of literature on the previous research which paves the way to an understanding on the identified research gaps to be addressed in the current study. The previous research related to online news and the veganism ideology includes both linguistic studies and non-linguistic ones. In addition, the previous transitivity analyses in the field of Systemic Functional Linguistics have

also been reviewed. Besides these studies, *PETA* (People for the Ethical Treatment of Animals), which is the source of data for the current study, has been introduced comprehensively, alongside the veganism ideology upheld by the organization. There is also an overview of Systemic Functional Linguistic (SFL) theory which forms the foundation for the current theoretical framework, more specifically, Halliday's System of Transitivity. In the following Chapter 3, a detailed account of the research methodology of the current study will be presented.

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CHAPTER 3 METHODOLOGY

3.0 Introduction

The current chapter has two important parts which are theoretical framework and research design. In the first part, an overview of the theoretical framework, more specifically Halliday's System of Transitivity is provided. Then, the chapter proceeds to introduce the transitivity features which constitute the System of Transitivity comprising various Processes, Participants and Circumstances based on Halliday's model. Language examples from Halliday and Matthiessen (2014) are shown. In order to ensure that the current transitivity analysis is firmly grounded, coding decisions that guide the current analysis are presented. All the coding decisions can provide explicit instructions on how to encode a sentence with Processes, Participants and Circumstances.

In the second part, the research design illustrating the various steps involved in the current study is presented. Data description of the current study is provided. Apart from this, data boundary is described. The research step of identifying the unit of analysis for the current transitivity analysis is described, followed by a description on the research step for the enumeration and notation of data. A list of the transitivity features to be analysed is presented in table form. At the end of the current chapter, a sample analysis is provided in order to illustrate clearly how the theoretical framework is used for the current transitivity analysis.

3.1 Overview of the Theoretical Framework

The theoretical framework of the current study is the System of Transitivity comprising Processes, Participants and Circumstances drawing on Halliday and

Matthiessen's (2014) work. The works by Thompson (2014), Eggins (2004) as well as Bloor and Bloor (2004) were also consulted.

Figure 3.1 explains that Processes are the core elements in the System of Transitivity for expressing experiential meanings. Each Process is associated with its own group of Participants. Both Processes and Participants make up "the experiential centre" of clauses whereby the Participants are directly involved in the unfolding of the Processes by bringing about their occurrences or being affected by their occurrences in certain ways (Halliday & Matthiessen, 2014, p. 221). Lastly, there are Circumstances in the System of Transitivity which are the peripheral elements to "augment" the experiential centre "temporally, spatially, causally, and so on" (ibid., p. 221). As postulated by Halliday and Matthiessen (2014, p. 212), a transitivity structure is a "configuration of a process, participants involved in it and any attendant circumstances."

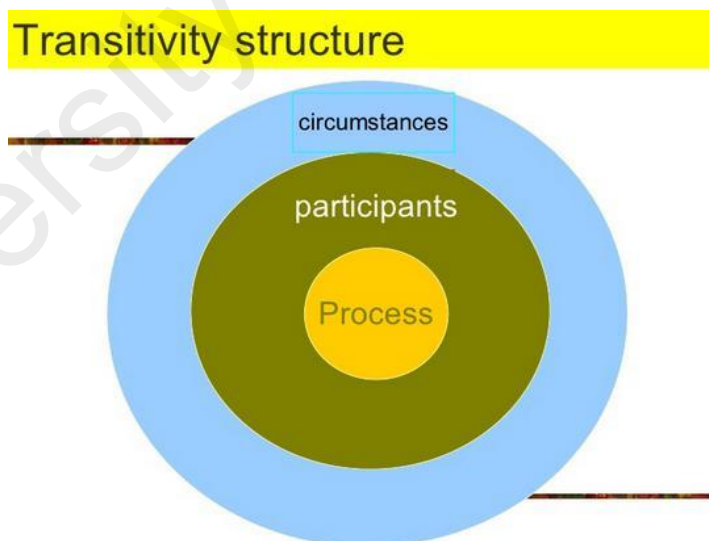


Figure 3.1: Transitivity Structure
(Adapted from Halliday & Matthiessen, 2014, p. 222)

Table 3.1 introduces different Process types and their meanings as well as Participants which are "directly" or "obliquely involved" in the Processes.

Table 3.1: Process Types, their Meanings, and Characteristic Participants

Process Type	Category Meaning	Participants, Directly Involved	Participants, Obliquely Involved
Material: Action Event	‘Doing’ ‘Doing’ ‘Happening’	Actor, Goal	Recipient, Client; Scope; Initiator; Attribute
Behavioural	‘Behaving’	Behaver	Behaviour
Mental: Perception Cognition Desideration Emotion	‘Sensing’ ‘Seeing’ ‘Thinking’ ‘Wanting’ ‘Feeling’	Senser, Phenomenon	Inducer
Verbal	‘Saying’	Sayer, Target	Receiver; Verbiage
Relational: Attribution Identification	‘Being’ ‘Attributing’ ‘Identifying’	Carrier, Attribute; Token, Value	Attributor; Beneficiary; Assigner
Existential	‘Existing’	Existent	

(Source: Halliday & Matthiessen, 2014, p. 311)

Figure 3.2 illustrates how the System of Transitivity represents our human experience: material processes which come with the verbs of “doing” represent our “physical world”; mental processes which come with the verbs of “sensing” represent our “world of consciousness”; and lastly, relational processes which come with the verbs of “being” represent our “world of abstract relations” (Halliday & Matthiessen, 2014, p. 216). Nonetheless, there are three other Process types which are located in the borderlines of these three main Process types. They are verbal, behavioral and existential as introduced in Chapter 1 (see Section 1.2).

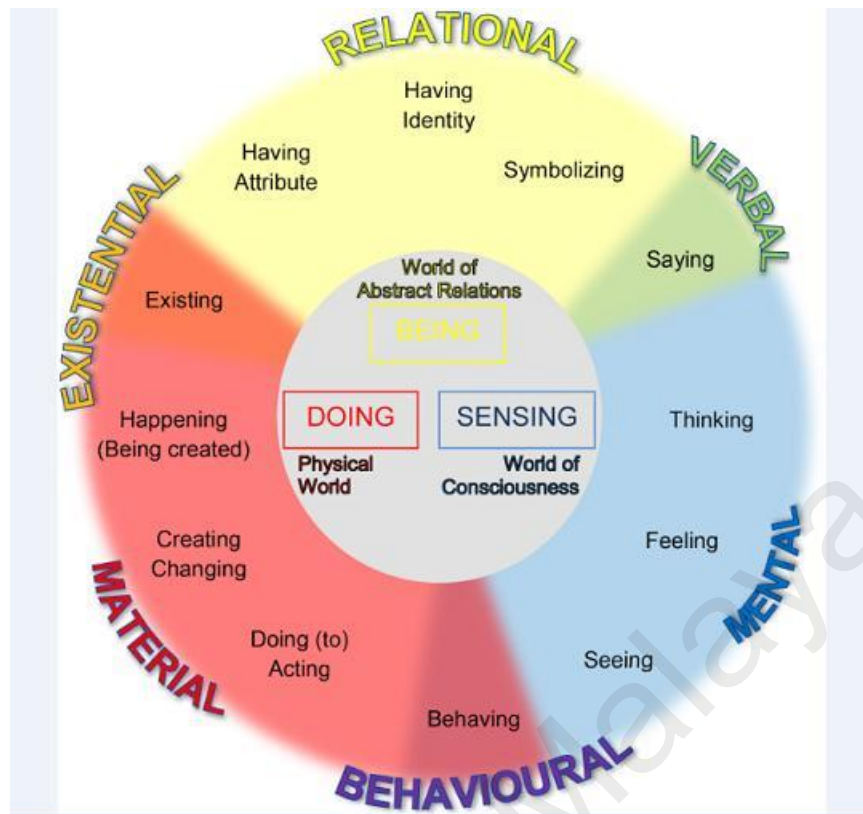


Figure 3.2: The Representation of Various Process Types
(Source: Halliday & Matthiessen, p. 216)

Table 3.2 introduces different Circumstance types and their meanings. There are nine major Circumstance types. Each major Circumstance type comes with its own subcategories, except Circumstance of Matter which comes in only one category.

Table 3.2: Circumstance Types and their Meanings

Circumstance Type	Sub-categories	Category Meaning
Extent	duration, frequency (temporal), distance (spatial)	how long? how far? how often?
Location	time (temporal), place (spatial)	when? where?
Manner	means, quality, comparison, degree	how? what with? in what way? like what? to what extent?
Cause	reason, purpose, behalf	why? what for? who for?
Contingency	condition, concession, default	under what conditions?
Accompaniment	comitation, addition	who/what with? who/what else?
Role	guise, product	what as? what into?
Matter	-	what about?
Angle	source, viewpoint	who says? who thinks?

(Source: Halliday & Matthiessen, 2014, p. 344)

3.1.1 Theoretical Framework

3.1.1.1 Material Processes

According to Halliday and Matthiessen (2014, p. 224), events of happenings or doings that occur with some “input of energy” are always represented by material processes. The Participant known as “Actor” is the one who carries out the deed depicted in a material process (ibid., p. 224). In other words, an Actor is the Participant that brings about a Process that happens throughout at least a short period of time made up of “an initial phase of unfolding” and “a separate final phase,” resulting in an outcome not present in the initial phase (ibid., p. 228). Sometimes, the Actor can be inanimate.

Example 1 shows two kinds of Actors which are animate and inanimate. The first column shows an animate Actor represented by “the lion” who “sprang” (Halliday & Matthiessen, 2014, p. 226) while the second column shows an inanimate Actor represented by “the rocks” which “broke” (ibid., p. 230).

Example 1 for Material Processes

Animate Actor		Inanimate Actor	
The lion	sprang.	The rocks	broke.
Actor (Animate)	Material process	Actor (Inanimate)	Material process
(Source: Halliday & Matthiessen, 2014, p. 226)		(Source: Halliday & Matthiessen, 2014, p. 230)	

Besides Actor, another Participant which could occur in a material clause is “Goal,” as introduced by Halliday and Matthiessen (2014, p. 226). The Goal in a material clause is the Participant being acted upon with some impact by the Actor in the unfolding of a happening.

Example 2 shows a material clause which comes with a Goal represented by “the tourist” who was caught by the Actor represented by the nominal phrase “the lion” (Halliday & Matthiessen, 2014, p. 226).

Example 2 for Material Processes

The lion	caught	the tourist.
Actor	Material process	Goal

(Source: Halliday & Matthiessen, 2014, p. 226)

Example 3 shows a material clause similar to that of Example 2. However, this material clause is written in passive voice. The Actor represented by “the lion” appears in a by-phrase at the end of the material clause while the Goal represented by “the tourist” who was caught by the Actor appears at the front (Halliday & Matthiessen, 2014, p. 228).

Example 3 for Material Processes

The tourist	was	caught	by the lion.
Goal	Material process		Actor

(Source: Halliday & Matthiessen, 2014, p. 228)

Halliday and Matthiessen (2014, p. 242) note that another possible Participant in a material clause is “resultative Attribute.” This Participant states the outcome of a material process at the final phase of happening. As shown in Example 4, the resultative Attribute “clean” in the material clause describes the change that happened to the Goal represented by the personal pronoun “her” due to the action of stripping by the Actor represented by the personal pronoun “they” (ibid., p. 237).

Example 4 for Material Processes

They	stripped	her	clean	of every bit of jewellery she ever had.
Actor	Material process	Goal	Attribute (Resultative)	Circumstance

(Source: Halliday & Matthiessen, 2014, p. 237)

According to Halliday and Matthiessen (2014), another closely related Participant is “depictive Attribute” (p. 242) which tells us “the state which the Actor or

Goal is in” (p. 242) during “the unfolding of a material process” (p. 228). As shown in Example 5, the depictive Attribute in the negated material clause tells us that the state of the Goal represented by the pronoun “it” is not “fresh” when the Actor represented by the pronoun “you” gets it (ibid., p. 242).

Example 5 for Material Processes

You	don’t get	it	fresh.
Actor	Material process	Goal	Attribute (Depictive)

(Source: Halliday & Matthiessen, 2014, p. 242)

Halliday and Matthiessen (2014, p. 237) write that another two Participants that might be present in a material clause with their own “benefactive role” are “Recipient” and “Client.” A Recipient receives the benefit from a material process in the form of goods while a Client receives the benefit from a material process in the form of services. However, a Recipient does not receive beneficial goods all the time.

Example 6 shows a material clause which comes with a Recipient represented by the personal pronoun “you” (Halliday & Matthiessen, 2014, p. 236). According to this example, the Recipient received a benefit from the material process in the form of goods. The goods refer to the nominal phrase “those files” which represents a Goal (ibid., p. 236). In this material clause, “Kerry” represents the Actor who gave the files to the Recipient (ibid., p. 236).

Example 6 for Material Processes

Did	Kerry	give	you	those files	there?
Material	Actor		Recipient	Goal	Circumstance
	process				

(Source: Halliday & Matthiessen, 2014, p. 236)

Example 7 depicts a material clause which comes with a Client represented by the personal pronoun “me” (Halliday & Matthiessen, 2014, p. 238). According to this example, the Client received a benefit from the material process in the form of services. The services refer to the building of a house. In this material clause, the house

represents a Goal while the personal pronoun “they” represents the Actor who provided the services of building the house (ibid., p. 238).

Example 7 for Material Processes

They	built	me	a house.
Actor	Material process	Client	Goal

(Source: Halliday & Matthiessen, 2014, p. 238)

Example 8 shows a material clause which comes with a Recipient represented by “Claudius” (Halliday & Matthiessen, 2014, p. 239). Claudius received something not beneficial from the Actor represented by “Locusta” (ibid., p. 239). More specifically, the Recipient represented by “Claudius” was given “a dose of poison” which is in the form of a Goal (ibid., p. 239).

Example 8 for Material Processes

Locusta	gave	Claudius	a dose of poison.
Actor	Material process	Recipient	Goal

(Source: Halliday & Matthiessen, 2014, p. 239)

Not only material processes which represent the events of receiving goods, there are also material processes which represent the events of depriving a Participant of certain goods. According to Halliday and Matthiessen (2014), in the material clauses about depriving a Participant of something, the Participant who has something taken away from him or her is known circumstantially as “Locative Source” (p. 239). The goods being taken away can be known circumstantially as “Matter” (ibid., p. 239).

Example 9 shows a Locative Source represented by the prepositional phrase “from a friend” (Halliday & Matthiessen, 2014, p. 239). The Locative Source refers to the friend who is deprived of his money during the material process whereby his money which represents a Goal is taken/stolen/borrowed.

Example 9 for Material Processes

take/steal/borrow	money	from a friend.
Material process	Goal	Locative source

(Source: Halliday & Matthiessen, 2014, p. 239)

Example 10 shows a material clause similar to that of Example 9. According to this example, a Goal represented by the personal pronoun “him” is robbed/deprived of “his money” which is expressed circumstantially as “Matter” (Halliday & Matthiessen, 2014, p. 239).

Example 10 for Material Processes

rob/deprive	him	of his money.
Material process	Goal	Matter

(Source: Halliday & Matthiessen, 2014, p. 239)

In some cases, a Client might appear in a material clause together with a Scope. A Scope is the Participant that is not affected by the unfolding of a happening. However, in the two earlier works produced by Halliday in 1967 (p. 58) and 2005 (pp. 27 – 32) respectively, Scope was referred to as “Range.” According to Halliday and Matthiessen (2014), there are two kinds of Scopes. The first kind which is known as “Scope (Entity)” (ibid., p. 238) refers to “the domain over which the Process takes place” (ibid., p. 240) while the second kind which is known as “Scope (Process)” (ibid., p. 238) refers to the Process itself in general or specific terms. As explained by Thompson (2014, p. 113), a Scope (Process) is “an extension of the verb” which is “derived from the verb itself.” Thompson (2014, p. 113) concludes that a Scope (Process) always forms “a semantic unit with the verb.”

Example 11 shows the material process verb “cross” which comes with a Scope (Entity) represented by “Hyde Park and the Domain” which is the domain over which the crossing takes place (Halliday & Matthiessen, 2014, p. 236).

Example 11 for Material Processes

Then	cross	Hyde Park and the Domain	to the Art Gallery of N.S.W.
Circumstance	Material process	Scope (Entity)	Circumstance

(Source: Halliday & Matthiessen, 2014, p. 236)

Example 12 shows a material clause which comes with a Scope (Process) represented by the nominal phrase “a good death” (Halliday & Matthiessen, 2014, p. 240). This Scope (Process) is an extension of the material process verb “died” in this clause (ibid., p. 240). The Actor is represented by the nominal phrase “anyone you have known or heard of” (ibid., p. 240).

Example 12 for Material Processes

Has	anyone you have known or heard of	died	‘a good death’?
	Actor		Scope (Process)
	Material process		

(Source: Halliday & Matthiessen, 2014, p. 240)

3.1.1.2 Mental Processes

According to Halliday and Matthiessen (2014), just like material processes, mental processes also represent the flow of events or our experience with the events. What makes them different is that mental processes are events in “the world of our own consciousness” while material processes are events in our “material world” (Halliday & Matthiessen, 2014, p. 245). The two kinds of Participants in mental clauses are known as “Senser” (ibid., p. 249) and “Phenomenon” (ibid., p. 251). A Senser is usually “endowed with consciousness” (ibid., p. 249) while a Phenomenon can be any kinds of entities which are “felt, thought, wanted or perceived” (ibid., p. 251).

Halliday and Matthiessen (2014, p. 256) write that mental processes could be “perceptive,” “cognitive,” “desiderative” or “emotive.” Emotive mental processes are used to express different degrees of affection in the form of emotive verbs which are

“lexically gradable” on a scale (p. 245). Sometimes, the emotive verbs are used together with a Circumstance of Degree to show its gradation, as shown in Example 13.

Example 13 shows an emotive mental clause which comes with the personal pronoun “I” as the Senser and “cockroaches” as the Phenomenon (Halliday & Matthiessen, 2014, p. 245). In this example, there is also a Circumstance of Degree represented by the adverbial phrase “more than rats” which illustrates the degree of hating in this emotive mental process (ibid., p. 245).

Example 13 for Emotive Mental Processes

I	hate	cockroaches	more than rats.
Senser	Mental process (Emotive)	Phenomenon	Circumstance

(Source: Halliday & Matthiessen, 2014, p. 245)

As written by Halliday and Matthiessen (2014, p. 246), cognitive mental processes are used to tell “an anecdote” or “narrative passage.” Cognitive mental clauses usually appear in the form of a clause which “projects another clause (or combination of clauses) as a representation of the content of thinking, believing, presuming and so on” (ibid., p. 254).

Example 14 depicts a cognitive mental process which comes with the personal pronoun “I” (Halliday & Matthiessen, 2014, p. 246) as the Senser and a “combination of clauses” (p. 254) as the Phenomenon. In this example, the Phenomenon is represented by what is remembered by the Senser.

Example 14 for Cognitive Mental Processes

I	remember	once I went to a film, and ah, I’d just bought this new outfit and it was long silky, black pants that came up all in one.
Senser	Mental process (Cognitive)	Phenomenon

(Source: Halliday & Matthiessen, 2014, p. 246)

The third kind of mental processes are known as perceptive mental processes. In perceptive mental processes, a Phenomenon is something being “seen, heard, tasted or

perceived in some other way” (Halliday & Matthiessen, 2014, p. 252). One way to recognise perceptive mental processes is that they can occur with “a modulation of readiness” (ibid., p. 247). Besides, the perceived Phenomenon in a perceptive mental process can be “a thing” or “an act, realized by a non-finite clause” (ibid., p. 247).

Example 15 shows a perceptive mental clause which comes with the personal pronoun “I” (Halliday & Matthiessen, 2014, p. 246) as the Senser and “a thing” (ibid., p. 247) as the Phenomenon which can be felt. The Phenomenon is represented by the nominal phrase “something on my foot” (ibid., p. 246). Besides, there is a modal verb represented by the word “can” (ibid., p. 246) which gives this mental process “a modulation of readiness” (ibid., p. 247).

Example 15 for Perceptive Mental Processes

I	can feel	something on my foot.
Senser	Mental process (Perceptive)	Phenomenon

(Source: Halliday & Matthiessen, 2014, p. 246)

Example 16 shows a perceptive mental clause which comes with the personal pronoun “I” as the Senser and “an act” in the form of a non-finite clause as the Phenomenon which can be felt (Halliday & Matthiessen, 2014, p. 247). The act in the form of a non-finite clause is represented by the nominal phrase “something crawling up my foot” (ibid., p. 247). Besides, this perceptive mental clause also comes with the modal verb “can” which gives this mental process “a modulation of readiness” (ibid., p. 247).

Example 16 for Perceptive Mental Processes

I	can feel	something crawling up my foot.
Senser	Mental process (Perceptive)	Phenomenon

(Source: Halliday & Matthiessen, 2014, p. 247)

Halliday and Matthiessen (2014) write that the last kind of mental processes are desiderative. They are used to show the process of “wanting” (ibid., p. 255) an entity or

an idea. The desired Phenomenon can be an idea in the form of a “proposal” (ibid., p. 256). Some common mental verbs for this kind of Processes are “want,” “wish,” “plan,” “decide,” “agree,” “refuse” and others (ibid., p. 257).

Example 17 depicts a desiderative mental process which comes with the personal pronoun “he” as the Senser and a proposal as the Phenomenon (Halliday & Matthiessen, 2014, p. 256). The proposal is represented by the idea clause that reads “them to leave” (ibid., p. 256).

Example 17 for Desiderative Mental Processes

He	wanted	them to leave.
Senser	Mental process (Desiderative)	Phenomenon (Proposal)

(Source: Halliday & Matthiessen, 2014, p. 256)

3.1.1.3 Relational Processes

Halliday and Matthiessen (2014, p. 259) note that relational processes are used “to characterize and to identify” something. They are the processes of “being,” instead of “doing” or “sensing” (ibid., p. 259). What differentiates relational processes from material processes is that for relational processes, changes are construed as “a uniform flow” of events “without distinct phases of unfolding” (ibid., p. 260). The events represented by relational processes usually do not involve any input of energy.

Example 18 shows a comparison between a material process and a relational process. The first column depicts a material clause which involves some “distinct phases of unfolding” (Halliday & Matthiessen, 2014, p. 260). For instance, “she” was outside the dining room at the beginning phase of this material process and then in the dining room at its final phase (ibid., p. 260). Besides, this material process involves some input of energy through walking. On the other hand, the second column depicts a relational process which is a uniform flow without “distinct phases” whereby “she” is

just being in the dining room without “an input of energy” (Halliday & Matthiessen, 2014, p. 260).

Example 18 for Relational Processes

Material Process			Relational Process		
She	's walking	into the dining room.	She	's	in the dining room.
Actor	Material process	Circumstance	Carrier	Relational process	Attribute
(Source: Halliday & Matthiessen, 2014, p. 260)			(Source: Halliday & Matthiessen, 2014, p. 260)		

Besides this, Halliday and Matthiessen (2014, p. 261) observe that there can also be confusion in differentiating mental processes and relational processes because both of them are about “states.” One characteristic of mental processes that differentiates them from relational processes is that the Senser of a mental process is usually a conscious being or entity which has been endowed with consciousness. On the other hand, the Participants for relational processes are not necessarily conscious beings. They can be “not only things, but also acts and facts” (ibid., p. 261). In mental clauses, things, acts or facts are construed as the Phenomenon which “impinges” on the “consciousness” of the Senser (ibid., p. 543); while in relational clauses, they are construed as the Participant in a relationship of being. The Participants in relational processes include Carrier, Attribute, Token and Value.

Example 19 shows a comparison between a mental process and a relational process. In the first column, there is a mental clause which comes with a Senser represented by the personal pronoun “she” who is a conscious human being (Halliday & Matthiessen, 2014, p. 260). On the other hand, in the second column, there are two Participants in a relationship of being. The first Participant is a Carrier represented by

the personal pronoun “she” while the second Participant is an Attribute which describes the aforementioned Carrier as “happy” (Halliday & Matthiessen, 2014, p. 260).

Example 19 for Relational Processes

Mental Process		Relational Process		
She	rejoices.	She	's	happy.
Senser	Mental process	Carrier	Relational process	Attribute
(Source: Halliday & Matthiessen, 2014, p. 260)		(Source: Halliday & Matthiessen, 2014, p. 260)		

Halliday and Matthiessen (2014) conclude that relational processes show the relationship between two entities. They occur when “something is said to ‘be’ something else” (ibid., p. 261). Therefore, it should be noted that a relational process always comes with two Participants or so called “be-ers” that are placed in a relationship (ibid., p. 261). The relationship can be of “class-membership” or “identity” (ibid., p. 262). If it is of class-membership, it will be categorised as an “attributive” relational process whereby one of its Participants is the member of a class (ibid., p. 262). On the contrary, if it is of identity, it will be categorised as an “identifying” relational process (ibid., p. 262) whereby one of its Participants is “a restatement of the other” Participant (ibid., p. 263).

According to the semiotic approach adopted by Davidse (1996 as cited in Halliday and Matthiessen, 2014, p. 263), an attributive relational process is the “semiotic relation of instantiation.” The semiotic relation of instantiation is a relationship between two entities that “differ in generality in a taxonomy of things” (ibid., p. 263). In other words, it is “a relationship of delicacy” (ibid., p. 263) whereby one class is treated as the sub-class of a class of higher generality.

As defined by Halliday and Matthiessen (2014, p. 267), the Participant of higher generality which represents a class in an attributive relational clause is known as

“Attribute” while the other Participant being assigned to the class is known as “Carrier.”

Attributive relational processes are employed not only for characterising a Carrier but also evaluating the Carrier by assigning it with an Attribute. An Attribute can be a general class or a quality of the entity in a particular class.

Example 20 comes with an attributive relational clause whereby the Carrier is represented by the nominal phrase “the baby” while the Attribute is represented by “a pig” (Halliday & Matthiessen, 2014, p. 267). In this example, the Attribute is the Participant of higher generality which represents a class of pigs while the baby is the Carrier being assigned to the class of pigs.

Example 20 for Attributive Relational Processes

The baby	turned into	a pig.
Carrier	Attributive relational process	Attribute

(Source: Halliday & Matthiessen, 2014, p. 267)

Similarly, Example 21 shows an attributive relational clause which comes with a Carrier represented the nominal phrase “today’s weather” as well as an Attribute represented by the adjectival phrase “warm and sunny” (Halliday & Matthiessen, 2014, p. 267). In this example, the Attribute is the Participant of higher generality which represents the quality of today’s weather while the Carrier is assigned to a class of warm and sunny days.

