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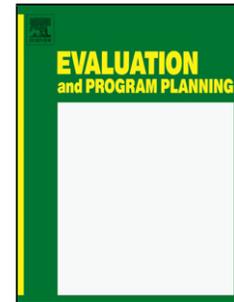
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**Title Page**

**Title** The Contribution of Evaluations to the Discourse Quality of Newspaper Content

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**Introduction**

Evaluation results may be used in the process of political persuasion, and this way of using evaluations is generally referred to as symbolic or political use (e.g., Fleischer & Christie, 2009; K. Johnson, et al., 2009; R. B. Johnson, 1998; Knorr, 1977; Pelz, 1978). Political use has long been neglected and often been negatively connoted in traditional knowledge utilization literature (see e.g., Henry, 2000, pp. 91-92). Most of this literature is based on a rational-technical view of policymaking and focuses on how evaluations influence policy outcomes. More recently, increased attention has been paid to the importance of using evaluations and policy analysis in the process of political argumentation (Henry, 2000; Majone, 1989; Mark & Henry, 2004; Shulock, 1999; Valovirta, 2002). This scholarship views policymaking as a process of argumentation and a constant struggle between competing discourses and ideological positions. Accordingly, evaluations cannot provide

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