Example 21 for Attributive Relational Processes

Today’s weather	is going to be	warm and sunny.
Carrier	Attributive relational process	Attribute

(Source: Halliday & Matthiessen, 2014, p. 267)

Halliday and Matthiessen (2014, p. 288) observe that there is another possible Participant in attributive relational clauses which is known as “Attributor.” An Attributor is the Participant who assigns the Attribute in an attributive relational clause to the Carrier, as shown in Example 22.

Example 22 shows an attributive relational clause whereby the Attributor represented by the personal pronoun “they” assigned the Carrier represented by “Mary” to a class of happy people represented by the Attribute “happy” (Halliday & Matthiessen, 2014, p. 288).

Example 22 for Attributive Relational Processes

They	made	Mary	happy.
Attributor	Attributive relational process	Carrier	Attribute

(Source: Halliday & Matthiessen, 2014, p. 288)

As noted by Halliday and Matthiessen (2014), in some cases whereby the verb “have” (p. 294) is used to represent a “possessive” relational process (p. 294), the Attribute can be “the thing possessed” (p. 295). However, there can also be cases whereby the “Possessor” is in the form of an Attribute while the “Possessed” is in the form of a Carrier (ibid., p. 295).

Example 23 depicts an attributive relational clause whereby “Peter” is the Possessor in the form of a Carrier while the thing possessed which is “a piano” is in the form of an Attribute (Halliday & Matthiessen, 2014, p. 295). Lastly, the verb “has” represents the attributive relational process which is possessive (ibid., p. 295).

Example 23 for Attributive Possessive Relational Processes

Peter	has	a piano.
Carrier (Possessor)	Attributive relational process (Possessive)	Attribute (Possessed)

(Source: Halliday & Matthiessen, 2014, p. 295)

Example 24 shows an attributive relational clause whereby the Possessor is represented by the possessive noun “Peter’s” which is in the form of an Attribute (Halliday & Matthiessen, 2014, p. 295). On the other hand, the thing possessed is represented by the nominal phrase “the piano” which is in the form of a Carrier (ibid., p.

295). The verb to be “is” represents the attributive relational process which is possessive (ibid., p. 295).

Example 24 for Attributive Possessive Relational Processes

The piano	is	Peter’s.
Carrier (Possessed)	Attributive relational process (Possessive)	Attribute (Possessor)

(Source: Halliday & Matthiessen, 2014, p. 295)

Halliday and Matthiessen (2014, p. 290) also introduce attributive relational processes which can show some “circumstantial elements” of “time, place, manner, cause, accompaniment, role, matter or angle.” These circumstantial elements can appear in the form of an Attribute or a Process in an attributive relational process which is “circumstantial” (ibid., p. 290).

Example 25 shows an attributive relational clause whereby the Carrier is represented by the nominal phrase “my story” (Halliday & Matthiessen, 2014, p. 290). On the other hand, the circumstantial Attribute shows the circumstantial element of matter for the story. According to the circumstantial Attribute, the story is “about a poor shepherd boy” (ibid., p. 290). Lastly, the verb to be “is” represents the attributive relational process (ibid., p. 290).

Example 25 for Attributive Circumstantial Relational Processes

My story	is	about a poor shepherd boy.
Carrier	Attributive relational process	Attribute (Circumstantial)

(Source: Halliday & Matthiessen, 2014, p. 290)

Example 26 shows an attributive relational clause which is circumstantial. In the example, the Carrier is represented by the nominal phrase “my story” while the Attribute is represented by “a poor shepherd boy” (Halliday & Matthiessen, 2014, p. 290). The verb “concerns” represents the attributive relational process which comes with the circumstantial element of matter for the nominal phrase “my story” (ibid., p.

290). As expressed by the Attribute, the aforementioned story “concerns a poor shepherd boy” (ibid., p. 290).

Example 26 for Attributive Circumstantial Relational Processes

My story	concerns	a poor shepherd boy.
Carrier	Attributive relational process (Circumstantial)	Attribute

(Source: Halliday & Matthiessen, 2014, p. 290)

As mentioned earlier, an attributive relational process is the “semiotic relation of instantiation.” Besides this, there is the semiotic relation of realization which refers to an identifying relational process. According to the semiotic approach adopted by Davidse (1996 as cited in Halliday and Matthiessen, 2014, p. 263), the semiotic relation of realization is present when one class is identified with its members. As explained by Thompson (2014, p. 102), identification is a process of making a relation between “a specific realization” and “a more generalizable category.”

Halliday and Matthiessen (2014, p. 276) note that in “identifying” relational processes, two Participants are made to be identified in terms of each other. Thompson (2014, p. 104) elaborates that the main verb for an identifying relational process always carries “equative” meaning. Some examples of verbs which carry equative meaning are “include,” “constitutes,” “represent,” “matched,” “is defined as,” “was” and others (ibid., p. 105).

Halliday and Matthiessen (2014) elaborate that for this kind of identification, writers need to assign a member to a class and make that “a class of one” (p. 277). The member is a “Token” while the one-member class is a “Value” (ibid., p. 279). Thompson (2014, p. 103) clarifies that a Token is “the specific embodiment” in the general class known as Value.

Example 27 shows an identifying relational clause whereby the Token is represented by “Tom” who is a specific embodiment in the general one-member class known as Value (Halliday & Matthiessen, 2014, p. 279). The Value is represented by the nominal phrase “the treasurer” (ibid., p. 279). Lastly, the verb to be “is” represents the identifying relational process (ibid., p. 279).

Example 27 for Identifying Relational Processes

Tom	is	the treasurer.
Token	Identifying relational process	Value

(Source: Halliday & Matthiessen, 2014, p. 279)

Halliday and Matthiessen (2014, p. 288) observe that there is another possible Participant in identifying relational clauses which is known as “Assigner.” An Assigner is the Participant who assigns “the relationship of identity” to a Token and a Value (ibid., p. 288).

Example 28 shows an identifying relational clause which comes with the personal pronoun “they” as the Assigner (Halliday & Matthiessen, 2014, p. 288). In this example, the Assigner assigns the relationship of identity to the Token represented by “Mary” and the Value represented by the nominal phrase “the leader” (ibid., p. 288).

Example 28 for Identifying Relational Processes

They	made	Mary	the leader.
Assigner	Identifying relational process	Token	Value

(Source: Halliday & Matthiessen, 2014, p. 288)

According to Halliday and Matthiessen (2014, p. 295), in some identifying relational processes, there is “a relationship between two entities” which shows “possession” whereby the Process or one of its Participants is presented as a form of possession.

Example 29 shows an identifying relational clause which comes with the Token represented by the nominal phrase “the piano” and the Value represented by the

possessive noun “Peter’s” (Halliday & Matthiessen, 2014, p. 295). In this example, the Value is presented as a form of possession.

Example 29 for Identifying Possessive Relational Processes

The piano	is	Peter’s.
Token	Identifying relational process	Value (Possessive)

(Source: Halliday & Matthiessen, 2014, p. 295)

Example 30 shows an identifying relational clause which is possessive. This identifying relational clause comes with a Token represented by the nominal phrase “the walks” and a Value represented by “simple guide leaflets” (Halliday & Matthiessen, 2014, p. 295). The verb “have” represents the identifying relational process (ibid., p. 295).

Example 30 for Identifying Possessive Relational Processes

The walks	have	simple guide leaflets.
Token	Identifying relational process (Possessive)	Value

(Source: Halliday & Matthiessen, 2014, p. 295)

Halliday and Matthiessen (2014, p. 290) elaborate that identifying relational processes can also show “circumstantial elements” of “time, place, manner, cause, accompaniment, role, matter or angle.” These circumstantial elements can appear in the form of a Participant or a Process.

Example 31 shows an identifying relational clause which comes with a Value represented by the nominal phrase “the best place” and a Token represented by the prepositional phrase “on the mat” (Halliday & Matthiessen, 2014, p. 293). The Token in this identifying relational process has a circumstantial element of place.

Example 31 for Identifying Circumstantial Relational Processes

The best place	is	on the mat.
Value	Identifying relational process	Token: Circumstantial

(Source: Halliday & Matthiessen, 2014, p. 293)

Example 32 shows an identifying relational clause which is circumstantial. In this example, there is a Token represented by the nominal phrase “the fair” and a Value represented by the nominal phrase “the whole day” (Halliday & Matthiessen, 2014, p. 294). The verb “occupies” represents the identifying relational process which comes with a circumstantial element of duration (ibid., p. 294).

Example 32 for Identifying Circumstantial Relational Processes

The fair	occupies	the whole day.
Token	Identifying relational process (Circumstantial)	Value

(Source: Halliday & Matthiessen, 2014, p. 294)

3.1.1.4 Behavioural Processes

Halliday and Matthiessen (2014, p. 301) note that “behavioural” processes are used to represent “physiological and psychological behaviours like breathing, coughing, smiling, dreaming and staring.” Besides, Thompson (2014, p. 109) explains that the reason for the difficulty in identifying behavioural processes is that they lack “grammatical features” that help to identify them as behavioural processes. In fact, they are always identified based on “semantic grounds” (ibid., p. 109). The use of behavioural processes is to differentiate between Processes which are “purely mental” and other Processes which involve “the outward physical signs” of mental processes (ibid., p. 109).

Halliday and Matthiessen (2014, p. 302) introduce some behavioral process verbs like “stare,” “sing,” “laugh,” “cry,” “sob,” “frown” and others. Behavioral processes usually come with two Participants which are known as “Behaver” and “Behaviour” respectively (ibid., p. 301). A Behaver is usually a conscious being. Most of the times, a behavioral clause has only one Participant who is the Behaver. Sometimes, there will be a second Participant which is the Behaviour. Thompson (2014,

p. 109) elaborates that a Behavior is the Participant which “adds specification” to the behavioral process.

Example 33 shows a behavioral clause which comes with a Behaver represented by the personal pronoun “she” and a Behavior represented by the nominal phrase “a song” (Halliday & Matthiessen, 2014, p. 301). The verb “sang” represents the behavioral process while the nominal phrase “a song” represents the Behavior which adds specification to the process (ibid., p. 301).

Example 33 for Behavioral Processes

She	sang	a song.
Behaver	Behavioral process	Behavior

(Source: Halliday & Matthiessen, 2014, p. 301)

Example 34 shows a behavioral clause which comes with a Behaver represented by the personal pronoun “he” and a Behavior represented by the nominal phrase “a great yawn” (Halliday & Matthiessen, 2014, p. 301). There is also a behavioral process verb represented by the word “gave” (ibid., p. 301). The Behavior in this example adds specification to the behavioral process.

Example 34 for Behavioral Processes

He	gave	a great yawn.
Behaver	Behavioral process	Behavior

(Source: Halliday & Matthiessen, 2014, p. 301)

3.1.1.5 Verbal Processes

According to Halliday and Matthiessen (2014, p. 302), verbal processes are used to construct “dialogic passages” that are sometimes found in “narrative” texts. As explained by Thompson (2014, p. 106), a verbal process represents “a physical action that reflects mental operations.” In simpler terms, a verbal process is “the transfer of messages through language” as the medium (ibid., p. 106).

Halliday and Matthiessen (2014) observe that the two major Participants in a verbal process are the “Sayer” (ibid., p. 303) who says something and the “Receiver” (ibid., p. 306) who is being addressed by the Sayer. It should be noted that a Sayer is not always a conscious human being. “What is said” as the content for a verbal process is represented by a Participant known as “Verbiage” (Halliday & Matthiessen, 2014, p. 306). Another possible Participant in a verbal process is known as “Target” (Halliday & Matthiessen, 2014, p. 307). A Target can be “a person, an object or an abstraction” that is targeted by the Sayer in a “process of saying” whereby the Target might be judged “positively or negatively” (Halliday & Matthiessen, 2014, p. 307).

Example 35 shows a verbal process represented by the verb “urges” (Halliday & Matthiessen, 2014, p. 304). In this example, there is a Sayer represented by “Bush” as well as a Receiver represented by “China” (ibid., p. 304). The verbal clause ends with a “proposal” represented by the “perfective non-finite clause” which reads “to release crew” (ibid., p. 304).

Example 35 for Verbal Processes

Bush	urges	China	to release crew.
Sayer	Verbal process	Receiver	Proposal

(Source: Halliday & Matthiessen, 2014, p. 304)

Example 36 shows a verbal process represented by the verb “tell” (Halliday & Matthiessen, 2014, p. 306). Besides, there is a Receiver represented by the personal pronoun “me” and a Verbiage represented by the nominal phrase “the whole truth” (ibid., p. 306).

Example 36 for Verbal Processes

Tell	me	the whole truth.
Verbal process	Receiver	Verbiage

(Source: Halliday & Matthiessen, 2014, p. 306)

Example 37 depicts a verbal process represented by the verb “praised” (Halliday & Matthiessen, 2014, p. 307). In this example, there is a Sayer represented by “Gates” and a Target represented by the nominal phrase “the unprecedented cooperation between the nations of the gulf” (ibid., p. 307). Besides, there is a Circumstance represented by the prepositional phrase “in June” (ibid., p. 307).

Example 37 for Verbal Processes

In June,	Gates	praised	“the unprecedented cooperation between the nations of the gulf.”
Circumstance	Sayer	Verbal process	Target

(Source: Halliday & Matthiessen, 2014, p. 307)

3.1.1.6 Existential Processes

As defined by Halliday and Matthiessen (2014, p. 307), “existential” processes are processes which are used to show that “something exists or happens.” Halliday and Matthiessen (2014) elaborate that despite the fact that they are less common in discourse, existential processes have an important and specialised role in written discourse.

All existential clauses start with the word “there” that serves the function of preparing readers for “something that is about to be introduced; and this something is presented as new information” (Halliday & Matthiessen, 2014, p. 308). However, it should be noted that the word “there” is neither a Participant nor a Circumstance, but a subject to indicate “the feature of existence” (ibid., p. 308). In all existential clauses, there is only one Participant. The Participant is known as “Existent” (ibid., p. 309). An Existent is an entity or event that is said to exist.

Example 38 shows an existential process which comes with an Existent represented by “another robbery” (Halliday & Matthiessen, 2014, p. 309). The

existential clause ends with a Circumstance represented by the prepositional phrase “in the street” (ibid., p. 309).

Example 38 for Existential Processes

There	was	another robbery	in the street.
-	Existential process	Existent	Circumstance

(Source: Halliday & Matthiessen, 2014, p. 309)

3.1.1.7 Circumstances

Halliday and Matthiessen (2014) define Circumstances as the elements that occur freely in all types of Processes. All Circumstances are either adverbial groups or prepositional groups.

Halliday and Matthiessen (2014) write that there are two closely related categories of Circumstances which are known as Circumstance of “Extent” (ibid., p. 315) and Circumstance of “Location” (ibid., p. 316) respectively. For Circumstances of Extent, there are two subcategories which are either “Spatial” or “Temporal” for expressing “distance,” “duration” or “frequency” (ibid., p. 315). On the other hand, there are also two subcategories for Circumstances of Location which are either Spatial or Temporal for expressing place-related or time-related information.

Example 39 on the following Page 90 shows some grammatical expressions for the different subcategories of both Circumstances of Extent and Circumstances of Location. According to the example, Circumstances of Extent which are Spatial can be used to express distances. On the other hand, for durations and frequencies, they can be expressed by Circumstances of Extent which are temporal. Besides, the example also shows two grammatical expressions for the Circumstances of Location which can be either Spatial or Temporal for expressing place-related or time-related information.

Example 39 for Circumstances of Extent and Circumstances of Location

Subcategory	Spatial	Temporal
Circumstance Type		
Extent	Distance <i>walk for seven miles</i>	Duration <i>stay for two hours</i> Frequency <i>knock three times</i>
Location	Place <i>work in the kitchen</i>	Time <i>get up at six o'clock</i>

(Source: Halliday & Matthiessen, 2014, p. 315)

Halliday and Matthiessen (2014, p. 318) introduce another category of Circumstances known as Circumstance of “Manner.” All Circumstances of Manner found in clauses come with a circumstantial element of Manner that represents “the way in which the Process is realized” (ibid., p. 318). According to Halliday and Matthiessen (2014), this category can be further classified into four subcategories, which are “Means” (ibid., p. 318) and “Comparison” (ibid., p. 319) that are always realised by prepositional groups as well as “Quality” (ibid., p. 319) and “Degree” (ibid., p. 320) that are always realised by adverbial groups.

A Circumstance of Manner (Means) tells readers the means in which a Process takes place. For Circumstances of Manner (Quality) which are typically expressed in the form of adverbial groups, they are used to show the “qualitative dimension” of a Process such as “speed, tone, skill, ease, difficulty” and others (Halliday & Matthiessen, 2014, p. 319). In addition, a Circumstance of Manner (Quality) may also embody “positive or negative” judgements and sometimes a “comparative reference” that contributes to cohesion in a text (ibid., p. 319). Thompson (2014, p. 115) elaborates that Circumstances of Manner (Quality) are usually expressed in the form of “-ly” adverbs like “quickly,” “easily” and others. For Circumstances of Manner (Comparison), they are typically expressed in the form of prepositional groups which come with the word “like” or “unlike” (Halliday & Matthiessen, 2014, p. 319). The last subcategory of

Circumstances of Manner is known as “Degree” (ibid., p. 320). Circumstances of Manner (Degree) are used to indicate “the extent of the actualization” of a Process (ibid., p. 320). It usually occurs immediately before or immediately after a Process.

Example 40 shows some grammatical expressions for the different subcategories of Circumstances of Manner. The different subcategories include Means, Quality, Comparison and Degree. All the grammatical expressions for the different subcategories are highlighted in bold.

Example 40 for Circumstances of Manner

Subcategory	Grammatical Expression
Means	<i>“Can you hop on your hind legs?”</i> (p. 318)
Quality	<i>“Morgan calmly surveyed the scenery from the top of Rock Island.”</i> (p. 319)
Comparison	<i>“As you well know, we sometimes work like the devil with them.”</i> (p. 319)
Degree	<i>“He built a giant campaign war chest, advertised heavily and quickly climbed in the polls.”</i> (p. 320)

(Source: Halliday & Matthiessen, 2014)

Halliday and Matthiessen (2014, p. 320) introduce the third category of Circumstances known as Circumstance of “Cause.” For Circumstances of Cause, they can be further classified into three subcategories which are “Reason” (ibid., p. 321), “Purpose” (ibid., p. 321) and “Behalf” (ibid., p. 322). A Circumstance of Cause (Reason) is used to represent the reason that causes a process to take place while a Circumstance of Cause (Purpose) is used to represent the purpose or the initial intention for which an event takes place. Lastly, a Circumstance of Cause (Behalf) is used to represent the entity or person on whose behalf or for whose sake an action is performed.

Example 41 shows some grammatical expressions for the different subcategories of Circumstances of Cause. The subcategories include Reason, Purpose and Behalf. All the grammatical expressions for the different subcategories are highlighted in bold.

Example 41 for Circumstances of Cause

Subcategory	Grammatical Expression
Reason	<i>“Assad died of heart failure.”</i> (p. 321)
Purpose	<i>“President Bush is rallying the nation for a war against terrorism’s attack on our way of life.”</i> (p. 321)
Behalf	<i>“Do any of your characters ever speak for you?”</i> (p. 322)

(Source: Halliday & Matthiessen, 2014)

According to Halliday and Matthiessen (2014, p. 323), an element on which the “actualization” of a process depends is usually expressed in the form of a Circumstance of “Contingency.” Circumstances of Contingency can be further classified into three subcategories which are “Condition,” “Concession” and “Default” (ibid., p. 323).

A Circumstance of Contingency (Condition) represents the compulsory Circumstance for a Process to take place while a Circumstance of Contingency (Concession) represents the “frustrated cause” related to an event (Halliday & Matthiessen, 2014, p. 323). Thompson (2014, p. 116) defines a Circumstance of Contingency (Concession) as “a kind of negated cause” or a Circumstance “that might have led to a particular outcome but did not.” Lastly, a Circumstance of Contingency (Default) is used to show a “negative condition” (Halliday & Matthiessen, 2014, p. 323).

Example 42 shows some grammatical expressions for the different subcategories of Circumstances of Contingency. The subcategories include Condition, Concession and Default. All the grammatical expressions for the different subcategories are highlighted in bold.

Example 42 for Circumstances of Contingency

Subcategory	Grammatical Expression
Condition	<i>“Get back to the bedroom and change clothes in case of blood stains.”</i>
Concession	<i>“To the extent that the system works at all, it works despite Ofsted, not because of it.”</i>
Default	<i>“In the absence of any prior agreement between the parties as to the rate of salvage payable, the amount is assessed, as a rule, by the Admiralty Court.”</i>

(Source: Halliday & Matthiessen, 2014, p. 323)

Halliday and Matthiessen (2014, p. 324) introduce another category of Circumstances known as Circumstance of “Accompaniment.” This kind of Circumstance shows “a form of joint participation” in a process (ibid., p. 324). There are two subcategories for Circumstances of Accompaniment which are “Comitative” (ibid., p. 324) and “Additive” (ibid., p. 325). Both come with a positive aspect and a negative one.

Halliday and Matthiessen (2014) explain that the Comitative is used with a Process that involves two entities. On the other hand, the Additive is usually used in cases whereby the two Participants in a process are treated as two separate instances. Although both the Participants usually share the same function, one of them is represented “circumstantially” for “the purpose of contrast” (Halliday & Matthiessen, 2014, p. 325).

Example 43 on Page 94 shows some grammatical expressions for the two subcategories of Circumstances of Accompaniment which are Additive and Comitative. For each subcategory, it comes with a positive aspect and a negative one. The grammatical expressions for all the subcategories which come with a positive aspect and a negative one are highlighted in bold.

Example 43 for Circumstances of Accompaniment

Subcategory	Grammatical Expression
Additive, positive	<i>“Fred came as well as Tom.”</i>
Additive, negative	<i>“Fred came instead of Tom.”</i>
Comitative, positive	<i>“Fred came with Tom.”</i>
Comitative, negative	<i>“Fred came without Tom.”</i>

(Source: Halliday & Matthiessen, 2014, p. 324)

Halliday and Matthiessen (2014) clarify that besides this kind of case whereby a Participant is represented circumstantially, there are also cases whereby a relational process is represented circumstantially. Such cases can be seen in Circumstances of

“Role” that can be further classified into two subcategories which are “Guise” and “Product” (Halliday & Matthiessen, 2014, p. 326).

A Circumstance of Guise expresses the meaning of “be” circumstantially in the form of an assigned “attribute or identity” (Halliday & Matthiessen, 2014, p. 326). Besides the preposition “as,” there can be other kinds of “complex prepositions” used in Circumstances of Guise, such as “by way of,” “in the role of,” “in the shape of” and others (ibid., p. 326). The second subcategory of Circumstances of Role is Product, which carries the meaning of “become” (ibid., p. 326).

Example 44 shows the grammatical expressions for the two subcategories of Circumstances of Role. The two subcategories are Guise and Product. All the grammatical expressions for both the subcategories are highlighted in bold.

Example 44 for Circumstances of Role

Subcategory	Grammatical Expression
Guise	<i>“As a young boy, he spent long hours with his father.”</i>
Product	<i>“Proteins are first broken down into amino acids.”</i>

(Source: Halliday & Matthiessen, 2014, p. 326)

Halliday and Matthiessen (2014, p. 327) observe that there is another category of Circumstances known as Circumstance of “Matter.” Circumstances of Matter usually appear in verbal processes to represent what is “described, referred to, narrated, etc.” as the Verbiage (ibid., p. 327).

Example 45 depicts the grammatical expression for a Circumstance of Matter represented by the prepositional phrase “about the Paris Review” (Halliday & Matthiessen, 2014, p. 327).

Example 45 for Circumstances of Matter

Circumstance Type	Grammatical Expression
Matter	<i>“Tell me about the Paris Review.”</i>

(Source: Halliday & Matthiessen, 2014, p. 327)

According to Halliday and Matthiessen (2014, p. 328), another category of Circumstances, which is known as Circumstance of “Angle,” can be further classified into two subcategories which are “Viewpoint” and “Source.” Circumstances of Angle (Source) which occur mostly in verbal processes, are used for pointing to “the source information” or the Sayer (ibid., p. 328). On the other hand, Circumstances of Angle (Viewpoint) which occur mostly in mental processes in the form of Sensors are used to express information on “somebody’s viewpoint” (ibid., p. 328).

Example 46 shows the grammatical expressions for the two subcategories of Circumstances of Angle which are Viewpoint and Source. The grammatical expressions for both these subcategories are highlighted in bold.

Example 46 for Circumstances of Angle

Subcategory	Grammatical Expression
Viewpoint	<i>“It seems to me that answers to most such questions have to be learned by experiment.”</i>
Source	<i>“Torture and sexual violence against prisoners is widespread in jails across the United States, according to a report published yesterday.”</i>

(Source: Halliday & Matthiessen, 2014, p. 328)

3.1.2 Coding Decisions which Guide the Transitivity Analysis

The previous section describes the System of Transitivity which is the theoretical framework for the current transitivity analysis. In the current section, various explanations in relation to the System of Transitivity drawing on the work of Halliday and Matthiessen (2014) are shown to define each of the coding decisions for identifying different types of Processes, Participants and Circumstances. Besides, language samples drawing on the work of Halliday and Matthiessen (2014) are also shown to illustrate each of the coding decisions.

Table 3.3 illustrates the coding decisions for material processes in general as well as different sub-categories of material processes which are intransitive, transitive, creative and transformative.

Table 3.3: Coding Decisions for Material Processes

General Category	Sub-category	Coding Decision	Language Sample
Material process	-	“Doing-&-happening” (p. 224).	“Each year, replace the fruiting rod by tying down a lateral in its place” (p. 224).
		“Some input of energy” (p. 224).	
		“Concrete changes” (p. 224).	
		“Events, activities, and actions” (p. 228).	
		“Abstract” (p. 243).	
		“AT&T’s stock slid 14 percent Tuesday as the company issued its first profit warning under chief executive C. Michael Armstrong, fueling worries about whether his radical remake of the nation’s largest long-distance company will succeed ” (p. 243).	
	Intransitive material process	“Only one Participant” (p. 225).	“The lion sprang ” (p. 226).
	Transitive material process	Impacting a Participant.	“The lion caught the tourist” (p. 226).
			“The tourist was caught by the lion” (p. 228).
	Creative material process	A Participant being brought into existence.	Intransitive: “Rocks formed ” (p. 230). Transitive: “The pressure formed rocks” (p. 230).
Transformative material process	A Participant being transformed.	Intransitive: “The rocks broke ” (p. 230). Transitive: “The pressure broke the rocks” (p. 230).	
	A Participant keeps this Process going.	“I served in World War 2” (p. 234).	
	Operational Participant.	“While I was in Paris I had written a non-fiction piece for The New Yorker ... together with Ben Bradlee, who now runs The Washington Post and was also in Paris at that time” (p. 234).	

(Source: Halliday & Matthiessen, 2014)

Table 3.4 explicates the coding decisions for different Participants of material processes. The Participants are known as Actor, Goal, Attribute (Resultative), Attribute (Depictive), Scope (Entity), Scope (Process), Recipient and Client.

Table 3.4: Coding Decisions for Different Participants of Material Processes

Participant	Coding Decision	Language Sample
Actor	“The source of energy” (p. 224).	“ The lion sprang” (p. 226).
	The doer.	“ The lion caught the tourist” (p. 226).
	Leading to a different outcome.	“The tourist was caught by the lion ” (p. 228).
	Animate or inanimate.	Inanimate: “ AT&T’s stock slid 14 percent Tuesday...” (p. 243). Animate: “ The lion sprang” (p. 226).
Goal	“Suffers or undergoes the Process” (p. 226).	“The lion caught the tourist ” (p. 226).
	“One to which the Process is extended” (p. 226).	
	Goods or services.	“Take/steal/borrow money from a friend” (p. 239). “He painted John a picture ” (p. 239).
	“The original owner” (p. 239).	“rob/deprive him of his money” (p. 239).
Attribute (Resultative)	“The resultant state” (p. 242).	“They stripped her clean of every bit of jewellery she ever had” (p. 237).
Attribute (Depictive)	“The state of a Participant during the Process” (p. 242).	“What – so it’s not fresh here? You don’t get it fresh ” (p. 242).
		“I am driving sober late at night” (p. 242).
Scope (Entity)	“The domain over which the Process takes place” (p. 239).	“Then cross Hyde Park and the Domain to the Art Gallery of N.S.W” (p. 236).
Scope (Process)	The Process in general or specific terms.	“The administration was not optimistic of reaching a final deal before George W. Bush becomes president on Jan 20” (p. 236).
		“Has anyone you have known or heard of died ‘ a good death ’?” (p. 240).
Recipient	Benefactive.	“Did Kerry give you those files there?” (p. 236).
		“One of the most important posts was given to Tsai Ying-wen, an expert on international trade who will head the Mainland Affairs Council” (p. 237).
	Receives a benefit which is not beneficial.	“Locusta gave Claudius a dose of poison” (p. 239).
Client	“One that goods are given to” (p. 237).	“ She had been given medicine which kept her husband sedated for short periods” (p. 237).
	Benefactive.	“The last phrase he told me was that our fate is to build for our children an assuring future” (p. 237).
	“One that services are done for” (p. 237).	“They built me a house” (p. 238).

(Source: Halliday & Matthiessen, 2014)

Table 3.5 explains the coding decisions for mental processes in general as well as their subcategories which are Emotive, Cognitive, Perceptive or Desiderative.

Table 3.5: Coding Decisions for Mental Processes

General Category	Sub-category	Coding Decision	Language Sample
Mental process	-	Experience of our own consciousness.	“I hate cockroaches more than rats” (p. 245).
		“A quantum of change” (p. 245).	
		“Flowing from a person’s consciousness or as impinging on it” (p. 245).	
		“A representation of the content of thinking, believing, presuming, and so on” (p. 254).	
	Mental process (Emotive)	“Lexically gradable” (e.g.: “detest, loathe – hate – dislike – like – love”) (p. 245). Graded by a “Circumstance of Degree” (e.g.: “more than rats”) (p. 246).	“I hate cockroaches more than rats” (p. 245).
			“The gift pleased Mary” (p. 248).
	Mental process (Cognitive)	“A representation of the content of thinking” (p. 246).	“When I was younger when I went to my first disco I remember how it was and the boys didn’t behave like you saw on Happy Days or anything like that” (p. 246).
“But this reminds me of Tamara” (p. 246).			
“I remember [that] once I went to a film ...” (p. 246).			
Mental process (Perceptive)	Something is “seen, heard, tasted or perceived” (p. 252).	“I can feel something on my foot” (p. 246).	
Mental process (Desiderative)	-	“He wanted them to leave” (p. 256).	

(Source: Halliday & Matthiessen, 2014)

Table 3.6 illustrates the coding decisions for different Participants of mental processes. The Participants are known as Senser and Phenomenon.

Table 3.6: Coding Decisions for Different Participants of Mental Processes

Participant	Coding Decision	Language Sample
Senser	“A conscious being” (p. 245).	“ I hate cockroaches more than rats” (p. 245).
	“The one that ‘senses’” (p. 249).	“ I can feel something on my foot” (p. 246). “The gift pleased Mary ” (p. 248).
	“Pets, domestic animals and other higher animals” (p. 249).	“ She doesn’t like milk” (p. 249). “She” refers to “a cat.”
	“A human collective” (e.g.: the British public, the whole house, the world) (p. 250).	“I think the British public doesn’t dislike force provided that it’s short, sharp and rewarding” (p. 250).
Phenomenon	“Entities of any kind” (p. 245).	“I hate cockroaches more than rats” (p. 245).
	“Impinging on the person’s consciousness” (p. 246).	“I can feel something on my foot ” (p. 246).
	“An act” (p. 247).	“I can feel something crawling up my foot ” (p. 247).
		“He saw the sand dredger head for the cruiser ” (p. 252).
	“A fact” (p. 252).	“ That this was not the ideal solution was recognised by the Chairman in his letter to the President, while submitting the Commission’s report” (p. 252).
	“Things, acts or facts” (p. 249). “That which is felt, thought, wanted or perceived” (p. 251).	“ The gift pleased Mary” (p. 248).
“Denoting a Process or quality reified as a thing” (p. 251).	“...where Amnesty found persistent abuses ” (p. 251).	

(Source: Halliday & Matthiessen, 2014)

Table 3.7 below shows the coding decisions for relational processes in general as well as their subcategories which are attributive or identifying.

Table 3.7: Coding Decisions for Relational Processes

General Category	Sub-category	Coding Decision	Language Sample
Relational process	-	“To characterize and to identify” (p. 259).	“One quarter of the entire population of Africa is in Nigeria, so we say that every fourth African is a Nigerian” (p. 259).
		The experience of “being” (p. 258).	“The three major groups in the nation are the Yoruba in the southwest, the Ibo in the southeast, and the Hausa, finally, in the north” (p. 259).
		An inert change.	
		“Must have two Participants” (p. 262).	
		A link between two Participants.	
		Things, acts or facts as Participants.	
		“It was not enough to depend solely on the US constitution” (p. 261).	“That she never left is clear” (p. 261).
	Attributive relational process	“No agnate reversed variant” (p. 259).	“She was happy” (p. 262).
		“The relationships of class-membership” (p. 262).	“The bottle was empty” (p. 262).
		“The semiotic relation of instantiation” (p. 263).	“A platypus is a mammal” (p. 263).
		An object as the instance of a class.	
		One class as a subclass.	
		Two classes that differ in generality.	
	Identifying relational process	Have “an agnate reversed variant” (p. 259).	“The Yoruba in the southwest, the Ibo in the east and the Hausa, finally, in the north are the three major groups in the nation” (p. 259).
			“The three major groups in the nation are the Yoruba in the southwest, the Ibo in the southeast, and the Hausa, finally, in the north” (p. 259).
		“The abstract relationships of identity” (p. 262).	“Balance means you hold it on your fingers and it doesn’t go” (p. 263).
		A restatement of another Participant.	“The fuels of the body are carbohydrates, fats and proteins” (p. 263).
		“The semiotic relation of realization” (p. 263).	

(Source: Halliday & Matthiessen, 2014)

Table 3.8 depicts the coding decisions for different subcategories of attributive relational processes. The subcategories are intensive, possessive or circumstantial.

Table 3.8: Coding Decisions for Attributive Relational Processes

General Category	Sub-category	Coding Decision	Language Sample
Attributive relational process	Attributive intensive relational process	“An entity has some class” (p. 267).	“Sarah is wise” (p. 265).
		The class is specified by reference to its entity.	“He was an architect” (p. 268).
		The class is specified by reference to a quality of its entity.	“The New Yorker is very generous” (p. 268).
	Attributive possessive relational process	The relationship of ownership.	“Peter has a piano” (p. 265).
		“Possession in a broader, more generalized sense” (p.295). One entity is being extended by another.	“The Sydney casino will boast 400 gaming tables and 1500 video slot machines with a capacity for 11,000 people at one time” (p. 295).
		Possessive relationship as an Attribute or a Process.	“The piano is Peter’s; Peter has a piano; the piano belongs to Peter” (p. 295).
	Attributive circumstantial relational process	The relationship of time, place, manner, cause, accompaniment, role, matter or angle.	“The fair is on a Tuesday” (p. 265).
		A circumstantial relation of time, condition or matter.	“The voyage from Oban to Castlebay (Barra) takes about five hours” (p. 291).
		Often derived from a basic use in “material” clauses whereby a Carrier is some immobile physical feature.	“From the high point of the craggy Castle Rock, the Royal Mile, backbone of the Old Town, runs down to the royal Palace of Holyroodhouse” (p. 292).

(Source: Halliday & Matthiessen, 2014)

Table 3.9 below explicates the coding decisions for different subcategories of identifying relational processes. The subcategories are intensive, possessive or circumstantial.

Table 3.9: Coding Decisions for Identifying Relational Processes

General Category	Sub-category	Coding Decision	Language Sample
Identifying relational process	Identifying intensive relational process	“Establishing uniqueness, glossing (technical) names, and interpreting evidence” (p. 277).	“Sarah is the leader; the leader is Sarah” (p. 265).
		Come with a definite Participant.	“These dinosaurs were the longest ever to live on the Earth” (p. 276).
		“Equation, equivalence, role-play, naming, definition, symbolization (including glossing and translation), exemplification and demonstration” (p. 284-285).	“Mr Garrick played Hamlet” (p. 277).
			“The one in the back row must be you” (p. 277).
	Identifying possessive relational process	“The relationship of ownership” (p. 294).	“A study of more than one syllable shows that in connected speech, or what may be called ‘combinative style’, the syllable structure proper to the isolative style is modified in some degree” (p. 285).
			“The piano is Peter’s; Peter’s is the piano” (p. 265).
		“Possession in a broader, more generalized sense” (p.295).	“The walks have simple guide leaflets” (p.295).
			One entity being extended by another.
		Relationship as a feature of the Participants /Process.	“The piano is Peter’s; Peter owns the piano” (p. 295).
		The feature of possession combined with other semantic features.	“ Exclude ‘[negative] + have’, owe ‘have on behalf of another possessor’, deserve ‘ought to have’, provide ‘have as a resource’, require ‘need to have’ and lack ‘fail to have’” (p. 296).
			“On the left the seven storey Convention Centre provides seating for 3,500 people” (p. 297).
			“Interim financing of construction costs is provided by a short term loan from The Chase Manhattan Bank” (p. 297).
		Have “an agnate reversed variant” (p. 259).	“Peter owns the piano; the piano is owned by Peter” (p. 287).

Table 3.9, continued

General Category	Sub-category	Coding Decision	Language Sample
Identifying relational process	Identifying circumstantial relational process	The relationship of “time, place, manner, cause, accompaniment, role, matter or angle” (p. 290).	“Tomorrow is the 10th; the 10th is tomorrow” (p. 265).
		Expresses a circumstantial relation.	“US bases take up almost one-fifth of the land of the cramped island” (p. 293).
			“The whole day is taken up by the fair” (p. 293).
			“The best place is on the mat; on the mat is the best place” (p. 293).

(Source: Halliday & Matthiessen, 2014)

Table 3.10 illustrates the coding decisions for different Participants of relational processes. The Participants are known as Carrier, Attribute, Attributor, Token, Value and Assigner.

Table 3.10: Coding Decisions for Different Participants of Relational Processes

Participant	Coding Decision	Language Sample
Carrier	“The entity to which ‘the class’ is ascribed” (p. 267).	“ Today’s weather is going to be warm and sunny” (p. 267).
		“ The piano is Peter’s; Peter has a piano; the piano belongs to Peter” (p. 295).
Attribute	“A ‘non-specific’ (‘indefinite’) nominal group” (p. 259).	“The minister didn’t seem sure of himself ” (p. 267).
		“The piano is Peter’s ; Peter has a piano ; the piano belongs to Peter ” (p. 295).
	“The class” (p. 267).	“Is/are warm , is a creature , are creatures ” (p. 268).
	“Either an adjective or a common noun as Head and, if appropriate, an indefinite article” (p. 268).	
	A metaphorical expression of a mental process that can be accompanied by a projected clause.	“I am extremely distressed that these unfounded allegations should then have been leaked to newspapers” (p. 276).
	Circumstance in the form of an Attribute.	“My story is about a poor shepherd boy ” (p. 290).
The circumstantial relation in the form of a Process.	“My story concerns a poor shepherd boy ” (p. 290).	
Attributor	“Assigning the relationship of attribution” (p. 288).	“ They made Mary happy” (p. 288).

Table 3.10, continued

Participant	Coding Decision	Language Sample
Token	“The lower ‘expression’” (p. 279).	“ Tom is the treasurer” (p. 279).
		“ Henry is the villain” (p. 281).
	Can be “a nominal group, an adverbial group, a prepositional phrase or an embedded clause” (p. 292).	“One reason is that foxes, being small, often fail to kill their prey ” (p. 292).
		“Perhaps the best way to measure it is by the number of different kinds of cells an organism has ” (p. 292).
		“(You told me) today was your birthday” (p. 292).
		“The time is 19 minutes past the hour ” (p. 292).
		“The best place is on the mat; on the mat is the best place” (p. 293).
-	“ The fair occupies the whole day; the whole day is occupied by the fair ” (p. 294).	
	“ The piano is Peter’s; Peter owns the piano” (p. 295).	
Value	A specific nominal group. “The higher ‘content’” (p. 279).	“ Tom is the tall one” (p. 279).
		“ The villain is Henry” (p. 281).
	“A nominal group with the name of a class of Circumstance as Thing” (p. 292).	“ One reason is that foxes, being small, often fail to kill their prey” (p. 292).
		“ Perhaps the best way to measure it is by the number of different kinds of cells an organism has” (p. 292).
		“(You told me) today was your birthday ” (p. 292).
		“ The time is 19 minutes past the hour” (p. 292).
		-
“The fair occupies the whole day; the whole day is occupied by the fair” (p. 294).		
“The piano is Peter’s ; Peter owns the piano ” (p. 295).”		
Assigner	“Assigning the relationship of identity” (p. 288).	“ They made Mary the leader” (p. 288).

(Source: Halliday & Matthiessen, 2014)

Table 3.11 below shows the coding decisions for behavioral processes.

Table 3.11: Coding Decisions for Behavioral Processes

Process	Coding Decision	Language Sample
Behavioral process	“Physiological and psychological behaviour” (p. 301).	“The amusing thing is, I woke of my own accord, a little bit before. I thought I was dreaming . But it was really happening” (p. 301). “ Don’t breathe! ; No one’s listening ; He’s always grumbling ” (p. 301).
	Consciousness as forms of behavior.	“ Look, watch, stare, listen, think, worry, dream ” (p. 302).
	“Verbal processes as forms of behavior” (p. 302).	“ Chatter, grumble, talk, gossip, argue, murmur, mouth ” (p. 302).
	“Other physiological processes” (p. 302).	“ Breathe, sneeze, cough, hiccup, burp, vomit, faint, shit, yawn, sleep ” (p. 302).
	“Bodily postures and pastimes” (p. 302).	“ Sing, dance, lie (down), sit (up, down) ” (p. 302).

(Source: Halliday & Matthiessen, 2014)

Table 3.12 shows the coding decisions for two Participants of behavioral processes. The two Participants are known as Behavior and Behavior respectively.

Table 3.12: Coding Decisions for Different Participants of Behavioral Processes

Participant	Coding Decision	Language Sample
Behavior	The “behaving” Participant (p. 301).	“ She sang a song; he gave a great yawn” (p. 301).
	“A conscious being” (p. 301).	
Behavior	“Analogous to the Scope of a ‘material’ clause” (p. 301).	“She sang a song ; he gave a great yawn ” (p. 301).

(Source: Halliday & Matthiessen, 2014)

Table 3.13 explicates the coding decisions for verbal processes.

Table 3.13: Coding Decisions for Verbal Processes

Process	Coding Decision	Language Sample
Verbal process	“Clauses of saying” (p. 302).	““Kukul is compassionate,” replied the priest” (p. 302).
	“Allow the reporter to attribute information to sources” (p. 303).	“Several of the 18 survivors said the vessel, which appeared to be overloaded, lacked life vests and other safety equipment” (p. 303).
	Quoting and reporting from various scholars while indicating the writer’s stance.	Verbs like “ point out, suggest, claim, assert... ” (p. 303).
	Any symbolic exchange of meaning.	“The notice tells you to keep quiet” (p. 303).

Table 3.13, continued

Process	Coding Decision	Language Sample
Verbal process	Comes with a direct quote or indirect report.	Direct quote: “He said , ‘I’m hungry.’” (p. 303). Indirect report: “He said he was hungry” (p. 303).
	Comes with the word <i>that</i> pointing to the reported content of saying which may be either...	“He said that he was not hungry” (p. 304).
	(a) a finite clause or	(a) “Mr Deshmukh said that some dissidents had met him and asked him whether they should vote according to their conscience or discretion” (p. 304). (b) “Bush urges China to release crew; The States are asked to mobilize additional resources for development as their contribution” (p. 304).
	(b) a perfective non-finite clause/ modulated finite clause.	“Yet somebody told me that I mustn’t repudiate my non-fiction, because it’s saying very much what the fiction is saying” (p. 304).
	“Different aspects of our experience of speech events” including the speech function, turn, medium, manner and channel (p. 307).	“‘Ruiz’s passing at 70 represents a tremendous loss for contemporary filmmaking,’ blogs Dave Kehr” (p. 307).

(Source: Halliday & Matthiessen, 2014)

Table 3.14 shows the coding decisions for different Participants of verbal processes. The Participants are known as Sayer, Receiver, Verbiage and Target.

Table 3.14 Coding Decisions for Different Participants of Verbal Processes

Participant	Coding Decision	Language Sample
Sayer	“The speaker” (p. 303).	“ My watch says it’s half past ten” (p. 303).
	Not “a conscious Participant” (p. 304).	“ The study says that such a diversified village structure produces a dualistic pattern of migration, ...” (p. 304).
	“Puts out a signal” (p. 304).	
Receiver	“The addressee” (p. 303).	“The notice tells you to keep quiet” (p. 303).
	“The one to whom the saying is directed” (p. 306).	“Tell me the whole truth; did you repeat that to your parents ?; describe to the court the scene of the accident” (p. 306).
	A receptive Subject.	“ I wasn’t told the whole truth” (p. 306).
	“A conscious being (a potential speaker), a collective or an institution” (p. 306).	“Tell somebody , say to somebody , demand of somebody ” (p. 306).
Verbiage	What is said as a class of thing.	“ What did you say?” (p. 306).
	The content or the topic.	“But when people describe your family , they don’t talk about your nephews and nieces; how else would you explain the latest decision of Bihar to ban English in schools ?” (p. 306).

Table 3.14, continued

Participant	Coding Decision	Language Sample
Verbiage	“Projects goods-&-services” (p. 306).	“I ordered a steak ; those earrings were promised to another customer” (p. 306).
	“The name of the saying” (p. 306).	“Let me ask you a question ; now don’t you say another word! ” (p. 306)
	“Occurs with very general verbs like <i>give</i> and <i>make</i> ” (p. 306).	“Give the order , make a statement ” (p. 306).
	“Speech functional categories such as question, statement, order, command, etc” (p. 306).	“Ask + question ; make + statement ; give + order ; issue + command ; tell + lie ” (p. 306).
	“Generic categories” (p. 306).	“ Story, fable, joke, report, summary ” (p. 306).
Target	“A language” (p. 306).	“They were speaking Arabic ” (p. 306).
	The entity targeted by the Process of saying.	“He also accused Krishan Kant of conspiring with Bansi Lal in destabilising the set-up in Haryana who, in turn, issued a press statement saying that Devi Lal was suffering from hallucinations; Rather than criticize my teaching ability , he actually praised it ” (p. 307).
	Here the Sayer is judging another party positively or negatively.	

(Source: Halliday & Matthiessen, 2014)

Table 3.15 illustrates the coding decisions for existential processes.

Table 3.15: Coding Decisions for Existential Processes

Process	Coding Decision	Language Sample
Existential process	“Something exists or happens” (p. 307).	“In the caves around the base of Ayers Rock, there are aboriginal paintings that tell the legends of this ancient people; In Bihar, there was no comparable political campaign; There was confusion, shouting and breaking of chairs” (p. 307).
	The word <i>there</i> has no representational function but indicates the feature of existence.	“There was a big, there was a big, sort of platform, rock platform, near the beach and the kids all raced up onto the platform, it’s about as this roof up there” (p. 308).

(Source: Halliday & Matthiessen, 2014)

Table 3.16 depicts the coding decisions for the only one Participant of existential processes, which is known as Existent.

Table 3.16: Coding Decisions for the Only One Participant of Existential Processes

Participant	Coding Decision	Language Sample
Existent	The existing entity or event.	“Is there going to be a storm? ; there was another robbery in the street” (p. 309).
	Any phenomenon construed as a “thing” (p. 309).	

(Source: Halliday & Matthiessen, 2014)

3.2 Research Design

Figure 3.3 shows a simplified flow of research steps for the current study from the selection, collection and transcription of data to the interpretation of findings. The writing of the dissertation was concurrent with the whole research process.

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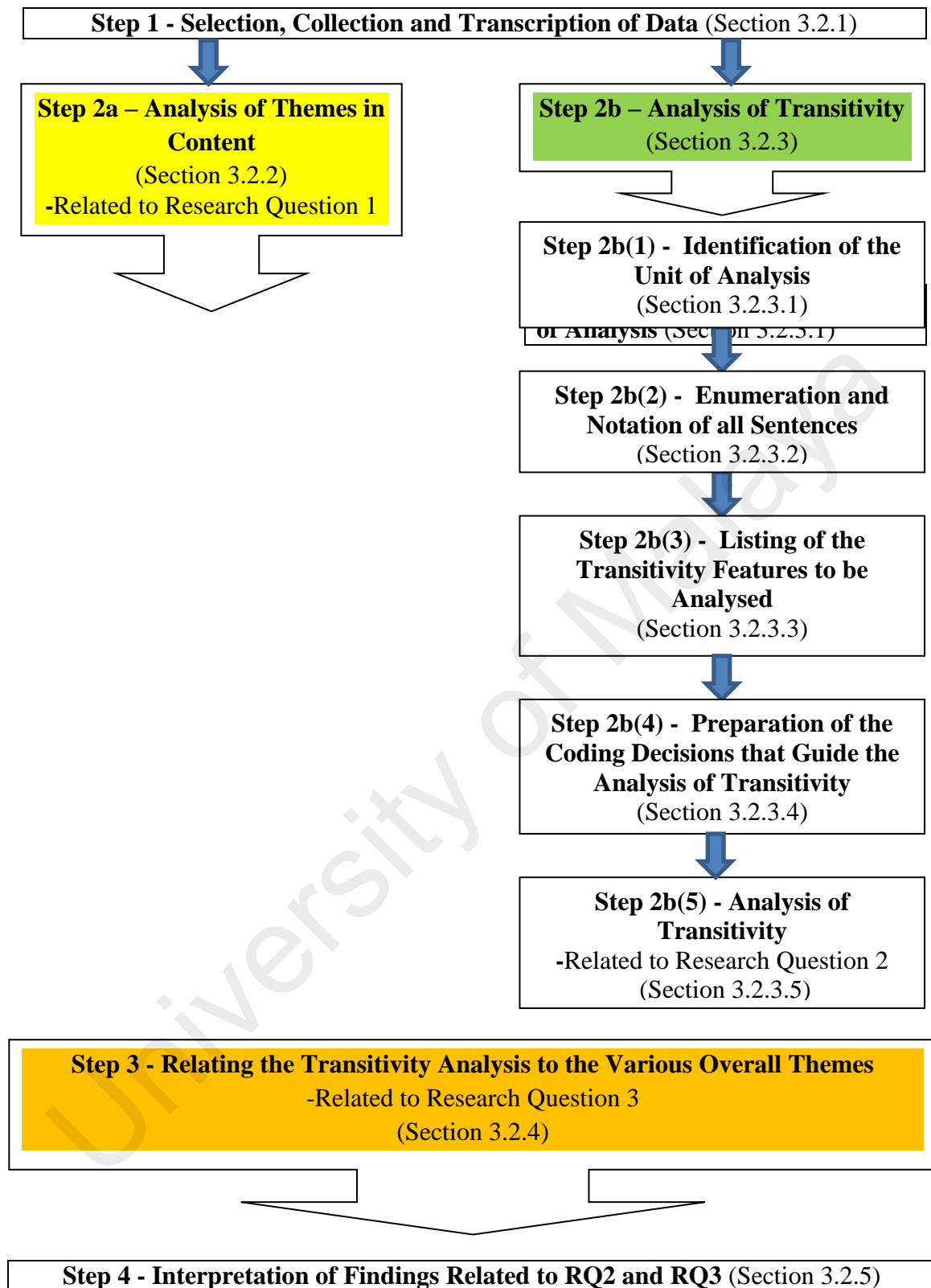


Figure 3.3: Research Steps for the Current Study

3.2.1 Step 1 - Selection, Collection and Transcription of Data

The sampling procedure for the current study is intensity sampling (Flick, 2006) whereby three *PETA* online news reports which seem to have the greatest intensity in terms of the portrayal of animal cruelty have been selected as the data among other *PETA* online news reports. Besides, the four criteria of “authenticity,” “credibility,” “representativeness” and “meaning” proposed by Scott (1990, as cited in Flick, 2006, p. 6) have been closely adhered to for the current research.

All the three *PETA* online news reports are openly assessed documents which have been published on the official website of *PETA* (<http://www.peta.org/features/>). Since all *PETA* online news reports are published works by *PETA*, they fulfil the first criterion for the quality of documents which is authenticity.

There are some photographs and videos which complement the written *PETA* online news reports. The photographs and videos help to assure readers that there is no distortion in the written texts, thus fulfilling the second criterion which is credibility.

The current data set consists of *PETA* online news reports describing the phenomena of animal cruelty in the animal testing industry, the puppy industry and the animal slaughtering industry. Hence, the current data set which is representative of reports on animal cruelty fulfills the third criterion which is representativeness.

For the fourth criterion which is meaning, it is fulfilled by the clear, comprehensible language in *PETA* online news reports which provide detailed description on the phenomena of animal cruelty with the correct use of grammar.

Therefore, the three *PETA* online news reports fulfil the aforementioned four criteria for the quality of documents, as proposed in research methodology literature.

In the current study, the data comprising *PETA* online news reports were selected, collected and transcribed as “running verbal texts” in “orthographic units” (Srinivass, 2011, p. 197). Following Srinivass’ study of transitivity, the step of selecting, collecting and transcribing the data is known as the “display of running verbal text as orthographic units” (2011, p. 197). Detailed treatment of the data will be shown in Step 2b(1) and Step 2b(2).

3.2.1.1 Data Description

This section provides a description on the data for the current transitivity analysis. The specific details for the selected *PETA* online news reports like title, web link, date of retrieval, word count and summary are shown in the following three tables each refer to one *PETA* online news report (see Tables 3.17 to 3.19).

Table 3.17: Data Description 1

Title	Professional Laboratory and Research Services Undercover Investigation
Web Link	http://www.peta.org/features/professional-laboratory-research-services/comment-page-1/#comments
Date of Retrieval	20 February 2015
Word Count	904
Summary	This online news report narrates the phenomena of animal cruelty observed during <i>PETA</i> undercover investigation in Professional Laboratory and Research Services (PLRS) in rural North Carolina. The undercover investigation which lasted for nine months led to the prosecution of PLRS laboratory workers for their cruelty-to-animals actions. PLRS was an organization who conducted animal testing.

Table 3.18: Data Description 2

Title	Puppy Mill Prison
Web Link	http://www.peta.org/features/puppy-mill-prison/
Date of Retrieval	20 February 2015
Word Count	978
Summary	This online news report narrates a nine-month undercover investigation conducted by <i>PETA</i> at Nielsen Farms, a puppy mill in Kansas for uncovering the phenomena of animal cruelty. After the revelation by <i>PETA</i> undercover investigation, Nielsen Farms was forced to close down for violating the federal Animal Welfare Act.

Table 3.19: Data Description 3

Title	<i>PETA</i> Reveals Extreme Cruelty at Kosher Slaughterhouses
Web Link	http://www.peta.org/features/agriprocessors/
Date of Retrieval	20 February 2015
Word Count	1053
Summary	This online news report features two undercover investigations at Agriprocessors and one undercover investigation at Local Pride. Both Agriprocessors and Local Pride were slaughterhouses which were involved in some inhumane ways of slaughtering. After the revelation by <i>PETA</i> undercover investigations, the USDA cited Agriprocessors for the violation of the Humane Methods of Slaughter Act.

Figure 3.4 on the following pages shows the screenshot for *PETA* online news report entitled “Professional Laboratory and Research Services Undercover Investigation.” In this screenshot, the boundary for the data that have been analysed is illustrated explicitly. Other screenshots are similar, hence they are not shown.

For each *PETA* online news report, only the “running verbal text” (Lemke, 1998, p. 89 as cited in Srinivass, 2011) within the boundary of the data has been analysed. The titles, interactional features, pictures, sidebars, videos, previews of other online news reports and comment sections outside the boundary of the data were not analysed.

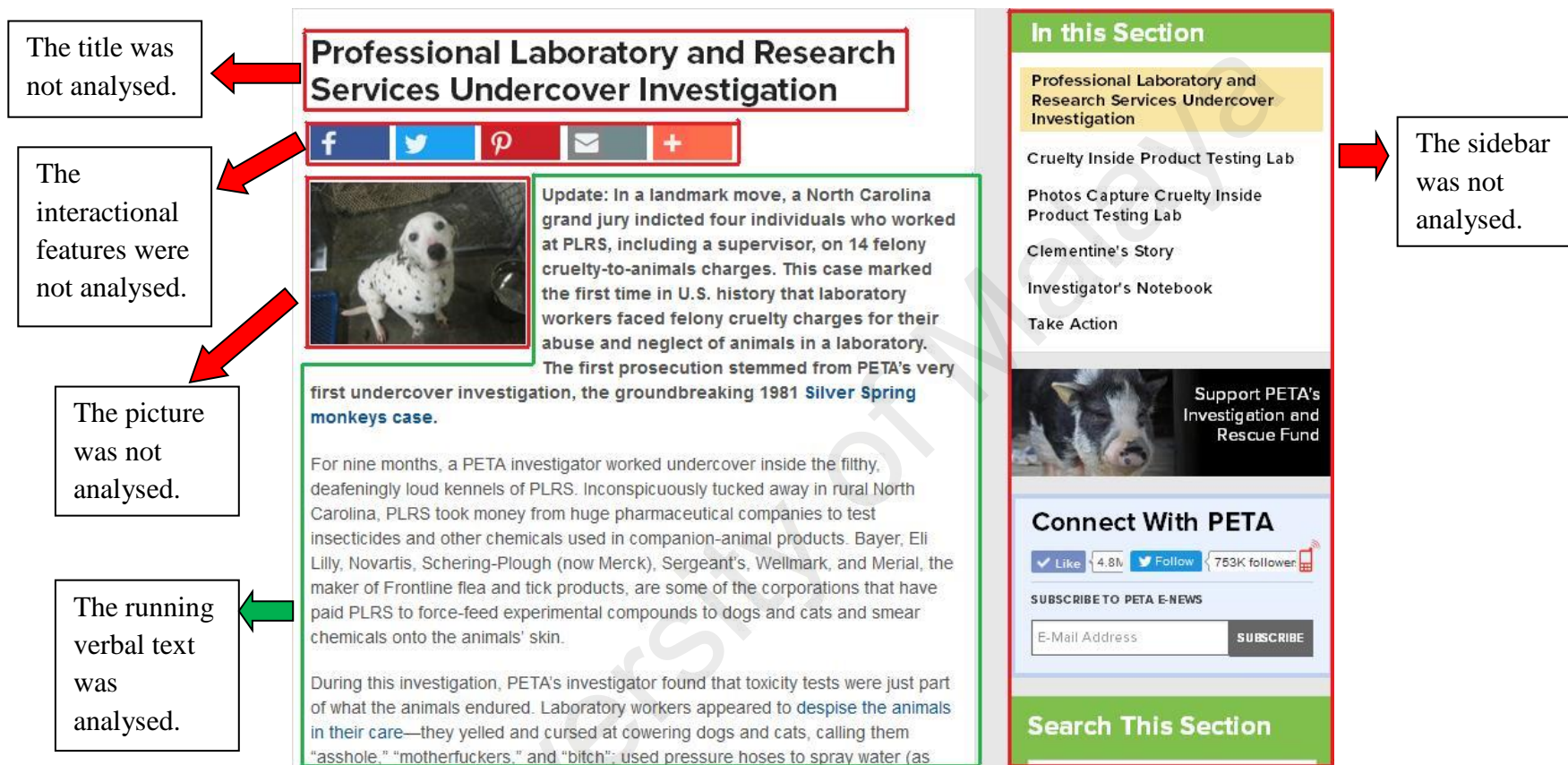


Figure 3.4: Screenshot of *PETA* online news report entitled “Professional Laboratory and Research Services Undercover Investigation”

too frightened to walk through the facility.

Video evidence shows that terrified cats were pulled from cages by the scruff of the neck while workers screamed in their faces and that a cat was viciously slammed into the metal door of a cage. One worker grabbed a cat and pushed him against a chain-link fence. When the cat fearfully clutched at the fencing with his claws, the worker jerked him off the fencing, saying that she hoped that the cat's nails had been ripped out.

PLRS: Undercover at a Product-Testing Laboratory

If You Didn't Already Think Caviar Was Gross...

11 Ways to Shop Vegan Fashion for New Year's...

All These Teens Want for Christmas Is Freedom for ...

2017: The Year for Animal Liberation

Town Bans Circuses That Exploit Animals, Passes &#...

The running verbal text was analysed.

The video was not analysed.

The sidebar was not analysed.

Figure 3.4 (continued): Screenshot of *PETA* online news report entitled “Professional Laboratory and Research Services Undercover Investigation”


The running verbal text was analysed.

Just one week after PETA released the results of its shocking undercover investigation of PLRS and filed a complaint with the USDA—which resulted in citations against PLRS for dozens of violations of federal animal welfare laws—the North Carolina–based contract animal testing facility surrendered nearly 200 dogs and more than 50 cats and shut its doors. This is a monumental victory and the second time in U.S. history that a laboratory has been forced to surrender animals and close under pressure on the heels of a PETA investigation and while facing a formal USDA investigation. The first time was PETA’s landmark Silver Spring monkeys case.

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A 'Berry' Sweet Victory: Rats Spared Cruel Raspberry Experiments	An Equation Could Save 5,000 Animals' Lives Every Year	Dutch Government Announces Plan to Phase Out Animal Safety Testing by 2025

The preview of other online news reports was not analysed.

 [Donate Now »](#)

Commenting is closed.

Doubtmii | November 8, 2012 at 4:59 PM
I sure know Karma is a wonderful thing and They WILL GET Their's they are nothing but scum who obviously have no souls. This Video has my blood boiling

The comment section was not analysed.

Figure 3.4 (continued): Screenshot of PETA online news report entitled “Professional Laboratory and Research Services Undercover Investigation”

3.2.2 Step 2a – Analysis of Themes in Content (Related to RQ 1)

Krippendorff (2003, p. 18) explains that an analysis of themes in content “provides new insights, increases a researcher’s understanding of particular phenomena, or informs practical actions.” In relation to the current study, an analysis of themes in content has been carried out to gain new insights into animal cruelty issues as well as understand the phenomena of animal cruelty in animal facilities by examining the messages of *PETA* online news reports. Therefore, the new insights and better understanding gained from the current analysis of themes in content can inform us of the practical actions that could possibly be implemented to tackle animal cruelty issues.

As explained by Krippendorff (2003, p. 20) that “messages are containers of meaning,” a gloss of the content in the messages of *PETA* online news reports shows several underlying threads of meanings emerging in the form of various themes in relation to animal cruelty. Each theme will be described and explained in Chapter 4 (see Section 4.1). These overall themes in relation to animal cruelty arising from the underlying threads of meanings contained in the messages of *PETA* online news reports were identified and classified into a few categories. In other words, the categories taken to be the “descriptors” of the themes were used to classify the overall themes comprising many implicit topics embedded in the messages of *PETA* online news reports (Vaismoradi, Jones, Turunen & Snelgrove, 2016, p. 102). The various themes in relation to animal cruelty which have been identified are used to answer Research Question 1: Can various themes in relation to animal cruelty in *PETA* online news reports be identified?

3.2.3 Step 2b - Analysis of Transitivity (Related to RQ2)

The unit of analysis was identified. Then, each sentence from the raw texts transcribed from *PETA* online news reports was then enumerated and notated to be ready for the current analysis of transitivity. Besides, all the transitivity features to be analysed were determined and listed down. In order to ensure that the current transitivity analysis is firmly grounded, coding decisions which have guided the current transitivity analysis were explicated.

3.2.3.1 Step 2b(1) - Identification of the Unit of Analysis

The first step for a Systemic Functional Linguistic (SFL) analysis of authentic texts is “to identify the unit of analysis” in the data (Srinivass, 2011, p. 197). The unit of analysis is defined as whichever “structural or meaning carrying units” (ibid., p. 196) that are looked at in a text analysis.

As written by Thompson (2014), Processes are realized typically by verbal groups; Participants by nominal groups; Circumstances by adverbial groups or prepositional groups. Therefore, the unit in question for the current transitivity analysis is “the level of group or phrase” (Srinivass, 2011, p. 196). “The group and phrase constituents” (ibid., p. 196) in the data have been labelled as different Processes, Participants and Circumstances according to their roles in the expression of experiential meanings. All these groups or phrases are connected to form clauses. The clause is the basic unit of meaning in any Systemic Functional Linguistic (SFL) analysis of authentic texts (Srinivass, 2011).

For the current study, the unit of analysis is one orthographic unit or sentence. In other words, transitivity analysis was carried out on each and every sentence in the data.

3.2.3.2 Step 2b(2) - Enumeration and Notation of all Sentences

An enumeration system is used to distinguish the different sentences in the data so as to visually demonstrate the data analysis in a clear and understandable manner. Table 3.20 shows the enumeration for the three *PETA* online news reports, their titles as well as the number of sentences for each report. There are a total of 126 sentences in all the transcribed texts of *PETA* online news reports.

Table 3.20: Enumeration of Data

Name of Text	Title of <i>PETA</i> Online New Report	No. of Sentences	Total No. of Sentences
PL	Professional Laboratory and Research Services Undercover Investigation	PLS1 to PLS34 (34 sentences)	126 sentences
PM	Puppy Mill Prison	PMS1 to PMS50 (50 sentences)	
KS	<i>PETA</i> Reveals Extreme Cruelty at Kosher Slaughterhouses	KSS1 to KSS42 (42 sentences)	

Each sentence in the data was notated for ease of reference. Figure 3.5 illustrates the enumeration and notation for the 28th sentence in Text PL entitled “Professional Laboratory and Research Services Undercover Investigation.” The same method of enumeration and notation was applied for each sentence in the large amount of data.

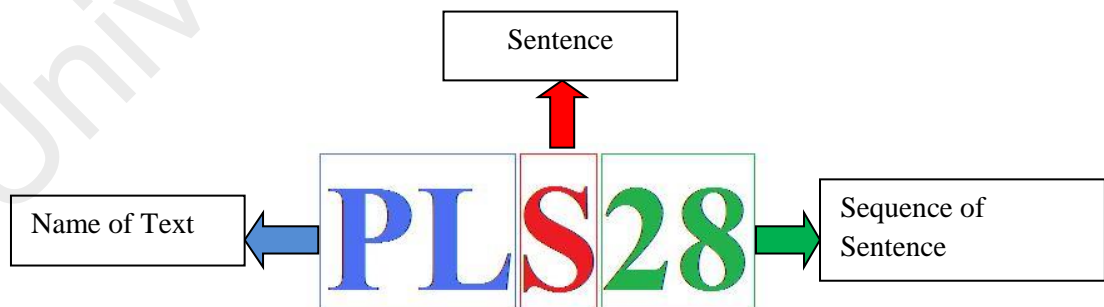


Figure 3.5: Enumeration and Notation for a Sentence

3.2.3.3 Step 2b(3) - Listing of the Transitivity Features to be Analysed

All the transitivity features comprising different Process types, Participants and Circumstances to be analysed were listed down as a preparation for the current analysis of transitivity. Table 3.21 provides a listing for the types of Processes to be analysed in the current analysis of transitivity. There are six major Process types. Taking into account all subcategories of the six major Process types, there are 17 Process types to be analysed. More specifically, there are four subcategories for material processes; four for mental processes; six for relational processes; and lastly, one each for behavioral, verbal and existential processes.

Table 3.21: Listing of the Types of Processes to be Analysed

Material process	
1	Transformative (Intransitive)
2	Transformative (Transitive)
3	Creative (Intransitive)
4	Creative (Transitive)
Mental process	
5	Emotive
6	Cognitive
7	Perceptive
8	Desiderative
Relational process	
9	Attributive (Intensive)
10	Attributive (Possessive)
11	Attributive (Circumstantial)
12	Identifying (Intensive)
13	Identifying (Possessive)
14	Identifying (Circumstantial)
Behavioral process	
15	Behavioral
Verbal process	
16	Verbal
Existential process	
17	Existential

Table 3.22 provides a listing for the types of Participants to be analysed in the current analysis of transitivity. There are eight for material processes; two for mental processes; six for relational processes; two for behavioral processes; four for verbal

processes; and lastly, one for existential processes. The total number of all the Participant types to be analysed is 23. There are no abbreviations used for all the Participant types. All the Participant types are written in full in the entire transitivity analysis found in Appendix D due to the brevity of their linguistic expressions.

Table 3.22: Listing of the Types of Participants to be Analysed

Participant Type	
Material processes	
1	Actor
2	Goal
3	Scope (Entity)
4	Scope (Process)
5	Recipient
6	Client
7	Attribute (Resultative)
8	Attribute (Depictive)
Mental processes	
9	Senser
10	Phenomenon
Relational processes	
11	Carrier
12	Attribute
13	Token
14	Value
15	Attributor
16	Assigner
Behavioral processes	
17	Behaver
18	Behaviour
Verbal processes	
19	Sayer
20	Receiver
21	Verbiage
22	Target
Existential processes	
23	Existent

Table 3.23 provides a listing for the types of Circumstances to be analysed in the current analysis of transitivity. There are a total of 24 Circumstance types to be analysed.

Table 3.23: Listing of the Types of Circumstances to be Analysed

Circumstance Type	
1	Extent (Duration)
2	Extent (Distance)
3	Extent (Frequency)
4	Extent (Interval)
5	Location (Time)
6	Location (Place)
7	Manner (Means)
8	Manner (Quality)
9	Manner (Comparison)
10	Manner (Degree)
11	Cause (Reason)
12	Cause (Purpose)
13	Cause (Behalf)
14	Contingency (Condition)
15	Contingency (Concession)
16	Contingency (Default)
17	Accompaniment (Comitative)
18	Accompaniment (Additive)
19	Angle (Source)
20	Angle (Viewpoint)
21	Role (Guise)
22	Role (Product)
23	Matter
24	Locative Source

3.2.3.4 Step 2b(4) - Preparation of the Coding Decisions that Guide the Analysis of Transitivity

All the coding decisions which guide the current analysis of transitivity were explicated as a preparation for the process of coding different Process types, Participants and Circumstances in each sentence of the transcribed texts from *PETA* online news reports (see Section 3.1.2).

3.2.3.5 Step 2b(5) - Analysis of Transitivity

The current analysis of transitivity involves identifying different transitivity features in the form of Process types, Participants and Circumstances in every unit of analysis or sentence found in the transcribed texts from *PETA* online news reports. The entire transitivity analysis is provided in Appendix D. According to Srinivass (2011, p.

197), the step of identifying the transitivity features in each of the units of analysis found in the data can be known as the “identification of principal markers for the unit of analysis.”

After the analysis of transitivity for the entire data, all the identified Process types, Participants and Circumstance were quantified and presented in table. According to Srinivass (2011, p. 197), the step of calculating their frequencies of occurrence can be known as the “counting of principal markers identified for the unit of analysis to note extent of use.”

All the findings obtained through this research step are used to answer Research Question 2: What are the Process types, Participants and Circumstances in *PETA* online news reports?

3.2.4 Step 3 - Relating the Transitivity Analysis to the Various Overall Themes (Related to RQ3)

In the current analysis of transitivity, various transitivity features comprising Process types, Participants and Circumstances were identified in the data. Besides, the various overall themes in relation to animal cruelty were also obtained. Across the data, different Process types were used to express the various overall themes.

For this research step, the various overall themes obtained at Step 2a(1) were each described in terms of their representation of various transitivity features. Examples of various Process types for each overall theme were also described in terms of their fields of social activity. Detailed treatment of the various overall themes, their transitivity features comprising Process types, Participants and Circumstances as well as their fields of social activity will be shown in Chapter 4 (see Section 4.2).

The findings from this research step are used to answer Research Question 3: Can the identified themes be related to the various Process types, Participants and Circumstances?

3.2.5 Step 4 - Interpretation of Findings Related to RQ2 and RQ3

For the last research step, the findings from the current analysis of transitivity were discussed and interpreted as well as compared with other findings from the previous transitivity analyses mentioned in the literature review found in Chapter 2 (see Section 2.3.5).

3.2.6 Sample Analysis

In this section, an extract under the theme “cruel treatment” is provided as an example. This extract which has been labelled as Example 1 shows 4 sentences from Text PL, ranging from PLS8 to PLS11. All the material processes are bolded; their Participants are underlined; and, the accompanying Circumstances are italicized. In this extract, there are eight material processes in the form of verbs or verbal groups like “used,” “spray,” “dragged...to walk,” “were pulled,” “was...slammed,” “grabbed,” “pushed” and “jerked.” Among these material processes, there is one atypical material process represented by the discontinuous verbal group “dragged...to walk” which is causative. Besides, the field of social activity for each material process in this extract was also identified. In this example, the fields of social activity refer to the actions involved in meting out cruel treatment to animals in an animal laboratory.

Example 1 from Text PL (PLS8 to PLS11)

Laboratory workers appeared to despise the animals in their care—they yelled and cursed at cowering dogs and cats, calling them “asshole,” “motherfuckers,” and “bitch”; **used pressure hoses to spray water** (as well as bleach and other harsh chemicals) *on them*; and **dragged dogs who were too frightened to walk through the facility**. [PLS8] Video evidence shows that **terrified cats were pulled from cages by the scruff of the neck** while workers screamed in their faces and that **a cat was viciously slammed into the metal door of a cage**. [PLS9] **One worker grabbed a cat and pushed him against a chain-link fence**. [PLS10] When the cat fearfully clutched at the fencing with his claws, **the worker jerked him off the fencing**, saying that she hoped that the cat’s nails had been ripped out. [PLS11]

3.3 Chapter Summary

The current chapter has provided a comprehensive account of the theoretical framework and research design of the current study. In Chapter 4, the findings of the current study will be presented in detail for answering the three research questions introduced in Chapter 1 and reiterated in Chapter 2.

CHAPTER 4 FINDINGS

4.0 Introduction

This chapter provides findings corresponding to Research Questions 1, 2 and 3 introduced in Chapter 1 and reiterated in Chapter 2.

Section 4.1 provides the answers for Research Question 1: Can various themes in relation to animal cruelty in *PETA* online news reports be identified? A detailed description of all the overall themes which have been identified is used to answer Research Question 1.

The entire transitivity analysis of the current study is shown in Appendix D for answering Research Question 2: What are the Process types, Participants and Circumstances in *PETA* online news reports?

In Section 4.2, the chapter proceeds to answer Research Question 3: Can the identified themes be related to the various Process types, Participants and Circumstances? The findings for Research Question 3 are shown in relation to selected extracts from the data for explicitness and better comprehensibility. All the overall themes are described in terms of their representation of transitivity features in each extract. Besides, the field meanings obtained from the current transitivity analysis were also identified and presented as different fields of social activity.

Besides providing the qualitative findings, the quantitative findings of the current transitivity analysis are presented in Section 4.3. In Section 4.4, a discussion on the interpretation of all the findings is presented. Lastly, the round-up for the chapter is presented in the chapter summary found in Section 4.5.

4.1 Findings and Discussion Related to Research Question 1

This section presents the findings and discussion pertaining to Research Question 1: Can various themes in relation to animal cruelty in *PETA* online news reports be identified?

A gloss of the transcribed texts from *PETA* online news reports in the current analysis of themes in content shows six overall themes in relation to animal cruelty emerging from the vast body of textual data. All the six overall themes which have been identified are elaborated below in order to answer Research Question 1. The six overall themes have been named as “cruel treatment,” “intervention,” “humane reactions,” “wrongdoing,” “call-to-action,” and “negative environment.”

The theme “cruel treatment” expresses the cruel treatment of animals by animal abusers who were mostly workers in animal facilities. The cruel animal treatment is in the forms of physical, mental and verbal abuses as well as the deprivation of veterinary care. In PLRS, the despising attitude of laboratory workers towards the animals under their care was manifested as the different sorts of cruel treatment they meted out to the animals.

The animals were treated cruelly whereby laboratory workers pressure-sprayed a mixture of water and harsh chemicals on them, exposing their painful sores to the irritating chemicals. Sometimes, the negative health conditions in the animals were not handled effectively by laboratory workers since the workers had not undergone any veterinary training. During chemical testing in PLRS, animals were subjected to worm infestations intentionally. Besides, cats were treated cruelly whereby a chemical was applied on their necks for at least twice within a day.

There were also cases of cruel animal treatment in Nielsen Farms where animals' health complications were not given adequate veterinary treatment. Not only that, a dog suffering from its wound which was due to the lack of adjustment for its tightening collar was not given appropriate veterinary treatment.

Besides, animals in PLRS received cruel treatment in the form of physical abuse during their captive. Instead of being handled gently, the animals were dragged, pulled, slammed, grabbed, pushed and jerked by the workers.

Cows in Agriprocessors also suffered the same fate whereby they were shocked with electric prods and had their body organs ripped from their throats. Not only that, animals in PLRS also encountered verbal abuses from laboratory workers who yelled at them with derogatory names.

The theme "intervention" expresses *PETA* intervention into animal cruelty occurring in some facilities whereby *PETA* undercover investigator played an important role. Besides, the theme also expresses how the revelation by *PETA* undercover investigations spurred the USDA to take legal actions against some facilities which contributed to the breeding of animal cruelty.

The successful outcome of the joint intervention of *PETA* and the USDA was the shutdown of some facilities. One of these facilities was PLRS which eventually surrendered as many as 200 dogs and more than 50 cats before shutting down. Besides, PLRS workers were indicted on felony cruelty-to-animals charges. Such a case whereby laboratory workers were indicted with felony cruelty charges was the very first time in U.S. history.

However, at some points in the online news reports, there are mentions that the USDA was ineffective in monitoring the operations of these facilities as their

intervention into animal cruelty. More specifically, the USDA visits were infrequent and usually announced earlier, allowing the inspected animal facilities to make some preparation to cover up the misconduct in their operation. Not only that, there was a case in Nielsen Farms whereby a USDA inspector did not play an effective role in inspecting the animal facility during a USDA visit.

Besides the interventions by *PETA* and the USDA, there were also interventions into animal cruelty by OSHA (Occupational Safety and Health Administration) and OU (The Orthodox Union).

The theme “humane reactions” expresses the suffering experienced by the animals in some facilities. Their physical and mental suffering due to pain, confinement, the deprivation of essential needs and health complications were manifested in the form of repetitive physical reactions and behaviours.

In Nielsen Farms, some dogs showed humanistic qualities when they hobbled around painfully after their feet were injured by the wire of their cages. Besides, there were timid dogs which were terrorized by their dominant cagemates. Puppies which had suffered due to their confinement escaped from their poorly built kennel, leading to a case whereby one puppy was killed by other dogs during an adjoining run.

In PLRS, animals showed humanistic qualities when they suffered from the negative health consequences due to the toxicity tests and worm infestations they were subjected to in an unhygienic living environment. They were deprived of their essential needs which were vital for their physical and mental health.

In addition, adorable puppies in pet stores which are supplied by the pet industry are animals with humanistic qualities. They are “wriggling balls of energy just waiting to jump into customers’ arms.” Many animals in puppy mills suffered from physical and

mental health problems. Their mental health problems were manifested in different forms of behavior like pawing at the wire door, scratching at one *PETA* investigator's arms, screaming, yelping, circling frantically and pacing ceaselessly back and forth. Apart from that, old mother dogs which were made to produce litter after litter had gone mad from confinement and loneliness.

Similarly, in *Local Pride*, a slaughterhouse in Gordon, Nebraska, cows with humanistic qualities suffered tremendously when they were "allowed to remain conscious and in extreme pain" for "as long as two minutes" after "their throats were slit." Cows in Agriprocessors suffered the same fate whereby they "writhed in pools of their own blood, trying desperately to stand up for up to three minutes" during their slaughtering process.

The theme "wrongdoing" expresses the wrongdoings by some parties like earning profits and saving costs at the expense of animals, slaughtering animals inhumanely, depriving animals of their veterinary care, hiding the truth of inhumane slaughters, neglecting the maintenance of cleanliness in the animal habitats, delaying the compliance with the instructions from the USDA and causing the euthanasia of dogs in animal shelters.

One animal facility which committed such a wrongdoing by earning profits at the expense of animals was PLRS. Huge pharmaceutical companies paid PLRS for the service of testing "insecticides and other chemicals used in companion-animal products." In order to save costs, PLRS did not provide adequate veterinary care for their animals. Besides, nearly 100 animals in PLRS were also killed as the company had decided to cut the costs for feeding them.

When it comes to the pet industry, “pet shops churn out puppies” while “homeless dogs in animal shelters will have to be euthanized for lack of a good home.” Besides, the maintenance of cleanliness in Nielsen Farms, a puppy mill in Kansas was poorly done whereby the trough for collecting waste from the cages was “merely rinsed with cold water,” leaving behind “a large buildup of encrusted hair and faeces.”

Another wrongdoing is by Agriprocessors, a slaughterhouse which tried to hide their activity in slaughtering animals inhumanely from the eyes of their consumers as well as the gatekeepers of animal cruelty like “selected rabbis, community leaders, and reporters.” Their practice in slaughtering animals inhumanely did not comply with “both the Jewish commitment to compassion and federal law.”

In addition, there was a wrongdoing by PLRS whereby they delayed the painting for “the rusty surfaces that the USDA had warned them about the previous year.” In order to be “covered” from blame, PLRS staff reported to the visiting USDA inspector that there were ailing animals in PLRS but the facility’s attending veterinarian advised that she would not provide the needed veterinary care.

The theme “call-to-action” expresses some possible actions can be taken by the readers in tackling the issues of animal cruelty. These possible actions include opposing the pet industry and informing some parties about the severity of animal cruelty as well as the need to eradicate it.

There are calls to action directed at the public who are described as having the power to make a big difference in animals’ lives by influencing consumers, rental agents, mall managers and local pet stores to stop supporting the growing pet industry. Besides, the public are recommended to “immediately report sick animals to local humane and health authorities” as well as “write to the USDA and ask for a crackdown

on all puppy mills.” There are also some possible actions for other parties like installing a live video monitor for the surveillance of animal cruelty and providing local shelters with a forum for adopting homeless animals.

The theme “negative environment” expresses the sloppy, unsafe living conditions for animals in some facilities whereby there might be a lack of comfort and physical freedom for animals. In PLRS, the living conditions for animals were very sloppy to the extent that dogs who were not involved in the chemical testing “also became infected and were then left untreated.”

Similarly, the environment for animals in Nielsen Farms was also very sloppy as seen from the trough for collecting waste which gave off a rotten smell. Not only that, the living conditions in Nielsen Farms were also unsafe for animals whereby a broken fence was never fixed. Animals in Nielsen Farms were also deprived of comforts whereby they were confined in wire cages with “no bedding on the hard wire, little to no protection from the searing hot summers or the frigid winters, and no regular veterinary care.” This kind of living conditions is typical of many other puppy mills.

4.2 Findings and Discussion Related to Research Question 2 and 3

Both the qualitative and quantitative findings from the current analysis of transitivity are used for answering Research Question 2: What are the Process types, Participants and Circumstances in *PETA* online news reports? The qualitative findings of the entire transitivity analysis for each sentence are provided in Appendix D while the corresponding quantitative findings are provided in Section 4.3. Answers for Research Question 2 are also used in this section to answer Research Question 3: Can the identified themes be related to the various Process types, Participants and Circumstances?

In this section, the representation of all process types related to Research Question 2 is presented in relation to the overall themes related to Research Question 1. The whole data has been analysed and all the overall themes as well as transitivity features across the data were identified. Samples of transitivity analysis for different Process types are provided in selected extracts from the data under each theme. In each extract, all Process types are bolded; Participants are underlined; Circumstances are italicised.

Besides, the field meanings arising from the fields of social activity represented across the data were also obtained for the transitivity analysis and presented in relation to the overall themes. The fields of social activity mentioned here are not to be mistaken as the social interaction between entities, as they are in fact related to Halliday's conception of events or goings-on which could be "a figure of happening, doing, sensing, saying, being or having" (Halliday & Matthiessen, 2014, p. 213) (see Sections 1.1.3 and 1.3). This cross-refers to Section 1.3.

As shown in Table 4.1 on the following Page 133, each theme is provided with samples of transitivity analysis organized in terms of Process types. Not all Process types are used for expressing each theme. Some themes like "cruel treatment," "intervention," and "humane reactions" are expressed by as many as four Process types while for the theme "negative environment," it is expressed by only two Process types.

Table 4.1: Overall Themes and their Representation of Process Types

Theme	Process Types
Cruel Treatment	Material Process
	Mental Process
	Verbal Process
	Behavioral Process
Intervention	Material Process
	Verbal Process
	Relational Process
	Behavioral Process
Humane Reactions	Relational Process
	Behavioral Process
	Material Process
	Mental Process
Wrongdoing	Material Process
	Mental Process
	Relational Process
Call-to-action	Material Process
	Verbal Process
	Relational Process
Negative Environment	Relational Process
	Existential Process

4.2.1 Cruel Treatment

For the theme “cruel treatment,” four Process types have been identified. It is found that the four types of Processes used are material, behavioral, verbal and mental processes. There are no relational and existential processes in relation to the theme “cruel treatment.” For each Process type in relation to the theme “cruel treatment,” extracts from the data are provided and labelled as examples. The field of social activity for each Process type which refers to the going-ons mentioned in the data is also identified.

4.2.1.1 Material Process

For all the material processes under the theme “cruel treatment” in the data, only two fields of activity which are “actions” and “health hazards” are found. This section shows a selection of material processes for the theme “cruel treatment.” Examples 1 and

2 show the field of social activity which is “actions” while Examples 3 to 5 show the field of social activity which is “health hazards.”

Example 1 from Text PL (PLS8 to PLS11)

Laboratory workers appeared to despise the animals in their care—they yelled and cursed at cowering dogs and cats, calling them “asshole,” “motherfuckers,” and “bitch”; **used** pressure hoses to **spray** water (as well as bleach and other harsh chemicals) *on them*; and **dragged** dogs who were too frightened to walk through the facility. [PLS8] Video evidence shows that terrified cats **were pulled** *from cages by the scruff of the neck* while workers screamed in their faces and that a cat **was viciously slammed** *into the metal door of a cage*. [PLS9] One worker **grabbed** a cat and **pushed** him *against a chain-link fence*. [PLS10] When the cat fearfully clutched at the fencing with his claws, the worker **jerked** him *off the fencing*, saying that she hoped that the cat’s nails had been ripped out. [PLS11]

Example 1 shows cruel animal “treatment” in the form of “actions” towards animals held in captivity. In PLS8, the theme “cruel treatment” is expressed by transformative material process verbs like “used,” “spray,” “dragged” and “walk” while in PLS9, it is expressed by transformative material process verbal groups like “were pulled” and “was...slammed.” Another two similar transformative material process verbs which are “grabbed” and “pushed” can be found in PLS10. One similar transformative material process verb which is “jerked” can be seen in PLS11.

Besides, it is noteworthy that the transformative material process verb “dragged” in PLS8 is causative. This transformative material process verb which is causative illustrates the cruel animal treatment whereby “laboratory workers” who can be inferred from the personal pronoun “they” played the role of an Initiator who caused the Actor represented by “dogs who were too frightened” to perform an action. The action was expressed by the transformative material process verb “walk.” As explained by

Greenbaum and Nelson (2009), the Actor represented by the “dogs” is followed by the post-modifier in the form of a relative clause that reads “who were too frightened.”

Besides, in PLS8, there are two Goals. The first Goal is represented by “pressure hoses” while the second is represented by “water.” Both these Goals were the tools or material being affected and used in the process of meting out the cruel animal treatment.

On the other hand, in PLS9, there are two Goals represented by “terrified cats” and “a cat” who were victimized by the cruel animal treatment. Similarly, in PLS10 and PLS11, there is “a cat” which can also be inferred from the personal pronoun “him” that represents a Goal.

There is an Actor represented by “one worker” who performed the cruel animal treatment depicted in PLS10. In PLS11, there is also a similar Actor represented by the nominal phrase “the worker.”

Furthermore, there are a Circumstance of Location (Place) and a Circumstance of Extent (Distance), which give more details on the cruel animal treatment depicted in PLS8. The first is expressed as the prepositional phrase “on them” while the second is expressed as the prepositional phrase “through the facility.”

In PLS9, there are four Circumstances which give more details on the depicted cruel animal treatment. Among the Circumstances, there are two Circumstances of Location (Place) represented by the prepositional phrases which are “from cages” and “into the metal door of a cage” respectively. Besides, there is a Circumstance of Manner (Means) represented by the prepositional phrase “by the scruff of the neck.” The last is a Circumstance of Manner (Quality) represented by the adverb “viciously.”

In PLS10, there is a Circumstance of Location (Place) represented by the prepositional phrase “against a chain-link fence” which gives an additional detail on the depicted cruel animal treatment. Similarly, PLS11 also comes with a Circumstance of Location (Place). The Circumstance is represented by the prepositional phrase “off the fencing.”

Example 2 from Text KS (KSS18 to KSS23)

We found that cows were still allowed to remain conscious and in extreme pain for up to two minutes after their throats were slit. [KSS18] Experts in animal welfare, veterinary medicine, and slaughter systems reviewed the disturbing footage recorded inside the slaughterhouse and noted the following: [KSS19] Cows remained conscious for as long as two minutes after their throats were cut open. [KSS20] **A worker ripped into conscious cows’ throats** *with a metal node hook* in order to make the bleeding process go faster. [KSS21] **Cows were handled improperly**, resulting in fear and stress just prior to slaughter. [KSS22] **Workers removed identification tags** by mutilating live cows’ ears. [KSS23]

Example 2 shows cruel animal “treatment” in the form of “actions” towards animals to be slaughtered. In KSS18 and KSS20, the theme “cruel treatment” is expressed by transformative material process verbal groups like “were slit” and “were cut.” Besides, there are two Goals represented by the cows’ throats which can be inferred from the two similar nominal phrases expressed as “their throats” in KSS18 and KSS20 respectively. In KSS20, the Attribute (Resultative) “open” is used to describe the condition of the cows’ throat after the cruel animal treatment in the form of throat-cutting.

KSS21 comes with a similar transformative material process verbal group which is “ripped into” as well as a similar Goal represented by “conscious cows’ throats.” The transformative material process verbal group “ripped into” is a combination of a verb

and a preposition. In addition, one Circumstance of Manner (Means) represented by the prepositional phrase “with a metal node hook” is used to depict the cruel animal treatment expressed in KSS21.

In KSS22, the transformative material process verbal group “were handled” is used to express the theme “cruel treatment.” “Cows” represents a Goal in this transformative material process. There is also a Circumstance of Manner (Quality) represented by the adverb “improperly” which describes the manner in which the cows were handled.

Lastly, in KSS23, the transformative material process verb “removed” is used to express the theme “cruel treatment.” The Goal in KSS23 is “identification tags.”

In both KSS21 and KSS23, there is an Actor who performed the cruel animal treatment. The Actor in KSS21 is represented by “a worker” while the one in KSS23 is represented by “workers.”

Example 3 from Text PL (PLS20 to PLS21)

After a <u>supervisor</u> gave <u>one dog</u> <u>an anesthetic</u> that was past its expiration date (and likely administered too little of it), <u>the supervisor</u> pulled out <u>one of the animal’s teeth</u> <i>with a pair of pliers</i> . [PLS20] The dog trembled and twitched in apparent pain, and <u>the supervisor</u> continued with <u>the procedure</u> <i>despite the dog’s obvious reaction</i> . [PLS21]
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Example 3 shows cruel animal “treatment” in the form of “health hazards” faced by animals during tooth extraction. The transformative material processes which express the theme “cruel treatment” in PLS20 are represented by the verb “gave” and the verbal group “pulled out.” In the first transformative material clause seen in PLS20, there is a Recipient represented by “one dog” and a Goal represented by “an anesthetic.” The Goal represented the anesthetic is extended by a relative clause that reads “was past

its expiration date.” In addition, the Actor who administered the anesthetic is represented by “a supervisor.”

In the second transformative material clause seen in PLS20, there is a Goal represented by “one of the animal’s teeth.” The transformative material process verbal group “pulled out” in this second material clause is a phrasal verb which is a combination of a verb and an adverb. The tool for pulling out the teeth used by the Actor represented by “the supervisor” is expressed as a Circumstance of Manner (Means) represented by the prepositional phrase “with a pair of pliers.”

In PLS21, the transformative material process verbal group “continued with” is used to depict the cruel animal treatment during the tooth extraction performed by the Actor represented by “the supervisor.” This transformative material process verbal group is a phrasal verb which is a combination of a verb and a preposition. The tooth extraction which can be inferred from the nominal phrase “the procedure” represents a Scope (Process) in this material clause. There is also a Circumstance of Contingency (Concession) represented by the prepositional phrase “despite the dog’s obvious reaction.”

Example 4 from Text PM (PMS24 to PMS25)

Our investigator also discovered that the collar on a Labrador retriever **had not been adjusted** as the dog grew and had become embedded in the dog’s flesh. [PMS24] Even though the gangrenous skin **fell away** as the collar **was removed**, the wound **was treated** *with nothing but worm-repellent spray*. [PMS25]

Example 4 shows cruel “treatment” to animals in the form of “health hazards” caused by a lack of attention towards collar adjustment for dogs. PMS24 comes with the negative transformative material process verbal group “had not been adjusted” for

depicting the cruel animal treatment in the form of health hazards. “The collar on a Labrador retriever” represents a Goal in PMS24.

In PMS25, the two transformative material process verbal groups which are “was removed” and “was treated” are used to express the theme “cruel treatment” which is about the “health hazards” caused by the inappropriate treatment of wound. The prepositional phrase “with nothing but worm-repellent spray” represents a Circumstance of Manner (Means) which describes the means of treating the wound of the Labrador retriever. Besides, there are two Goals represented by “the collar” and “the wound.”

Another transformative material process verbal group in PMS25 which is “fell away” is used to depict the cruel animal treatment due to the lack of collar adjustment. In this material clause, “the gangrenous skin” of the Labrador retriever represents an Actor. This instance of Actor is metaphorical whereby the gangrenous skin of the Labrador retriever has been imbued with life to become an entity which has the ability to perform the action of falling away.

Example 5 from Text PL (PLS24 to PLS26)

In one test commissioned by a corporation whose products are sold in grocery stores and drugstores nationwide, a chemical was applied to the necks of 57 cats. [PLS24] The cats immediately suffered seizures, foamed at the mouth, lost vision, and bled from their noses. [PLS25] Despite this, the substance was put on the cats a second time the very same day. [PLS26]

Example 5 shows cruel animal “treatment” in the form of “health hazards” experienced by animals due to chemical testing. In PLS24, the transformative material process verbal group “was applied” is used to express this theme. There is also a Goal represented by “a chemical.” In PLS26, “the substance” which can be inferred as the aforementioned chemical also represents a Goal.

There are four Circumstances which give more details on the chemical testing depicted in Example 5. In PLS24, there is a Circumstance of Location (Place) represented by the prepositional phrase “to the necks of 57 cats” while, in PLS26, there is a Circumstance of Location (Place) represented by the prepositional phrase “on the cats.” Both these Circumstances specify the venues where the chemical was applied on.

Besides, in PLS24, there is a Circumstance of Location (Time) represented by the prepositional phrase “in one test commissioned by a corporation whose products are sold in grocery stores and drugstores nationwide” which is used to indicate the time the chemical was applied.

On the other hand, the frequency of the chemical testing is expressed as a Circumstance of Extent (Frequency) represented by the phrase “a second time the very same day” in PLS26. This Circumstance is atypical and does not seem like a prepositional or adverbial group due to its ellipsed prepositions. However, semantically, this Circumstance can be construed as the frequency for the chemical testing.

4.2.1.2 Mental Process

From the transitivity analysis of all the mental processes across the data in relation to the theme “cruel treatment,” only one field of social activity which is “attitude” is found. In this section, Example 6 that expresses the theme “cruel treatment” shows one selected mental process representing the field of social activity which is “attitude.”

Example 6 from Text PL (PLS8 to PLS11)

Laboratory workers **appeared to despise** the animals in their care—they yelled and cursed at cowering dogs and cats, calling them “asshole,” “motherfuckers,” and “bitch”; used pressure hoses to spray water (as well as bleach and other harsh chemicals) on them; and dragged dogs who were too frightened to walk through the facility. [PLS8] Video evidence shows that terrified cats were pulled from cages by the scruff of the neck while workers screamed in their faces and that a cat was viciously slammed into the metal door of a cage. [PLS9] One worker grabbed a cat and pushed him against a chain-link fence. [PLS10] When the cat fearfully clutched at the fencing with his claws, the worker jerked him off the fencing, saying that she hoped that the cat’s nails had been ripped out. [PLS11]

Example 6 shows cruel animal “treatment” in the form of negative “attitude” towards animals among “laboratory workers.” PLS8 comes with the emotive mental process verbal group complex “appeared to despise” which expresses the negative attitude of the Senser represented by “laboratory workers.” As explained by Halliday and Matthiessen (2014), the verbal group complex “appeared to despise” has been identified as a mental process as inferred from the mental process verb “despise” in its secondary verbal group “to despise.” In PLS8, there is also a Phenomenon represented by “the animals in their care.”

Similarly, the desiderative mental process verb “hoped” in PLS11 is used to express the negative attitude of a worker towards a cat. The worker which can be inferred from the personal pronoun “she” represents a Senser while the clause that reads “the cat’s nails had been ripped out” represents a Phenomenon. As explained by Halliday and Matthiessen (2014), this Phenomenon which appears in the form of a finite fact clause is meta-phenomenal.

4.2.1.3 Verbal Process

The transitivity analysis on the entire data shows that all the representation of verbal processes for expressing the theme “cruel treatment” come with only one field of social activity which is “derogatory name calling.” In this section, some selected verbal processes under the theme “cruel treatment” which show the field of social activity which is “derogatory name calling” are shown.

Example 7 from Text PL (PLS8)

Laboratory workers appeared to despise the animals in their care—they yelled and cursed at cowering dogs and cats, calling them “asshole,” “motherfuckers,” and “bitch”; used pressure hoses to spray water (as well as bleach and other harsh chemicals) on them; and dragged dogs who were too frightened to walk through the facility. [PLS8]

Example 7 shows cruel animal “treatment” in the form of “derogatory name calling” directed at animals by laboratory workers. In PLS8, there are two verbal processes represented by the verbal group complex “yelled and cursed” and the verb “calling.” The laboratory workers who can be inferred from the personal pronoun “they” represent a Sayer while the prepositional phrase “at cowering dogs and cats” represents a Receiver. Besides, the personal pronoun “them” which can be inferred as the “cowering dogs and cats” also represents a Receiver. The derogatory names by which the animals were called, such as “asshole,” “motherfuckers,” and “bitch” represent a Verbiage.

4.2.1.4 Behavioral Process

As shown by the transitivity analysis across the data, all the behavioral processes under the theme “cruel treatment” come with only one field of social activity which is

“screaming towards animals.” In this section, Example 8 shows one selected behavioral process under the theme “cruel treatment” which shows the field of social activity which is “screaming towards animals.”

Example 8 from Text PL (PLS9)

Video evidence shows that terrified cats were pulled from cages by the scruff of the neck while workers **screamed** *in their faces* and that a cat was viciously slammed into the metal door of a cage. [PLS9]

Example 8 shows cruel animal “treatment” in the form of “screaming towards animals” directed at animals by laboratory workers. PLS9 comes with a behavioral process represented by the verb “screamed” for expressing the theme “cruel treatment.” There is a Behaver represented by “workers” and a Circumstance of Location (Place) represented by the prepositional phrase “in their faces.” The nominal phrase “their faces” in this Circumstance can be inferred as terrified cats’ faces. As explained by Halliday and Matthiessen (2014), the Circumstance of Location (Place) is used to express the orientation of the behavioral process.

Overall, all the Processes under the theme “cruel treatment” are those of “acting,” “behaving,” “saying,” and “sensing.” On the other hand, Processes of “being” and “existing” in relation to the theme “cruel treatment” are not found across the data.

4.2.2 Intervention

Similar to the theme “cruel treatment,” different Process types in relation to the theme “intervention” have been identified across the data. In relation to the theme “intervention,” only four Process types which are material, verbal, relational and behavioral processes are found. There are no mental and existential processes in relation to the theme “intervention” across the data. Extracts from the data which come with

Process types in relation to the theme “intervention” are shown and labelled as examples. For these examples, the field of social activity for each Process type which represents the going-ons in the data is also indicated.

4.2.2.1 Material Process

Of all the material processes across the data, those material processes in relation to the theme “intervention” show two fields of social activity which are “actions by *PETA*” and “actions by the federal government.” This section shows some selected material processes in relation to the theme “intervention.” Examples 9 and 10 show the field of social activity which is “actions by *PETA*” while Examples 11 and 12 show the field of social activity which is “actions by the federal government.”

Example 9 from Text KS (KSS7 to KSS10)

When *PETA* received complaints that this wasn't the case at Agriprocessors—a massive Iowa slaughterhouse that produces Rubashkin's, Aaron's Best, and Iowa's Best meats—and that both kosher law and federal law were being violated, we took action. [KSS7] *PETA* wrote to company officials and asked them to take steps to make certain that cruelty was not occurring. [KSS8] Agriprocessors' attorney, Nathan Lewin, wrote back to us, claiming that “neither Jewish law or ‘common decency’ is being violated in the Agriprocessors plant.” [KSS9] The tone of this letter was not convincing, so we sent an undercover investigator to see for ourselves. [KSS10]

Example 9 shows “intervention” in the form of “actions by *PETA*” through an undercover investigation. KSS7 comes with the transformative material process verb “took” while KSS10 comes with the transformative material process verb “sent” and the transformative material process verbal group “to see.” In KSS7, the personal pronoun “we” which can be inferred as “*PETA*” represents an Actor while the noun “action” represents a Scope (Process).

However, in KSS10, the personal pronoun “we” which can be inferred as “*PETA*” represents an Initiator who caused “an undercover investigator” to play the role of an Actor. As expressed by a Circumstance of Cause (Behalf) represented by the prepositional phrase “for ourselves,” the undercover investigator intervened on behalf of *PETA*. This transformative material clause which comes with the Initiator is “causative,” as explained by Halliday and Matthiessen (2014).

Example 10 from Text PL (PLS32)

Just one week after *PETA* released the results of its shocking undercover investigation of PLRS and filed a complaint with the USDA—which resulted in citations against PLRS for dozens of violations of federal animal welfare laws—the North Carolina–based contract animal testing facility **surrendered** nearly 200 dogs and more than 50 cats and **shut** its doors. [PLS32]

Example 10 shows successful outcomes from the “intervention” in the form of “actions by *PETA*” through an undercover investigation. In PLS32, there are two transformative transitive material process verbs which are “surrendered” and “shut.” Besides, there is an Actor represented by “the North Carolina–based contract animal testing facility” which can be inferred as the people who ran the operations of “the North Carolina–based contract animal testing facility.” In addition, there are two similar Goals. The first is represented by “nearly 200 dogs and more than 50 cats” while the second is represented by the nominal phrase “its doors” which can be inferred as the door of the aforementioned facility.

Example 11 from Text PM (PMS33)

Laws offer little protection and **are** *poorly enforced* by the U.S. Department of Agriculture (USDA), whose visits are infrequent and usually announced ahead of time. [PMS33]

Example 11 which expresses the theme “intervention” shows “actions by the federal government” in the form of poor law enforcement. PMS33 comes with the transformative material process verbal group “are...enforced.” Besides, there is an oblique Actor represented by the prepositional phrase “by the U.S. Department of Agriculture (USDA)” and a Goal represented by “laws.” There is also a Circumstance of Manner (Quality) represented by the adverb “poorly.”

Example 12 from Text KS (KSS32)

<p>The <u>USDA</u> again cited <u>Agriprocessors</u> <i>for violating the Humane Methods of Slaughter Act.</i> [KSS32]</p>

Example 12 which expresses the theme “intervention” shows “actions by the federal government” in the form of effective law enforcement. KSS32 comes with the transformative material process verb “cited.” In this transformative material clause, “the USDA” is expressed as an Actor while “Agriprocessors” is expressed as a Goal. The reason for citing Agriprocessors is expressed as a Circumstance of Reason represented by the prepositional phrase “for violating the Humane Methods of Slaughter Act.” Although “the USDA” mentioned in KSS32 stands for “the U.S. Department of Agriculture,” it actually represents a group of government servants running the department.

4.2.2.2 Verbal Process

Among all the verbal processes under the theme “intervention,” only two fields of social activity which are “a revelation by *PETA*” and “warnings towards Agriprocessors” are found. This section shows a selection of verbal processes under the theme “intervention.” Example 13 shows the field of social activity which is “a

revelation by *PETA*” while Example 14 shows the field of social activity which refers to “warnings towards Agriprocessors.”

Example 13 from Text PM (PMS37)

Just weeks after *PETA*'s investigation of Nielsen Farms **revealed** tiny, filth-encrusted cages and sick dogs with raging ear infections, disfiguring mange, and open, untreated wounds, the Kansas puppy mill closed its doors, leaving one fewer dilapidated breeding farm to supply the pet store puppy trade. [PMS37]

Example 13 shows “a revelation by *PETA*” as a form of “intervention.” PMS37 comes with the verbal process verb “revealed.” In this verbal clause, there is a Sayer represented by “*PETA*'s investigation of Nielsen Farms.” Besides, there is a Verbiage represented by “tiny, filth-encrusted cages and sick dogs with raging ear infections, disfiguring mange, and open, untreated wounds.”

Example 14 from Text KS (KSS15 to KSS16)

The USDA **told** the plant to immediately stop this procedure and determined that Agriprocessors employees “had engaged in acts of inhumane slaughter.” [KSS15] The Orthodox Union (OU), the agency that certifies Agriprocessors' products as kosher, also **told** Agriprocessors to stop removing the cows' tracheas and to stun any animals who remained conscious after throat-slitting. [KSS16]

Example 14 shows “warnings towards Agriprocessors” as a form of “intervention” by the USDA and Orthodox Union (OU). Both KSS15 and KSS16 come with the verbal process verb “told.” In KSS15, there is a Sayer represented “the USDA” and a Receiver represented by the nominal phrase “the plant” which can be inferred as “Agriprocessors.” On the other hand, what was told to Agriprocessors is expressed in a projected clause. As explained by Halliday and Matthiessen (2014), the projected clause

which reads “to immediately stop this procedure” is in the form of a proposal which has the semantic function in the exchange of goods or services.

KSS16 comes with an extended Sayer represented by “the Orthodox Union (OU), the agency that certifies Agriprocessors’ products as kosher” and a Receiver represented by “Agriprocessors.” As explained by Greenbaum and Nelson (2009), the extended Sayer comes with the relative clause which reads “certifies Agriprocessors’ products as kosher.” What was told to Agriprocessors is expressed in a projected clause. As explained by Halliday and Matthiessen (2014), the projected clause which reads “to stop removing the cows’ tracheas and to stun any animals which remained conscious after throat-slitting” is in the form of a proposal which has the semantic function in the exchange of goods or services.

4.2.2.3 Relational Process

The transitivity analysis of the entire data shows that all the relational processes in relation to the theme “intervention” come with only two fields of social activity which are “cruelty-to-animals charges” and “federal oversight.” This section shows a selection of relational processes used as the representation for the theme “intervention.” Example 15 shows the field of social activity which involves “cruelty-to-animals charges” while Example 16 shows the field of social activity which is “federal oversight.”

Example 15 from Text PL (PLS1 to PLS2)

In a landmark move, a North Carolina grand jury indicted four individuals who worked at PLRS, including a supervisor, on 14 felony cruelty-to-animals charges. [PLS1] This case marked the first time in U.S. history that laboratory workers faced felony cruelty charges for their abuse and neglect of animals in a laboratory. [PLS2]

Example 15 shows “intervention” by the federal government in the form of “cruelty-to-animals charges.” In PLS1, cruelty-to-animals charges are expressed by the identifying circumstantial relational process verb “indicted.” Besides, there is a Circumstantial Value represented by the prepositional phrase “on 14 felony cruelty-to-animals charges” and a Token represented by “four individuals who worked at PLRS.” As explained by Greenbaum and Nelson (2009), the Token comes with the embedded relative clause that reads “worked at PLRS.” After the relative clause, there is a Circumstance of Accompaniment (Additive) represented by the prepositional phrase “including a supervisor.” In addition, there is an Assigner represented by “a North Carolina grand jury” and a Circumstance of Manner (Quality) represented by the prepositional phrase “in a landmark move.”

In PLS2, cruelty-to-animals charges are expressed by the attributive intensive relational process verb “marked” and the identifying circumstantial relational process verb “faced.” For the first relational clause in PLS2, there is a Carrier represented by the nominal phrase “this case” and an Attribute represented by the nominal phrase “the first time in U.S. history.” In the second relational clause, there is a Token represented by “laboratory workers” and a Value represented by “felony cruelty charges.” The reason for these charges is expressed as a Circumstance of Cause (Reason) represented by the prepositional phrase “for their abuse and neglect of animals in a laboratory.”

Example 16 from Text PL (PLS29)

<p>Federal oversight of horrendous facilities such as PLRS is <i>virtually non-existent</i>. [PLS29]</p>
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Example 16 shows effective “intervention” by the federal government in the form of “federal oversight.” PLS29 comes with the attributive intensive relational

process verb “is.” In this relational clause, “federal oversight of horrendous facilities such as PLRS” represents a Carrier which comes the Attribute “non-existent.” There is also a Circumstance of Manner (Degree) represented by the adverb “virtually.”

4.2.2.4 Behavioral Process

Of all the behavioral processes under the theme “intervention,” only one field of social activity which involves “the glance from a USDA inspector” is shown. In this section, Example 17 shows one selected behavioral process in relation to the theme “intervention” which involves the field of social activity to do with “the glance from a USDA inspector.”

Example 17 from Text PM (PMS35)

The inspector glanced <i>at the cages</i> but did not examine the dogs. [PMS35]
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Example 17 shows “the glance from a USDA inspector” which was ineffective as a form of intervention by the USDA. PMS35 comes with the behavioral process verb “glanced” for expressing the theme “intervention.” In this behavioral clause, there is a Behaver represented by “the inspector.” Besides, there is a Circumstance of Location (Place) represented by the prepositional phrase “at the cages” which is used to show the orientation of the behavioral process.

Across the data, there are only Processes of “acting,” “saying,” “being,” and “behaving” used as the representation for expressing the theme “intervention.” Other Processes which are of “sensing” “existing” are not used as the representation for expressing the theme “intervention.”

4.2.3 Humane Reactions

Similar to the aforementioned themes which are “cruel treatment” and “intervention,” there are different Process types across the data used for expressing the theme “humane reactions.” The different Process types include relational, behavioral, material and mental processes. Across the data, there are no verbal and existential processes used for expressing the theme “humane reactions.” Extracts from the data which show Process types expressing the theme “humane reactions” are provided and labelled as examples. For each Process type in these examples, the field of social activity which refers to the going-ons in the data is identified.

4.2.3.1 Relational Process

There is only one field of social activity found among all the relational processes used for expressing the theme “humane reactions” in the data. The field of social activity refers to “animals’ consciousness.” Two selected relational processes under the theme “humane reactions” are shown in this section. Examples 18 and 19 show the field of social activity which refers to going-ons involving “animals’ consciousness.”

Example 18 from Text KS (KSS18 to KSS20)

We found that cows **were still allowed to remain** conscious and in extreme pain *for up to two minutes* after their throats were slit. [KSS18] Experts in animal welfare, veterinary medicine, and slaughter systems reviewed the disturbing footage recorded inside the slaughterhouse and noted the following: [KSS19] Cows **remained** conscious *for as long as two minutes* after their throats were cut open. [KSS20]

Example 18 shows the “humane reactions” of animals by illustrating the presence of “animals’ consciousness.” The attributive intensive relational process verbal group “were still allowed to remain” in KSS18 is causative. In this relational clause,

there is a Carrier represented by “cows” and an Attribute represented by the adjective phrase “conscious and in extreme pain.” However, there is no Attributor in this relational clause. The duration of the cows’ suffering is expressed in a Circumstance of Extent (Duration) represented by the prepositional phrase “for up to two minutes.”

In KSS20, the attributive intensive relational process verb “remained” is used to express the theme “humane reactions.” In this relational clause, there is a Carrier represented by “cows” and an Attribute represented by the adjective “conscious.” The duration of the cows’ suffering is expressed as a Circumstance of Extent (Duration) represented by the prepositional phrase “for as long as two minutes.”

4.2.3.2 Behavioral Process

The transitivity analysis of all the behavioral processes in relation to the theme “humane reactions” across the entire data shows only three fields of social activity which are “a deprivation of essential needs,” “physical suffering” and “repetitive behavior.” This section shows a selection of behavioral processes in relation to the theme “humane reactions.” Example 19 shows the field of social activity which is “a deprivation of essential needs” while Example 20 shows the field of social activity which is “physical suffering.” For Example 21, the field of social activity is “repetitive behavior.”

Example 19 from Text PL (PLS13)

They are just like the dogs we share our homes with, but they lived *day in and day out without exercise or enrichment, companionship, a scratch behind the ears, or even a kind word from the only people they ever saw.* [PLS13]

Example 19 shows the “humane reactions” of animals by illustrating “a deprivation of essential needs” for the animals in an animal laboratory. In PLS13, the

behavioral process verb “lived” is used to express the theme “humane reactions.” Besides, there is a Behaver represented by the personal pronoun “they” which can be inferred as “the dogs we share our home with.” The frequency of the dogs’ suffering which was due to the deprivation of their essential needs is expressed in a Circumstance of Extent (Frequency) represented by the idiomatic phrase “day in and day out.” Besides, there is a Circumstance of Accompaniment (Comitative) represented by the prepositional phrase “without exercise or enrichment, companionship, a scratch behind the ears, or even a kind word from the only people they ever saw.”

Example 20 from Text PL (PLS25)

The cats *immediately* **suffered** seizures, **foamed** *at the mouth*, lost vision, and **bled** *from their noses*. [PLS25]

Example 20 shows the “humane reactions” of animals by illustrating the “physical suffering” experienced by animals in an animal laboratory. PLS25 comes with three behavioral process verbs which are “suffered,” “foamed” and “bled.” Besides, there is a Behaver represented by the nominal phrase “the cats” and a Behavior represented by “seizures.” The behavioral process verb “suffered” comes with a Circumstance of Manner (Quality) represented by the adverb “immediately.” Apart from this Circumstance, there are two Circumstances of Location (Place) in PLS25. The first is represented by the prepositional phrase “at the mouth” while the second is represented by the prepositional phrase “from their noses.” Both these Circumstances are used to express the orientation of the aforementioned two behavioral processes represented by the verbs “foamed” and “bled” respectively.

Example 21 from Text PM (PMS31)

Our investigator watched these dogs **circle** *frantically in their small cages* and **pace** *ceaselessly back and forth*, which was their only way of coping with their despair. [PMS31]

Example 21 shows the “humane reactions” of animals by describing the “repetitive behavior” portrayed by the confined animals in a puppy mill. PMS31 comes with two behavioral process verbs which are “circle” and “pace.” Besides, there is a Behaver represented by the nominal phrase “these dogs.” Two Circumstances of Manner (Quality) can be found in PMS31. The first is represented by the adverb “frantically” while the second is represented by the idiomatic phrase “back and forth.” Apart from these Circumstances, there is a Circumstance of Location (Place) represented by the prepositional phrase “in their small cages” and a Circumstance of Extent (Frequency) represented by the adverb “ceaselessly.”

4.2.3.3 Material Process

Among all the material processes used for expressing the theme “humane reactions” in the data, only two fields of social activity which are “manifestations of animal suffering” and “physical injuries” are found. In this section, a selection of material processes used for expressing the theme “humane reactions” are shown. Example 22 shows the field of social activity which refers to “manifestations of animal suffering” while Example 23 shows the field of social activity which refers to “physical injuries.”

Example 22 from Text PM (PMS19 to PMS21)

There is a little terrier who jumps and hits his head on the top of his cage. [PMS19] He will yelp and scream while **doing** this *over and over again*. [PMS20] I can see the plastic roof of his cage bending from the impacts. [PMS21]

Example 22 shows the “humane reactions” of animals by describing the “manifestations of animal suffering” which were prevalent in a puppy mill. In PMS20, the transformative material process verb “doing” is used to express this theme. There are also an Actor represented by the personal pronoun “he” and a Scope (Process) represented by the demonstrative pronoun “this” in this material clause. In reference to PMS19, the personal pronoun “he” can be inferred as “a little terrier” while the demonstrative pronoun “this” can be inferred as the little terrier’s action of jumping and hitting his head on the top of his cage. There is also a Circumstance of Extent (Frequency) represented by the adverbial phrase “over and over again.”

Example 23 from Text PM (PMS23)

Some dogs who became caught in the wire of their cages injured their feet and hobbled around *painfully*, struggling to stay upright. [PMS23]

Example 23 shows the “humane reactions” of animals by describing the “physical injuries” experienced by the animals in a puppy mill. In PMS22, there are two transformative material processes represented by the verb “injured” and the verbal group “hobbled around” which is a phrasal verb. This phrasal verb is a combination of a verb and an adverb. The Actor for these two material processes is represented by “some dogs who became caught in the wire of their cages.” As explained by Greenbaum and Nelson (2009), the nominal group which represents the Actor is extended by the embedded relative clause that reads “became caught in the wire of their cages.” For the first material clause, there is a Goal represented by the nominal phrase “their feet” which can be inferred as the dogs’ feet. On the other hand, in the second material clause, there is a Circumstance of Manner (Quality) represented by the adverb “painfully.”

4.2.3.4 Mental Process

The transitivity analysis of all the mental processes used for expressing the theme “humane reactions” shows only two fields of social activity which are “health complications” and “mental suffering.” Example 24 shows the field of social activity to do with “health complications” while Example 25 shows the field of social activity to do with “mental suffering.”

Example 24 from Text PL (PLS18)

<p><u>Animals</u> endured <u>bloody feces, worm infestations, oozing sores, abscessed teeth, hematomas, and pus- and blood-filled infections</u> <i>without receiving adequate veterinary examinations and treatment.</i> [PLS18]</p>
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Example 24 shows the “humane reactions” of animals by describing the “health complications” faced by the animals in an animal laboratory. PLS18 comes with the perceptive mental process verb “endured.” Besides this, there is a Senser represented by “animals” and a Phenomenon represented by “bloody feces, worm infestations, oozing sores, abscessed teeth, hematomas, and pus- and blood-filled infections.” A Circumstance of Accompaniment (Comitative) represented by the prepositional phrase “without receiving adequate veterinary examinations and treatment” is also present in PLS18.

Example 25 from Text PM (PMS26)

<p><u>Timid dogs</u> were terrorized <u>by their more dominant cagemates, who often prevented them from eating and drinking.</u> [PMS26]</p>

Example 25 shows the “humane reactions” of animals by illustrating the “mental suffering” experienced by the animals in a puppy mill. PMS26 comes with the emotive mental process verbal phrase “were terrorized.” Besides, there is a Senser represented

by “timid dogs” and an oblique Phenomenon represented by the prepositional phrase “by their more dominant cagemates, who often prevented them from eating and drinking.” As explained by Greenbaum and Nelson (2009), the oblique Phenomenon is extended by the relative clause that reads “often prevented them from eating and drinking.”

For the theme “humane reactions,” only Processes of “being,” “behaving,” “acting” and “sensing” are found across the data. No Processes of “saying” and “existing” are found to be used in the data for expressing the theme “humane reactions.”

4.2.4 Wrongdoing

Similar to the three aforementioned themes which are “cruel treatment,” “intervention” and “humane reactions,” different Process types are used across the data for expressing the theme “wrongdoing.” The different Process types include material, mental and relational processes. There are no verbal, behavioral and existential processes used for expressing the theme “wrongdoing.” Extracts from the data which express the theme “wrongdoing” using different Process types are provided and labelled as examples. For these examples, the field of social activity for each Process type which refers to the going-ons mentioned in the data is identified.

4.2.4.1 Material Process

Among all the material processes for expressing the theme “wrongdoing,” only four fields of social activity which are “profiteering,” “a lack of veterinary care,” “bad maintenance” and “manipulation” are found. In this section, selected material processes under the theme “wrongdoing” are presented. Example 26 shows the field of social activity to do with “profiteering” while Example 27 shows the field of social activity to

do with “a lack of veterinary care.” Another two fields of social activity which are “bad maintenance” and “manipulation” are shown in Examples 28 and 29 respectively.

Example 26 from Text PL (PLS5 to PLS6)

*Inconspicuously tucked away in rural North Carolina, **PLRS took money from huge pharmaceutical companies to test insecticides** and other chemicals used in companion-animal products. [PLS5] Bayer, Eli Lilly, Novartis, Schering-Plough (now Merck), Sergeant’s, Wellmark, and Merial, the maker of Frontline flea and tick products, are some of the corporations that **have paid PLRS to force-feed experimental compounds to dogs and cats** and **smear chemicals onto the animals’ skin.** [PLS6]*

Example 26 shows a “wrongdoing” by huge pharmaceutical companies in the form of “profiteering” through their cooperation with PLRS. PLS5 comes with two transformative material process verbs which are “took” and “test.” As explained by Halliday and Matthiessen (2014), these two material processes form a clause complex of a purposive relation. Besides, there is an Actor represented by “PLRS” and two Goals represented by the noun “money” and the nominal group “insecticides and other chemicals used in companion-animal products” respectively. Apart from these Participants, there are three Circumstances used for providing more details on the profiteering. The first two are a Circumstance of Manner (Quality) represented by the adverb “inconspicuously” and a Circumstance of Location (Place) represented by the prepositional phrase “tucked away in rural North Carolina.” Lastly, the third Circumstance is a Circumstance of Locative Source represented by the prepositional phrase “from huge pharmaceutical companies.”

PLS6 comes with three transformative material processes represented by the verbal phrase “have paid” and two verbs which are “force-feed” and “smear” respectively. As explained by Halliday and Matthiessen (2014), all these three material

processes form a clause complex of a purposive relation. For Participants, there is an Actor represented by the nominal phrase “some of the corporations” and two Goals represented by “experimental compounds” and “chemicals” respectively. The Actor can be inferred as different teams of employees running the operations of their corporations. Besides, there are two Recipients. The first is represented by “PLRS” while the second is an oblique one represented by the prepositional phrase “to dogs and cats.” There is also a Circumstance of Location (Place) represented by the prepositional phrase “onto the animals’ skin.”

Example 27 from Text PL (PLS16 to PLS17)

PLRS didn’t bother to keep a veterinarian on staff. [PLS16] Instead, it chose to bring its primary veterinarian in for only one hour most weeks. [PLS17]

Example 27 shows a “wrongdoing” by PLRS which was an animal facility where there was “a lack of veterinary care” for animals. In PLS16, there is a transformative material process represented by the verbal group complex “didn’t bother to keep.” As explained by Halliday and Matthiessen, (2014), the verbal group complex has been identified as a material process since its secondary verbal group “to keep” comes with the material process verb “keep.” In this material clause, “PLRS” represents an Actor while the nominal group “a veterinarian” represents a Goal. Besides, there is a Circumstance of Role (Guise) represented by the prepositional phrase “on staff.”

In PLS17, there is a transformative material process represented by the discontinuous verbal group complex “chose to bring...in.” As explained by Halliday and Matthiessen (2014), this verbal group complex has been identified as a material process due to the presence of the material phrasal verb “bring in” in its secondary verbal group “bring...in.” The phrasal verb “bring in” is a combination of a verb and an

adverb. For Participants, there is an Actor represented by “PLRS” who can be inferred from the personal pronoun “it” as well as a Goal represented by the nominal phrase “its primary veterinarian.” Besides, there are two Circumstances. The first is a Circumstance of Extent (Duration) expressed as the prepositional phrase “for only one hour” while the second is a Circumstance of Extent (Frequency) expressed as the nominal phrase “most weeks.”

Example 28 from Text PL (PLS30)

In preparation for a U.S. Department of Agriculture (USDA) inspector’s annual visit, which PLRS staff knew to expect in June or July, PLRS employees painted over the rusty surfaces that the USDA had warned them about the previous year and reported that ailing animals had conditions that might merit veterinary care—which the facility’s attending veterinarian reportedly advised she would not provide—so that PLRS staff would be “covered” from blame should the inspector inquire about the animals’ condition. [PLS30]

Example 28 shows a “wrongdoing” by PLRS in the form of “bad maintenance” for their animal facility. In PLS30, there is a transformative material process represented by the phrasal verb “painted over.” As explained by Halliday and Matthiessen (2014), the phrasal verb “painted over” is a combination of a verb and a preposition. The Actor in this material clause is “PLRS employees” while the Goal is represented by the nominal phrase “the rusty surfaces that the USDA had warned them about the previous year.” According to Greenbaum and Nelson (2009), the nominal phrase “the rusty surfaces” is post-modified by the appositive clause that reads “the USDA had warned them about the previous year.” Besides, there is a Circumstance of Cause (Purpose) represented by the prepositional phrase “in preparation for a U.S. Department of Agriculture (USDA) inspector’s annual visit, which PLRS staff knew to expect in June or July.”

Example 29 from Text KS (KSS29 to KSS30)

Just two weeks prior to PETA's August 2008 undercover investigation, Agriprocessors gave a private tour to selected rabbis, community leaders, and reporters, and video footage from that tour shows slaughter done without a second cut at all. [KSS29] When Dr Grandin inspected the facility in 2006, the plant showed her slaughter that did not include a second cut at all, and she gave them her approval. [KSS30]

Example 29 shows “manipulation” by Agriprocessors to “cover up” their “wrongdoing.” In KSS29, there is a transformative material process represented by the verb “gave.” The Actor in this material clause is “Agriprocessors” which can be inferred as the people who ran the operation of Agriprocessors. Besides, there is a Scope (Process) represented by “a private tour” and an oblique Client represented by the prepositional phrase “to selected rabbis, community leaders, and reporters.” Apart from these Participants, there is a Circumstance of Location (Time) represented by the prepositional phrase “just two weeks prior to *PETA's* August 2008 undercover investigation.”

KSS30 comes with three transformative material process verbs which are “inspected,” “showed” and “gave.” Besides, there are three Actors represented by “Dr Grandin,” “the plant” and the personal pronoun “she” respectively. “The plant” can be inferred as Agriprocessors while the personal pronoun “her” can be inferred as Dr Grandin. Besides the Actors, there are three Goals which are “the facility” that can be inferred as Agriprocessors, “her approval” that can be inferred as Dr Grandin’s approval as well as “slaughter.” As explained by Greenbaum and Nelson (2009), the Goal represented by “slaughter” comes with the embedded relative clause that reads “did not include a second cut at all.” There is also a Client represented by the personal pronoun “her” which can be inferred as Dr Grandin. On the other hand, the personal pronoun

“them” which can be inferred as the people who ran the operation of Agriprocessors represents a Recipient. There is also a Circumstance of Location (Time) expressed as the prepositional phrase “in 2006.”

4.2.4.2 Mental Process

The transitivity analysis on the entire data shows that all the mental processes under the theme “wrongdoing” show only one field of social activity which refers to “non-compliance with the Jewish commitment and federal law.” This field of social activity is shown in the selected mental processes in relation to the theme “wrongdoing” provided in this section.

Example 30 from Text KS (KSS2)

But undercover *PETA* investigations have revealed that Agriprocessors, the world’s largest glatt kosher slaughterhouse, has been ignoring both the Jewish commitment to compassion and federal law—and animals endure prolonged suffering and nightmarish deaths as a result. [KSS2]

Example 30 shows a “wrongdoing” by Agriprocessors in the form of “non-compliance with the Jewish commitment and federal law.” KSS2 comes with two perceptive mental processes represented by the verbal group “has been ignoring” and the verb “endure” respectively. The Sensors for these two mental processes are “Agriprocessors, the world’s largest glatt kosher slaughterhouse” and “animals” respectively. “Agriprocessors” can be inferred as the people working for Agriprocessors. On the other hand, the Phenomena for the mental processes are represented by “both the Jewish commitment to compassion and federal law” as well as “prolonged suffering and nightmarish deaths.”

4.2.4.3 Relational Process

As shown by the transitivity analysis on the entire data, there is only one field of social activity among all the relational process in relation to the theme “wrongdoing.” The field of social activity refers to “commercialization of animals.” In this section under the theme “wrongdoing,” one selected relational process which shows the field of social activity that refers to “commercialization of animals” is shown.

Example 31 from Text PL (PLS6)

<p><u>Bayer, Eli Lilly, Novartis, Schering-Plough (now Merck), Sergeant’s, Wellmark, and Merial, the maker of Frontline flea and tick products, are some of the corporations that have paid PLRS to force-feed experimental compounds to dogs and cats and smear chemicals onto the animals’ skin.</u> [PLS6]</p>

Example 31 shows a “wrongdoing” committed by PLRS whereby the animal facility contributed to “commercialization of animals.” PLS6 comes with an identifying intensive relational process represented by the verb to be “are.” For Participants, there is a Token represented by “Bayer, Eli Lilly, Novartis, Schering-Plough (now Merck), Sergeant’s, Wellmark, and Merial, the maker of Frontline flea and tick products.” Besides, there is a Value represented by “some of the corporations that have paid PLRS to force-feed experimental compounds to dogs and cats and smear chemicals onto the animals’ skin.” As explained by Greenbaum and Nelson (2009), this Value is extended by the relative clause which reads “have paid PLRS to force-feed experimental compounds to dogs and cats and smear chemicals onto the animals’ skin.”

Overall, only Processes of “acting,” “sensing” and “being” are used for expressing the theme “wrongdoing” across the data. No Processes of “saying,” “behaving” and “existing” are found to be used for expressing the theme “wrongdoing.”

4.2.5 Call-to-action

Similar to the four aforementioned themes which are “cruel treatment,” “intervention,” “humane reactions” and “wrongdoing,” three Process types in relation to the theme “call-to-action” have been identified. It is found that the three types of Processes used are material, verbal and relational. There are no mental, behavioral and existential processes in relation to the theme “call-to-action.” For each Process type in relation to the theme “call-to-action,” extracts from the data are provided and labelled as examples. The field of social activity for each Process type which refers to the goings-ons mentioned in the data is also identified.

4.2.5.1 Material Process

For all the material processes under the theme “call-to-action” in the data, only two fields of social activity which are “actions among pet buyers” and “actions among industries” are found. This section shows a selection of material processes for the theme “call-to-action.” Example 32 shows the field of social activity involving “actions among pet buyers” while Example 33 shows the field of social activity involving “actions among industries.”

Example 32 from Text PM (PMS41 to PMS43)

Puppy mills such as Nielsen will continue to operate and profit as long as people buy puppies from pet stores. [PMS41] The public has the power to end the suffering of dogs in puppy mill prisons. [PMS42] You can help us reach consumers and **make a huge difference** for dogs who, like your own companions, deserve loving homes and happy lives. [PMS43]

Example 32 shows a “call-to-action” for inspiring “actions among pet buyers” to fight against animal cruelty. In PMS41, there are two transformative material processes

represented by the verbal group complex “will continue to operate and profit” and the verb “buy.” As explained by Halliday and Matthiessen (2014), the Process type for the verbal group complex is material, as determined by the material process verbs “operate” and “profits” in the secondary verbal group “to operate and profit.” For Participants, there are two Actors represented by “puppy mills such as Nielsen” and “people” respectively as well as a Goal represented by “puppies.” Besides, there is a Circumstance of Locative Source represented by the prepositional phrase “from pet stores.”

PMS43 comes with a creative material process represented by the verb “make.” This material clause comes with an Actor represented by the personal pronoun “you” and an abstract Goal represented by “a huge difference.” The personal pronoun “you” can be inferred as all *PETA* readers. Besides, there is a Circumstance of Cause (Behalf) represented by the prepositional phrase “for dogs who, like your own companions, deserve loving homes and happy lives.”

Example 33 from Text PM (PMS44 to PMS46)

Write or **meet with** rental agents who provide space to your local pet shops—including mall managers—and ask them to **prohibit** the sale of live animals *in their rental properties*. [PMS44] Instead of contributing to the overpopulation problem, pet shops can provide local shelters with a forum for adopting homeless animals, as is done at the Houston Galleria in Houston, Texas. (Click here for a sample letter to pet store managers.) [PMS45] **Monitor** local pet stores that sell puppies. [PMS46]

Example 33 shows a “call-to-action” for inspiring “actions among industries” to fight against animal cruelty. In PMS44, there is a transformative material process represented by the phrasal verb “meet with.” This phrasal verb, which is a combination of a verb and a preposition, is followed by a Goal with an embedded relative clause. The

Goal is represented by the nominal phrase “rental agents who provide space to your local pet shops.” Besides, the Goal is extended by a Circumstance of Accompaniment (Additive) represented by the prepositional phrase “including mall managers.” In PMS44, there is another transformative material process which is represented by the verb “prohibit.” In this material clause, there is an Actor represented by the personal pronoun “them” which can be inferred as “rental agents who provide space to your local pet shops - including mall managers” as well as an abstract Goal represented by “the sale of live animals.” This material clause ends with a Circumstance of Location (Place) represented by the prepositional phrase “in their rental properties.”

PMS46 comes with a transformative material process represented by the verb “monitor.” Besides, there is a Goal represented by “local pet stores.” This Goal is extended by the relative clause which reads “sell puppies.”

4.2.5.2 Verbal Process

From the transitivity analysis of all the verbal processes in relation to the theme “call-to-action” across the data, only one field of social activity which is “voicing out for animals” is found. In this section, Example 34 that expresses the theme “call-to-action” shows selected verbal processes representing the field of social activity which involves “voicing out for animals.”

Example 34 from Text PM (PMS48 to PMS49)

<p><i>Immediately</i> report <u>sick animals</u> <u>to local humane and health authorities</u>. [PMS48] Write <u>to the USDA</u> and ask for <u>a crackdown on all puppy mills</u>. [PMS49]</p>
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Example 34 shows a “call-to-action” to do with “voicing out for animals.” In PMS48, the verbal process verb “report” is used to express this theme. Besides, there is a Verbiage represented by “sick animals” and an oblique Receiver represented by the

prepositional phrase “to local humane and health authorities.” Apart from these Participants, there is a Circumstance of Manner (Quality) represented by the adverb “immediately.”

PMS49 comes with two verbal processes represented by the verb “write” and the phrasal verb “ask for.” This phrasal verb is a combination of a verb and a preposition. There is also an oblique Receiver represented by the prepositional phrase “to the USDA” and a Verbiage represented by the nominal phrase “a crackdown on all puppy mills.”

4.2.5.3 Relational Process

The transitivity analysis on the entire data shows that all the relational processes used for expressing the theme “call-to-action” come with only two fields of social activity which refer to “the power of the public” and “the role of pet shops” respectively. In this section, some selected relational processes under the theme “call-to-action” are shown. Example 35 shows the field of social activity which refers to “the power of the public” while Example 36 shows the field of social activity which refers to “the role of pet shops.”

Example 35 from Text PM (PMS42)

<p><u>The public has the power to end the suffering of dogs in puppy mill prisons.</u> [PMS42]</p>
--

Example 35 shows “the power of the public” for answering the “call-to-action” for fighting against animal cruelty. PMS42 comes with an attributive possessive relational process represented by the verb to have. Besides, there is a Carrier (Possessor) represented by “the public” and an Attribute (Possessed) represented by “the power to end the suffering of dogs in puppy mill prisons.”

Example 36 from Text PM (PMS45)

*Instead of contributing to the overpopulation problem, pet shops **can provide** local shelters with a forum for adopting homeless animals, as is done at the Houston Galleria in Houston, Texas. [PMS45]*

Example 36 shows “the role of pet shops” in answering the “call-to-action” for fighting against animal cruelty. PMS45 comes with an identifying possessive relational process represented by the verbal group “can provide.” In this relational clause, “pet shops” represent a Token (Possessor) while “local shelters” represent a Beneficiary. The prepositional phrase “with a forum for adopting homeless animals” represents a Value (Possessed). Besides, there is a Circumstance of Accompaniment (Additive) represented by the prepositional phrase “instead of contributing to the overpopulation problem.”

Across the data, there are only Processes of “acting,” “saying” and “being” used as the representation for expressing the theme “call-to-action.” Other Processes which are of “sensing,” “behaving” and “existing” are not used as the representation for expressing the theme “call-to-action.”

4.2.6 Negative Environment

Similar to the theme “cruel treatment,” “intervention,” “humane reactions,” “wrongdoing” and “call-to-action,” two Process types in relation to the theme “negative environment” which are relational and existential processes have been identified across the data. There are no material, mental, verbal and behavioral processes in relation to the theme “negative environment” across the data. Extracts from the data which come with Process types in relation to the theme “negative environment” are shown and labelled as examples. For these examples, the field of social activity for each Process type which represents the going-ons in the data is also indicated.

4.2.6.1 Relational Process

Of all the relational processes across the data, those relational processes in relation to the theme “negative environment” show three fields of social activity which are “facilities,” “hygiene” and “safety.” This section shows some selected relational processes in relation to the theme “negative environment.” Example 37 shows the field of social activity to do with “facilities” while Example 38 shows the field of social activity to do with “hygiene.” For Example 39, the field of social activity to do with “safety” is shown.

Example 37 from Text PM (PMS9)

The animals had no comforts—no bedding on the hard wire, little to no protection from the searing hot summers or the frigid winters, and no regular veterinary care, even when they were ill. [PMS9]

Example 37 describes the “negative environment” in a puppy mill in terms of its “facilities.” PMS9 comes with two relational processes. The first is represented by the attributive possessive relational process verb “had” while the second is represented by the attributive intensive relational process verb “were.” In the first relational clause, there is a Carrier (Possessor) represented by the nominal phrase “the animals” as well as an Attribute (Possessed) represented by the nominal phrase “no comforts—no bedding on the hard wire, little to no protection from the searing hot summers or the frigid winters, and no regular veterinary care.” Similarly, in the second relational clause, there is a Carrier represented by “the animals” who can be inferred from the personal pronoun “they” as well as an Attribute represented by the adjective “sick.”

Example 38 from Text PM (PMS17)

The trough that collects the waste from the cages gives off an incredibly rotten smell, since it is merely rinsed with cold water and there is a large buildup of encrusted hair and faeces. [PMS17]

Example 38 describes the “negative environment” in a puppy mill in terms of its low level of “hygiene.” PMS17 comes with an attributive possessive relational process represented by the verbal phrase “gives off.” Besides, there is a Carrier (Possessor) represented by the nominal phrase “the trough that collects the waste from the cages” as well as an Attribute (Possessed) represented by “an incredibly rotten smell.” As explained by Greenbaum and Nelson (2009), the Carrier (Possessor) represented by “the trough” comes with the embedded relative clause which reads “collects the waste from the cages.”

Example 39 from Text PM (PMS27 to PMS29)

Conditions were also unsafe. [PMS27] Several Labrador pups escaped from their poorly built kennel, and one was killed by other dogs in an adjoining run. [PMS28] The fence was never fixed. [PMS29]

Example 39 describes the “negative environment” in a puppy mill in terms of its low level of “safety.” PMS27 found in Example 39 comes with an attributive intensive relational process represented by the verb to be. In this relational clause, there is a Carrier represented by the noun “conditions” and an Attribute represented by the adjective “unsafe.”

In PMS29, there is an attributive intensive relational process represented by the verb to be. This relational clause comes with a Carrier represented by the nominal phrase “the fence” and an Attribute represented by the adjective phrase “never fixed.”

4.2.6.2 Existential Process

Among all the existential processes under the theme “negative environment,” only two fields of social activity which involve “an unattended mess” and “a puppy held in confinement” are found. This section shows a selection of existential processes under the theme “negative environment.” Example 40 shows the field of social activity involving “an unattended mess” while Example 41 shows the field of social activity involving “a puppy held in confinement.”

Example 40 from Text PM (PMS17)

The trough that collects the waste from the cages gives off an incredibly rotten smell, since it is merely rinsed with cold water and there is a large buildup of encrusted hair and faeces. [PMS17]

Example 40 shows the existence of “an unattended mess” in the “negative environment” of a puppy mill. In PMS17, there is an existential clause which comes with an Existent represented by “a large build-up of encrusted hair and faeces.”

Example 41 from Text PM (PMS19)

There is a little terrier who jumps and hits his head on the top of his cage. [PMS19]

Example 41 shows the existence of “a puppy held in confinement” within the “negative environment” of a puppy mill. In PMS19, there is an existential clause which comes with an Existent represented by a terrified puppy. The terrified puppy can be inferred from the nominal group “a little terrier.” Besides, this Existent comes with the relative clause that reads “jumps and hits his head on the top of his cage.”

4.3 Quantitative Findings Related to RQ2 and RQ3

This section presents the quantitative findings which show the distribution of different Processes, Participants and Circumstances in *PETA* online news reports for answering Research Question 2: What are the Process types, Participants and Circumstances in *PETA* online news reports? Besides, the distribution of different Processes, Participants and Circumstances in *PETA* online news reports presented corresponding to the identified themes in relation to animal cruelty is used for answering Research Question 3: Can the identified themes be related to the various Process types, Participants and Circumstances?

In Table 4.2 below, the total number for each Process type corresponding to each of the themes is presented, alongside the percentage of occurrence. The formula for calculating the percentage of occurrence is presented below Table 4.2.

Table 4.2: Distribution of Various Process Types Corresponding to the Identified Themes

Theme Process	Cruel Treatment		Intervention		Humane Reactions		Wrongdoing		Call-to-action		Negative Environment		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Material	42	45.65	18	19.57	5	5.43	19	20.65	8	8.70	0	0	92	100
Relational	0	0	11	29.73	16	43.24	1	2.70	2	5.41	7	18.92	37	100
Verbal	2	8.70	14	60.87	0	0	0	0	7	30.43	0	0	23	100
Behavioral	1	6.25	1	6.25	14	87.50	0	0	0	0	0	0	16	100
Mental	3	30	0	0	3	30	4	40	0	0	0	0	10	100
Existential	0	0	0	0	0	0	0	0	0	0	3	100	3	100

(n = Number of Processes)

*The percentages can be generated using this formula:

$\frac{[\text{Total number of a particular Process type corresponding to a particular theme (n)}]}{[\text{Total number of a particular Process type across the themes (n)}]} \times 100$
--

Figure 4.1 is a bar chart which shows the distribution of various Process types in *PETA* online news reports corresponding to the identified themes in relation to animal cruelty in terms of the percentage of occurrence.

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% (Percentage of Occurrence)

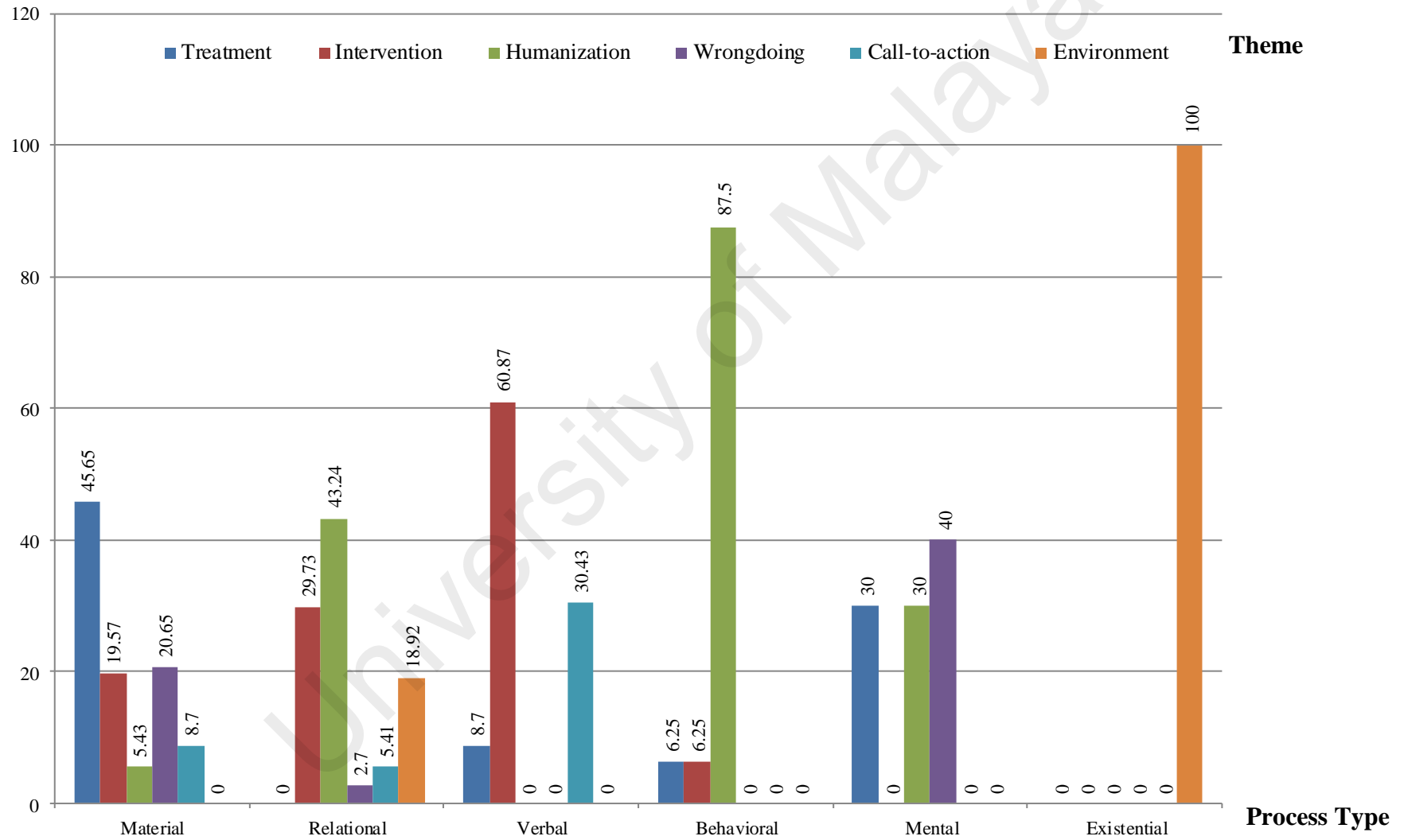


Figure 4.1: Distribution of Various Process Types Corresponding to the Identified Themes

Table 4.3 shows the number of different Participant types for each representation in *PETA* online news reports, alongside their percentage of occurrence. The formula for counting the percentage of occurrence is shown below Table 4.3.

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Table 4.3: Distribution of Different Participant Types Corresponding to their Representations

Process	Participant	PETA		Organizations		Government		Workers in animal facilities		Gatekeepers		Animals		Veterinarian		Public		Inanimate things		Abstract entities		Infrastructure/Living conditions		Processes		Qualities		Others		Total	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	%	n	
Material	Actor	7	12.2	12	21.1	6	10.5	16	28	2	3.5	9	15.7	1	1.7	4	7	0	0	0	0	0	0	0	0	0	0	0	0	0	57
	Goal	0	0	7	9.4	0	0	0	0	0	0	34	46	2	2.7	2	2.7	18	24.3	8	10.8	2	2.7	1	1.3	0	0	0	0	74	
	Scope (Process)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	100	0	0	0	0	5	
	Recipient	0	0	2	50	0	0	0	0	0	0	2	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	
	Initiator	1	33.3	0	0	0	0	2	66.6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
	Client	0	0	0	0	0	0	0	0	2	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
	Attribute (Depictive)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	100	0	0	1	
Attribute (Resultative)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	100	0	0	1		
Relational	Carrier	0	0	1	3.4	0	0	1	3.4	0	0	16	55.2	0	0	1	3.4	0	0	0	0	5	17.2	5	17.2	0	0	0	0	29	
	Attribute	0	0	0	0	0	0	0	0	0	3	10.7	0	0	0	0	1	3.6	2	7.1	0	0	3	10.7	13	46.4	6	21.4	28		
	Token	0	0	2	22.2	0	0	2	22.2	0	0	1	11.1	0	0	1	11.1	0	0	1	11.1	0	0	2	22.2	0	0	0	9		
	Value	0	0	2	22.2	0	0	0	0	0	0	0	0	0	0	0	0	0	3	33.3	0	0	3	33.3	0	0	1	11.1	9		
	Assigner	0	0	0	0	1	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
	Beneficiary	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	100	0	0	0	0	0	0	0	0	0	0	0	0	1	
Verbal	Sayer	5	41.7	2	16.6	3	25	1	8.3	1	8.3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12		
	Sayer (Effective)	0	0	0	0	0	0	0	0	0	0	0	0	0	1	100	0	0	0	0	0	0	0	0	0	0	0	0	1		
	Sayer (Middle)	1	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1		
	Receiver	0	0	5	35.7	3	21.4	1	7.1	0	0	2	14.2	0	0	3	21.4	0	0	0	0	0	0	0	0	0	0	0	0	14	
	Verbiage	0	0	0	0	0	0	0	0	0	1	10	0	0	0	0	1	10	1	10	0	0	5	50	0	0	2	20	10		
Behavioral	Behaver	0	0	0	0	1	9.0	1	9.1	0	0	9	81.8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11		
	Behavior	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	100	0	0	0	100	2		
Mental	Senser	0	0	3	30	0	0	2	20	0	0	5	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10		
	Phenomenon	0	0	0	0	0	0	0	0	0	3	33.3	0	0	0	0	0	0	1	11.1	0	0	2	22.2	0	0	3	33.3	9		
Existential	Existent	0	0	0	0	0	0	0	0	0	2	66.6	0	0	0	0	1	33.3	0	0	0	0	0	0	0	0	0	0	3		

*The percentages can be generated using this formula:

$$\frac{[\text{Total number of a particular Participant type corresponding to a particular representation (n)}]}{[\text{Total number of a particular Participant type across the representations (n)}]} \times 100$$

Table 4.4 shows the total number for each Circumstance type corresponding to each of the themes, alongside the percentage of occurrence. The formula for counting the percentage of occurrence is shown below Table 4.4.

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Table 4.4: Distribution of Various Circumstance Types Corresponding to the Identified Themes

Circumstance \ Theme		Cruel Treatment		Intervention		Humane Reactions		Wrongdoing		Call-to-action		Negative Environment		Total	
		n	%	n	%	n	%	n	%	n	%	n	%	n	%
Location	Place	11	36.67	6	20	10	33.33	2	6.67	0	0	1	3.33	30	100
	Time	2	15.38	6	46.15	1	7.69	3	23.08	0	0	1	7.69	13	100
Manner	Quality	5	27.78	3	16.67	8	44.44	1	5.56	1	5.56	0	0	18	100
	Means	8	80	0	0	1	10	1	10	0	0	0	0	10	100
	Degree	2	66.67	1	33.33	0	0	0	0	0	0	0	0	3	100
Cause	Reason	0	0	6	75	1	12.5	1	12.5	0	0	0	0	8	100
	Purpose	1	25	1	25	1	25	1	25	0	0	0	0	4	100
	Behalf	0	0	1	50	1	50	0	0	0	0	0	0	2	100
Extent	Duration	0	0	3	42.86	3	42.86	1	14.29	0	0	0	0	7	100
	Frequency	1	20	0	0	3	60	1	20	0	0	0	0	5	100
	Distance	1	100	0	0	0	0	0	0	0	0	0	0	1	100
Accompaniment	Additive	0	0	1	33.33	1	33.33	0	0	1	33.33	0	0	3	100
	Comitative	0	0	0	0	2	100	0	0	0	0	0	0	2	100
Locative Source		0	0	0	0	1	50	1	50	0	0	0	0	2	100
Contingency	Concession	1	100	0	0	0	0	0	0	0	0	0	0	1	100
Matter		1	100	0	0	0	0	0	0	0	0	0	0	1	100
Role	Guise	0	0	0	0	0	0	1	100	0	0	0	0	1	100

(n = Number of Circumstances)

*The percentages can be generated using this formula:

$$\frac{[\text{Total number of a Circumstance type corresponding to a particular theme (n)}]}{[\text{Total number of a Circumstance type across the themes (n)}]} \times 100$$

For simplicity in the presentation of data, all the three *PETA* online news reports have been enumerated as PL, PM and KS as shown in Table 4.5 below.

Table 4.5: Enumeration for *PETA* Online News Reports

Title of <i>PETA</i> Online News Report	Enumeration
Professional Laboratory and Research Services Undercover Investigation	PL
Puppy Mill Prison	PM
<i>PETA</i> Reveals Extreme Cruelty at Kosher Slaughterhouses	KS

Table 4.6 shows the mapping for different Process types and their corresponding themes in *PETA* online news reports while Table 4.7 shows the mapping for different Circumstance types and their corresponding themes in *PETA* online news reports.

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Table 4.6: Mapping for Different Process Types and their Corresponding Themes

Process \ Theme	Cruel Treatment			Intervention			Humane Reactions			Wrongdoing			Call-to-action			Negative Environment			
	PL	PM	KS	PL	PM	KS	PL	PM	KS	PL	PM	KS	PL	PM	KS	PL	PM	KS	
Material	√	√	√	√	√	√		√		√	√	√		√	√				
Relational				√	√	√	√	√	√	√				√		√			
Verbal	√			√	√	√								√	√				
Behavioral	√				√		√	√	√										
Mental	√						√	√		√		√							
Existential																		√	

Table 4.7: Mapping for Different Circumstance Types and their Corresponding Themes

Circumstance \ Theme		Cruel Treatment			Intervention			Humane Reactions			Wrongdoing			Call-to-action			Negative Environment		
		PL	PM	KS	PL	PM	KS	PL	PM	KS	PL	PM	KS	PL	PM	KS	PL	PM	KS
Location	Place	√	√	√	√	√	√	√	√	√	√				√			√	
	Time	√				√	√		√				√					√	
Manner	Quality	√	√		√	√		√	√	√	√				√				
	Means	√	√	√				√				√							
	Degree		√		√														
Cause	Reason				√	√	√	√				√							
	Purpose		√			√	√	√			√								
	Behalf						√								√				
Extent	Duration				√	√				√	√								
	Frequency	√						√	√		√								
	Distance	√																	
Accompaniment	Additive				√										√				
	Comitative							√											
Locative Source											√				√				
Contingency	Concession	√																	
Matter				√															
Role	Guise										√								

4.4 Discussion

In Sections 4.4.1 to 4.4.6 below, a discussion on the significant patterns in the use of Processes, Participants and Circumstances for expressing the identified themes in relation to animal cruelty is provided. Besides, typical examples of Processes, Participants and Circumstances in the data corresponding to the identified themes in relation to animal cruelty are presented in table form.

4.4.1 Cruel Treatment

The predominant Process in all *PETA* online news reports is the material process. Among the 92 material processes in the data, 45.65% (n = 42) of them are used to express the theme “cruel treatment” (see Table 4.2 in Section 4.3). As defined by Halliday and Matthiessen (2014, p. 224), material process is “a quantum of change in the flow of events as taking place through some input of energy.” In *PETA* online news reports, material processes are used to depict the cruel animal treatment resulting from “some input of energy” (ibid., p. 224) by the employees working in the animal facilities.

The predominant Participant in all *PETA* online news reports is the Goal (n=74). The majority of them (n=34; 46%) are represented by animals (see Table 4.3 in Section 4.3). As defined by Halliday and Matthiessen (2014), Goal is the participant being impacted by an unfolding material process. By presenting the animals as Goals who were impacted by the cruel animal treatment, the victimization of the animals is emphasized.

Besides the animals, a considerable number of the Goals (n=18; 24.3%) in the data are represented by inanimate things (see Table 4.3 in Section 4.3). Some of these inanimate things are tools and substances for meting out the cruel animal treatment. The tools and substances include a “node hook,” “insecticides,” “chemicals,” “experimental

compounds,” “pressure hoses,” “water” and “anesthetic that was past its expiration date.” All these Goals help to illustrate the cruel animal treatment more vividly with the indication of the tools and substances that were used for meting out the cruel animal treatment.

The findings also show that the second predominant Participant in all *PETA* online news reports is the Actor (n=57). The majority of the Actors (n=16; 28%) in *PETA* online news reports are represented by human beings who meted out the cruel animal treatment (see Table 4.3 in Section 4.3). In other words, the animals are portrayed as the Goals who were victimized by the Actors represented by the employees working in the animal facilities.

On a side note, certain Actors (n=12; 21.1%) in the data are represented by PLRS, Nielsen Farms, Local Pride and Agriprocessors as well as some corporations who paid PLRS for animal testing (see Table 4.3 in Section 4.3). These organizations are portrayed as the Actors who were involved in the cruel animal treatment or wrongdoing which bred animal cruelty. There are also a few instances whereby the organizations are portrayed as the Actors who needed to comply with some legal requirements due to the violations of the federal animal welfare laws.

The predominant Circumstance in all *PETA* online news reports is the Circumstance of Location (Place). Of all the 30 Circumstances of Location (Place) in the data, 36.67 % of them (n = 11) are used to express the theme “cruel treatment” (see Table 4.4 in Section 4.3). Some of them are used to represent some animals or their body parts circumstantially as the venues where the cruel animal treatment was directed at.

The second predominant Circumstance in all *PETA* online news reports is the Circumstance of Manner (Quality). Of all the 18 Circumstances of Manner (Quality) in the data, 27.78% (n = 5) of them are used to illustrate the manner in which the employees in the animal facilities meted out the cruel treatment to the animals (see Table 4.4 in Section 4.3).

The fourth predominant Circumstance in *PETA* online news reports is the Circumstance of Manner (Means). Of all the 10 Circumstances of Manner (Means) in the data, 80.00% (n = 8) of them are used to express the theme “cruel treatment” (see Table 4.4 in Section 4.3). These Circumstances are used to indicate mostly the tools and substances used for meting out the cruel animal treatment.

Table 4.8 presents various verbs of different Process types used to express the theme “cruel treatment” in the data. There are numerous material process verbs used for expressing the theme “cruel treatment” in the data. However, there are only a few mental process verbs used for expressing the theme “cruel treatment” in the data.

Table 4.8: Verbs of Different Process Types for Expressing the Theme “Cruel Treatment”

Process Type	Process Verbs		
Material	-didn't even move -pressure-sprayed -soaking -exposing -grabbed -were ignored or...treated	-was never seen -did not heal -pull -yanked -were shocked -poured -causing...to break	-cut into -draining -had...ripped -were...handled -never treating -were...left
Mental	-frightening		

Table 4.9 presents various nominal groups and adjectival groups in the form of Participants for different Process types used to express the theme “cruel treatment” in the data. There are a small number of oblique Participants in the form of by-phrases in the data.

Table 4.9: Participants of Different Process Types for Expressing the Theme “Cruel Treatment”

Process Type	Participants	
Material	-the conditions -the wound -by a veterinarian -the wound -untreated -fully conscious cattle -workers -the dogs -the runs -painful sores -Amy -blood -they -them	-the underlying cause of the dog’s suffering -dogs who weren’t supposed to be part of the study -an Australian cattle dog with a palm-sized sore on her back -crusty, oozing eyes, raging ear infections, mange that turned their skin into a mass of red scabs, abscessed feet from the unforgiving wire floors – all -by workers who had no credentials or veterinary training -one dog’s tender, blood-filled ear -the poodle’s leg -blood and pus -cows’ sensitive faces -it -her
Mental	-the animals	

Table 4.10 presents various prepositional groups and adverbial groups in the form of Circumstances for expressing the theme “cruel treatment” in the data. There are Circumstances of Location, Manner and Matter. The Circumstance of Manner is the predominant Circumstance for expressing the theme “cruel treatment” in the data.

Table 4.10: Different Circumstances for Expressing the Theme “Cruel Treatment”

Circumstance Category	Circumstance Sub-category	Language Examples	
Location	Place	-out of a cage	-from their throats
	Time	-then	
Manner	Means	-with water, bleach, and soap -to harsh, irritating chemicals -with electric prods	-with meat hooks or knives
	Quality	-hard -ineffectively	-properly
	Degree	-really	-inadequately
Matter		-their tracheas and esophagi	

4.4.2 Intervention

The predominant Process for expressing the theme “intervention” is also the material process. Of all the 92 material processes in the data, 19.57% of them (n = 18) are used to illustrate *PETA* intervention into animal cruelty cases as well as the

interventions by other parties like the USDA, OSHA and OU (see Table 4.2 in Section 4.3). All these interventions in the form of concrete physical actions caused some changes to the operations of the animal facilities where animal cruelty was prevalent.

Besides the material processes, relational and verbal processes are also used to express the theme “intervention.” Of all the 37 relational processes in the data, 29.73% of them (n = 11) are used to express the theme “intervention” (see Table 4.2 in Section 4.3).

Two attributive relational clauses are used to ascribe some positive Attributes to the after-effect of *PETA* investigation whereby PLRS faced some legal actions from the USDA. These positive Attributes like “the first time in U.S. history” and “a monumental victory and the second time in U.S. history” are used to emphasize the success of *PETA* undercover investigation as a form of intervention.

Besides, five identifying relational processes are used to show the success of *PETA* intervention. The five relational processes are used to illustrate some cases like PLRS workers being indicted on “14 felony cruelty-to-animals charges,” the first prosecution stemming from *PETA*’s first undercover investigation, the revolution of Agriprocessors which gave birth to Agri Star and others.

On the other hand, certain relational processes are used to portray some Carriers or Tokens negatively by emphasizing the ineffectiveness of the USDA in monitoring the animal facilities.

For the 23 verbal processes in the data, the majority of them (60.87%; n = 14) are used to express the theme “intervention” (see Table 4.2 in Section 4.3). There are four verbal processes which are used to show the revelation of the findings from *PETA* undercover investigation to the public. Besides, certain verbal processes are used to

express that *PETA* filed a complaint with the USDA and wrote to company officials as a part of their intervention against animal cruelty.

It is noteworthy that a high number of Sayers (n=5; 41.7%) in *PETA* online news reports are represented by *PETA* (see Table 4.3 in Section 4.3). This finding reflects the significant role of *PETA* in revealing the results of *PETA* undercover investigations for informing readers of the animal cruelty cases in animal facilities. Besides, *PETA* also appears as the Sayer who asked company officials to take some steps for the prevention of animal cruelty.

Four verbal processes are used to express the success of *PETA* intervention whereby the revelation of the findings from *PETA* undercover investigations led to the intervention by the USDA. Besides this, two verbal processes are used to illustrate *PETA*'s successful intervention whereby the revelation of the findings from *PETA* undercover investigation led the Orthodox Union (OU) to intervene into the animal cruelty cases in Agriprocessors.

On the other hand, three verbal processes are used to show the ineffectiveness of the USDA in monitoring the operation of Nielsen Farms. One verbal process is used to illustrate the case whereby the USDA visits were always announced earlier, giving Nielsen Farms some time for preparations in order to cover up their wrongdoings. Another two verbal processes are used to illustrate the case whereby the USDA inspector did not inspect Nielsen Farms properly, but instead asked for an employee's home phone number in order to plan for a date.

Of all the 13 Circumstances of Location (Time) in the data, 46.15% of them (n = 6) are used to express the theme "intervention," more specifically, the time-related

details for *PETA* undercover investigations, one USDA visit and others (see Table 4.4 in Section 4.3).

Besides, 75% (n = 6) of all the eight Circumstances of Cause (Reason) in the data are used to express the theme “intervention” (see Table 4.4 in Section 4.3). These Circumstances are used to specify the reasons for the intervention by *PETA*, the USDA and OSHA. The reasons include the violations of the federal laws, the abuse and neglect of animals as well as other similar reasons.

Table 4.11 presents various verbs of different Process types for expressing the theme “intervention” in the data. There are numerous verbs of material and verbal processes used for expressing the theme “intervention” in the data.

Table 4.11: Verbs of Different Process Types for Expressing the Theme “Intervention”

Process Type	Process Verbs		
Material	-worked -closed -was sentenced -inspected	-investigated -cited -returned -did not examine	-agreed to stop using -had...not investigated -never would have brought
Relational	-stemmed -was -as	-is -offer -are	-operates as
Verbal	-released -filed -asked -asked for	-have revealed -wrote -called and asked -charged	-declared -revealed -are...announced

Table 4.12 presents various nominal groups and adjectival groups in the form Participants for material, relational and verbal processes used to express the theme “intervention” in the data. There are a small number of oblique Participants in the form of prepositional phrases in the data.

Table 4.12: Participants of Different Process Types for Expressing the Theme “Intervention”

Process Type	Participants		
Material	-a <i>PETA</i> investigator -the Kansas puppy mill -its doors -the inspector -OSHA -Nielsen Farms -Agriprocessors	-the USDA -Local Pride -management -the node hook - <i>PETA</i> -charges -the dogs	-former owner Sholom Rubashkin -Local Pride, a slaughterhouse in Gordon, Nebraska, that was owned by the Rubashkins
Relational	-the first prosecution -the first time -the plant -little protection -visits -Agri Star -laws -infrequent -this	-under new ownership -from <i>PETA</i> 's very first undercover investigation, the ground-breaking 1981 Silver Spring monkeys case -a monumental victory and the second time in U.S. history that a laboratory has been forced to surrender animals and close under pressure on the heels of a <i>PETA</i> investigation and while facing a formal USDA investigation - <i>PETA</i> 's landmark Silver Spring monkeys case	
Verbal	- <i>PETA</i> -a complaint -with the USDA - <i>PETA</i> -Agriprocessors -bankruptcy -them -her -visits -the inspector	-almost 300 instances of inhumane slaughter -undercover investigations -to company officials -an employee's home phone number -the U.S. Department of Agriculture -the farm's owners - <i>PETA</i> 's first investigation at Agriprocessors in 2004 -the results of its shocking undercover investigation of PLRS	

Table 4.13 presents various prepositional groups and adverbial groups in the form of Circumstances for expressing the theme “intervention” in the data. There are Circumstances of Location, Extent, Cause and Manner. The Circumstance of Location is the predominant Circumstance used for expressing the theme “intervention” in the data.

Table 4.13: Different Circumstances for Expressing the Theme “Intervention”

Circumstance Category	Circumstance Sub-category	Language Examples	
Location	Place	-inside the filthy, deafening loud kennels of PLRS -at Nielsen Farms, a puppy mill in Kansas -in federal prison -on conscious cows -to Agriprocessors in Postville, Iowa	
	Time	-in May 2007 -in August 2008 -now	-ahead of time -later -in March 2008
Extent	Duration	-for nine months -for months	-to 27 years
Cause	Purpose	-for a date	
	Reason	-for financial fraud -with violations of the federal Animal Welfare Act -in light of the cruel conduct at Agriprocessors -for 39 worker safety violations	
Manner	Quality	-undercover	

4.4.3 Humane Reactions

In all *PETA* online news reports, the relational process is the predominant Process for expressing the theme “humane reactions.” Of all the 37 relational processes in the data, 43.24% of them ($n = 16$) are used to express the theme “humane reactions” (see Table 4.2 in Section 4.3).

Across the data, 12 attributive relational processes are used to describe some animals as having Attributes which humanize them as sentient beings (see Table 4.2 in Section 4.3). Most of the Attributes are negative, portraying the suffering experienced by these animals which were subjected to the cruel animal treatment by the employees in the animal facilities. However, there are a few positive Attributes which are used to express the humanistic qualities of animals in general.

Besides attributive relational processes, two identifying relational processes are used to portray the suffering of some animals by assigning the animals with some negative Values.

The findings also show that the behavioral process appears as the second predominant Process for expressing the theme “humane reactions.” Of all the 16 behavioral processes in the data, 87.5% of them (n = 14) are used to express the behaviors portrayed by the animals in the facilities (see Table 4.2 in Section 4.3). Their behaviors were the manifestation of the suffering they underwent due the cruel animal treatment meted out to them. The fact that they suffered due to the cruel animal treatment humanizes them as sentient beings.

It is noteworthy that the majority of the Circumstances which are used to express the theme “humane reactions” are Circumstances of Location (Place). Of all the 30 Circumstances of Location (Place) in *PETA* online news reports, 33.33% of them (n = 10) are used to illustrate the confined infrastructure in the animal facilities which aggravated the suffering of the humanized animals (see Table 4.4 in Section 4.3). Besides this, two Circumstances of Location (Place) in the data are represented by the animals’ body organs. These Circumstances are used to illustrate that the animals’ suffering involved some of their body organs.

Of all the 18 Circumstances of Manner (Quality) in the data, 44.44% of them (n = 8) are used to express the theme “humane reactions” (see Table 4.4 in Section 4.3). These Circumstances are used to illustrate the manner in which the animals in the facilities suffered.

Table 4.14 presents various verbs of different Process types used for expressing the theme “humane reactions” in the data. There are numerous verbs of relational and behavioral processes used for expressing the theme “humane reactions” in the data. However, there are only a few verbs of material and mental processes used for expressing the theme “humane reactions” in the data.

Table 4.14: Verbs of Different Process Types for Expressing the Theme “Humane Reactions”

Process Type	Process Verbs				
Material	-escaped	-was killed			
Relational	-were	-lost	-come	-spend	-had
	-are	-have	-became	-are	-spent
Mental	-were...subjected to				
Behavioral	-clutched		-paw	-will yelp and scream	
	-trembled and twitched		-scratch	-writhed	
	-trying...to stand up		-make		

Table 4.15 presents various nominal groups and adjectival groups in the form Participants for different Process types used to express the theme “humane reactions” in the data. There are numerous Participants of relational processes used for expressing the theme “humane reactions” in the data.

Table 4.15: Participants of Different Process Types for Expressing the Theme “Humane Reactions”

Process Type	Participants				
Material	-several Labrador pups	-one			-by other dogs
Relational	-toxicity tests		-almost all pups sold in stores		
	-they		-sad mother dogs and “studs”		
	-frantic		-from hellholes called “puppy mills”		
	-sick		-conditions that might merit veterinary care – which the facility’s attending veterinarian reportedly advised she would not provide		
	-dogs at PLRS		-part of what the animals endured		
	-many dogs		-the old mother dogs who had gone mad from confinement and loneliness		
	-raw, oozing sores		-dogs who weren’t supposed to be part of the study		
	-infested		-many animals from puppy mills		
	-the cats		-like the dogs we share our homes with		
	-vision		-the pups in pet store displays		
	-ailing animals		-adorable – wriggling balls of energy just waiting to jump into customers’ arms		
	-years in cages		-serious congenital health problems		
	-lonely lives		-most heart-breaking of all		
-infested					
Mental	-dogs		-worm infestations		
Behavioral	-the cat	-screaming noises	-they	-he	-the dog

Table 4.16 presents various prepositional groups and adverbial groups in the form of Circumstances used for expressing the theme “humane reactions” in the data. There are Circumstances of Location, Extent, Cause and Manner. The Circumstance of

Location is the predominant Circumstance used for expressing the theme “humane reactions” in the data while the Circumstance of Manner is the second predominant one.

Table 4.16: Different Circumstances for Expressing the Theme “Humane Reactions”

Circumstance Category	Circumstance Sub-category	Language Examples		
Location	Place	-in miserable cages -at the fencing -at my arms	-in pools of their own blood -from their poorly built kennel -at the wire door	
	Time	-in an adjoining run		
Extent	Duration	-for up to three minutes		
Cause	Purpose	-for tests		
	Reason	-from being forced to live constantly on wet concrete, often in pools of their own urine and waste		
Manner	Means	-with his claws		
	Quality	-immediately -intentionally	-in apparent pain -desperately	-fearfully

4.4.4 Wrongdoing

Of all the 93 material processes in the data, 20.65% of them (n = 19) are used to express the theme “wrongdoing” (see Table 4.2 in Section 4.3). As explained by Halliday and Matthiessen (2014, p. 228), material processes usually involve “events, activities, and actions.” In *PETA* online news reports, material processes are used to express the wrongdoings committed human beings through some activities or actions in the form of events.

Table 4.17 presents various verbs of different Process types for expressing the theme “wrongdoing” in the data. There are only a few mental process verbs used for expressing the theme “wrongdoing” in the data.

Table 4.17: Verbs of Different Process Types for Expressing the Theme “Wrongdoing”

Process Type	Process Verbs		
Material	-cut -killed -is merely rinsed	-were found to be using -churn out	-had engaged in -will have to be euthanized
Mental	-has decided -wanted		

Table 4.18 presents various nominal groups in the form Participants for different Process types used for expressing the theme “wrongdoing” in the data. There are two Participants in the form of finite fact clauses which each serve as a meta-phenomenal Phenomenon in their respective mental process.

Table 4.18: Participants of Different Process Types for Expressing the Theme “Wrongdoing”

Process Type	Participants	
Material	-costs -PLRS -Agriprocessors employees -acts of inhumane slaughter -it -pet shops -puppies	-false or fraudulent Social Security numbers that were allegedly supplied by plant management -76 percent of the 968 Agriprocessors employees -homeless dogs in animal shelters -nearly 100 cats, rabbits, and dogs
Mental	-the company -that some of these animals’ six daily cups of food were too expensive -Agriprocessors -consumers to believe that the plant had stopped the second cut	

Table 4.19 presents various prepositional groups in the form of Circumstances used for expressing the theme “wrongdoing” in the data. There are Circumstances of Location, Cause and Manner.

Table 4.19: Different Circumstances for Expressing the Theme “Wrongdoing”

Circumstance Category	Circumstance Sub-category	Language Examples
Location	Time	-after a May 2008 federal raid of the plant over immigration violations
Cause	Reason	-for lack of a good home
Manner	Means	-with cold water

4.4.5 Call-to-action

The majority of the Processes used for expressing the theme “call-to-action” are material processes. Of all the 92 material processes in the data, 8.70% of them (n = 8) are used to express the theme “call-to-action” (see Table 4.2 in Section 4.3). As explained by Halliday and Matthiessen (2014, p. 224), material processes are usually

“concrete changes.” In *PETA* online news reports, material processes are used to express the calls to action directed towards several parties like pet buyers, pet owners, rental agents and mall managers who provide space to local pet shops as well as the plant which breeds animal cruelty. These calls to action are made in the hope that concrete changes can be made on the lives of those animals in the animal facilities.

Besides material processes, there are also a considerable number of verbal processes in the data which are used for expressing the theme “call-to-action.” Of all the 23 verbal processes in the data, 30.43% of them (n = 7) are used to show how symbolic exchanges of meanings can help to disseminate some important messages on animal cruelty to certain parties (see Table 4.2 in Section 4.3). These parties, who play a significant role in fighting against animal cruelty, include pet shop consumers, rental agents, mall managers, local humane and health authorities as well as the USDA.

The majority of the Receivers in the data are represented by the animal facilities which bred animal cruelty. These facilities were in the position to receive commands and recommendations from some parties who intended to fight against animal cruelty such as *PETA*, the USDA and the Orthodox Union (OU).

Table 4.20 presents various verbs of different Process types used for expressing the theme “call-to-action” in the data. There are material and verbal processes used for expressing the theme “call-to-action” in the data.

Table 4.20: Verbs of Different Process Types for Expressing the Theme “Call-to-action”

Process Type	Process Verbs			
Material	-should install	-prevent		
Verbal	-write	-ask	-can help...reach	-asserted

Table 4.21 presents various nominal groups in the form Participants for different Process types used to express the theme “call-to-action” in the data. The majority of the

Participants used for expressing the theme “call-to-action” in the data can be found in verbal processes.

Table 4.21: Participants of Different Process Types for Expressing the Theme “Call-to-action”

Process Type	Participants			
Material	-the plant -further cruelty	-a live video monitor to be reviewed by a third party auditor		
Verbal	-consumers -rental agents who provide space to your local pet shops	-us	-them	-Dr. Grandin -you

Table 4.22 presents a Circumstance of Accompaniment (Additive) which is a prepositional group used for expressing the theme “call-to-action” in the data.

Table 4.22: One Circumstance for Expressing the Theme “Call-to-action”

Circumstance Category	Circumstance Sub-category	Language Examples
Accompaniment	Additive	-including mall managers

4.4.6 Negative Environment

The theme “negative environment” is expressed mostly by relational processes. Of all the 37 relational processes in the data, 18.92% of them (n =7) are used to express the theme “negative environment” (see Table 4.2 in Section 4.3). Among these relational processes, four attributive relational processes are used to ascribe some negative Attributes to the infrastructure and living conditions for animals in Nielsen Farms. These negative Attributes portray that the negative state of the living environment for animals in Nielsen Farms bred animal cruelty.

Table 4.23 presents verbs of different Process types used for expressing the theme “negative environment” in the data. There are only a few verbs of relational and existential processes used for expressing the theme “negative environment” in the data.

4.5 Chapter Summary

The chapter has provided a detailed account on the qualitative and quantitative findings of the current study on *PETA* online news reports which involves both an analysis of themes in content and a transitivity analysis. All the findings pertaining to each research question have been presented. In the following Chapter 5, the findings will be related to the previous transitivity analyses highlighted in the literature review found in Chapter 2.

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CHAPTER 5 CONCLUSION

5.0 Introduction

This chapter sums up the entire study entitled “A Systemic Functional Linguistic Investigation into Experiential Meanings of *PETA* Online News Reports.” Answers to all the three research questions of the current study have been fulfilled.

The analysis of themes in content of the current study has identified the six emerging themes in relation to animal cruelty which have been named as “cruel treatment,” “intervention,” “humane reactions,” “wrongdoing,” “call-to-action” and “negative environment.”

These six overall themes were related to the lexicogrammatical features uncovered through the current transitivity analysis based on Systemic Functional Linguistic (SFL) theory. More specifically, the current transitivity analysis has been carried out in relation to the six overall themes.

The experiential meanings emerging from the current transitivity analysis show the different fields of social activity which have been classified according to the representation of their lexicogrammatical features under each of the six overall themes.

All the findings on how the six overall themes in relation to animal cruelty are expressed with the use of different lexicogrammatical features inform us of how *PETA* online news reports achieve their purpose of raising awareness about animal cruelty occurring in animal facilities. In the following section, all the findings from the current transitivity analysis will be discussed in relation to the selected findings from research reported in Chapter 2.

5.1 Summary of Findings

The predominant Process used for expressing the theme “cruel treatment” in *PETA* online news reports is the material process. Most of the Actors found in the material processes expressing the theme “cruel treatment” are represented by the employees who meted out the cruel treatment to the animals housed in the animal facilities. The employees tend to appear as having violent identities.

Similarly, in the transitivity analysis on the literary text entitled “Cinderella” (see Section 2.3.5.), Alcantud-Diaz (2012) found that material processes were used to form active violent identities. Besides this, the transitivity analysis on the reportage of the run-up to the 1997 general elections in three Kenyan newspapers conducted by Matu (2008) also shows a similar finding (see Section 2.3.5.). According to the study, material processes were used to portray the opposition parties as having negative identities through the actions they performed.

Many of the Goals in *PETA* online news reports are represented by the animals who were subjected to the cruel animal treatment by the employees in the animal facilities. Similarly, Li (2011) discovered that the American crew and diplomats who were being acted upon and affected by the cruel actions of the Chinese are represented as the victimized Goals in the reportage of the air collision event between the USA and China in the New York Times (see Section 2.3.5.).

There is also a finding from another transitivity analysis by Li (2010) which shares a similarity with the representation of Goals in the data of the current transitivity analysis. The study by Li shows that the U.S. staffs of the Embassy in Beijing who were victimized by the protests in China are represented as Goals in The New York Times

and China Daily reports on the NATO bombing of the Chinese Embassy (see Section 2.3.5.).

The predominant Process used for expressing the theme “intervention” in *PETA* online news reports is also the material process. A considerable number of material processes in *PETA* online news reports are used to show the significant roles of *PETA*, the USDA, the Orthodox Union and other parties in fighting against animal cruelty. There is a similar finding from the aforementioned transitivity analysis by Li (2011) which has been discussed in relation to the theme “cruel treatment” (see Section 2.3.5.). Li found out that the U.S government, leaders and plane crews who played an agentive role by actively putting in effort to overcome the crisis between the U.S and China after the collision are represented as Actors in certain material clauses in the reportage.

The second predominant Process used for expressing the theme “intervention” in *PETA* online news reports is the verbal process. Certain verbal processes in *PETA* online news reports are used to show the collective view from some established organizations and knowledgeable individuals on the need to intervene into animal cruelty. The credibility of these Sayers adds some authority, reliability and strength to *PETA*’s argument of the need to intervene into animal cruelty.

This finding shares a similarity with a finding from the transitivity analysis on medical research articles conducted by Zheng, Yang and Ge (2014) (see Section 2.3.5.). The study shows that most of the Sayers in the verbal processes found in the data are represented by authoritative researchers or institutes who provided their deep insights towards the discipline as background information for the research articles. Their deep insights embodied in the research articles help to add some authority, reliability and strength to the writer’s argumentation.

One noteworthy finding is that certain verbal processes in *PETA* online news reports are used to portray the Sayers as playing a strong role by making demands and resolving animal cruelty issues. Li's studies (2010, 2011) as discussed also show a similarity in terms of the role of Sayers whereby the Sayers are portrayed as playing a strong role by making demands and resolving the conflict between the U.S. and China (see Section 2.3.5.).

The predominant Process used for expressing the theme "humane reactions" in *PETA* online news reports is the relational process. A considerable number of relational processes in *PETA* online news reports are used to describe the Carriers represented by the animals in the animal facilities as having humanistic qualities. These animals were attributed with physical and mental complications resulting from the cruel treatment meted out by the employees in the animal facilities.

This finding shares a similarity with a finding from the transitivity analysis on two postcolonial texts entitled "Integration" and "A Small Place" respectively (see Section 2.3.5.). In the study, Alfonso and Germani (2007) found that relational processes are used to describe the protagonist and attribute the Participants with certain characteristics.

The predominant Process used for expressing the theme "wrongdoing" in *PETA* online news reports is the material process. Many of the material processes in *PETA* online news reports are used to portray the Actors as parties who committed wrongdoings for selfish gains at the expense of the animals in their charge. These Actors include the money-making corporations, animal facilities and employees in the animal facilities.

This finding also shares a similarity with findings of the two aforementioned studies by Li discussed in relation to the two themes entitled “cruel treatment” and “intervention” respectively (see Section 2.3.5.). Li’s earlier study in year 2010 shows that material processes were used to portray the Chinese as the Actors who committed wrongdoings by organizing protests that disrupted the humanitarian values upheld by the U.S.. Similarly, in Li’s later study in year 2011, he discovered that material processes were used to portray China as the wrongdoer who led to the collision which then gave rise to the resultant standoff.

The majority of the Processes used for expressing the theme “call-to-action” in *PETA* online news reports are material processes. These material processes are used to make known to readers their power in eradicating the puppy industry as well as influence people to take actions in fighting against animal cruelty. This finding is similar to a finding from the transitivity analysis on the literary text entitled “Animal Farm” conducted by Darani (2014) (see Section 2.3.5.). Darani discovered that material processes were used to exert influential power on certain Participants, instead of other Processes of “sensing,” “saying” and “behaving” which are less persuasive.

The majority of the Processes for expressing the theme “negative environment” in *PETA* online news reports are relational processes. These relational processes are used to give a negative description of the living conditions for animals in the animal facilities. This finding is similar to a finding from the aforementioned study by Alfonso and Germani (2007) discussed in relation to the use of relational processes for expressing the theme “humane reactions” (see Section 2.3.5.). Alfonso and Germani (2007) discovered that relational processes were used to give a description of the situation where the Participants were located in.

5.2 Implication of the Findings

In conclusion, the lexicogrammatical resources used to express the six overall themes in relation to animal cruelty have been analysed and explained in terms of transitivity. These six recurrent themes in *PETA* online news reports inform us of the different facets of those animal cruelty cases occurring in the aforementioned animal facilities, thus enhancing our understanding towards the animal cruelty meted out. With better understanding towards the animal cruelty cases, we might be able to think of better ideas on ways of intervening that are effective for fighting against animal cruelty.

The current study which sheds light on the animal cruelty cases in the animal facilities has been objectively carried out in a not opinionated manner whereby a linguistic analysis has been used to bring out the going-ons in these animal facilities where *PETA* undercover investigations were conducted.

Besides, the current clause-by-clause transitivity analysis on *PETA* online news reports has provided us an insight into the lexicogrammar used for expressing the experiential meanings related to the portrayal of animal cruelty which might be missed out during the conventional way of reading.

As explained by Thompson (2014), our linguistic resources depend on the kinds of meanings that we want to express. It is crucial for language users to know “how things are typically – or even obligatorily – said in certain contexts” (ibid., p. 39). In other words, certain configurations of linguistic resources are typically used only in certain contexts.

Thompson (2014, p. 40) elaborates that the register of a text depends on “the context from which they come” and the typical linguistic features found in the texts

produced in that context. Therefore, the findings of the current transitivity analysis may serve as guidance for language practitioners in writing literatures of a similar register in the future.

Besides, according to Thompson (2014, p. 42), “genre” concerns the general idea of how language users organize their language event, “typically in recognizable stages” for achieving their “communicative purposes.” One noteworthy finding is that different Process types are used for expressing each of the six overall themes emerging from *PETA* online news reports.

Besides, the findings of the current study show that there are no Processes, Participants or Circumstances, which are associated with only a particular theme emerging from *PETA* online news reports. Certain types of Processes, Participants and Circumstances are used repeatedly in *PETA* online news reports for expressing more than one theme. Therefore, the current transitivity analysis may inform language practitioners about the kinds of linguistic resources, more specifically, the lexicogrammatical features that can be used in writing literatures which belong to a genre similar to that of *PETA* online news reports.

The current investigation into online news reports by *PETA*, a kind of animal rights literature shows that it is possible to show the potential of language to represent human experience within the context of *PETA* organization through a transitivity analysis carried out in relation to an analysis of themes in content.

5.3 Further Research

The current research only focuses on experiential meanings. Written *PETA* online news reports and their complementary videos are based on the same content. Hence, their experiential meanings will be the same. However, *PETA* online news

reports which are written and their complementary videos which are spoken are two different modes of communication. Hence, they will have features noteworthy of investigation due to their differences in terms of interpersonal meanings.

Further research may be carried out to discover another strand of meanings in *PETA* online news reports, more specifically, interpersonal meanings. When it comes to interpersonal meanings, a comparative analysis between written *PETA* online news reports and the transcriptions of their complementary *PETA* videos may be carried out to provide a richer analysis.

Research on interpersonal meanings in *PETA* online news reports may help to reveal the System of Mood and Modality (Halliday & Matthiessen, 2014) in both written *PETA* online news reports and their complementary videos which are spoken, thereby informing us on how certain mood choices in text can be used for negotiation and interaction.

5.4 Conclusion

It is hoped that this dissertation can mitigate animal suffering resulting from the commodification of animals. Besides, it is the writer's hope that this dissertation can provide insights to writers of animal rights literatures with some inputs in writing about animal suffering for the sake of raising people's awareness about the importance of fighting against animal cruelty.

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