APPRAISAL DEVICES REALIZING ATTITUDES IN BARACK OBAMA'S INAUGURAL SPEECH

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Abstract

The purpose of this study was to describe and analyze Obama's Attitudes towards phenomenon happened in America and the world realized in the speech using the Appraisal System Analysis. The speech analysis was done by breaking down the speech into several clauses and analyzing them to find out the Appraisal Devices and the types of Attitudes used. Analyzing the data, it could be inferred that the speech employed three kinds of Attitudes; Affect, Judgement, Appreciation. There were 323 clauses consist of 51 Affects, 155 Judgements, and 117 Appreciations. Positive Attitudes in the speech were used more than Negative Attitudes. Obama gave priorities to Positive Attitudes in presenting his speech because he was optimistic that the obstacles in his country would be solved and the condition of America would be better. The study revealed that Obama was a good orator with high capability and wonderful way of thinking.

Keywords : Speech, Appraisal Devices, Attitude.

Introduction

Halliday (1985:10) refers a text as a language that is functional. By functional, he simply meant that is doing some job in some context. So, any instance of living language that is playing some part in a context of situation, we call a text. This text would be either spoken or written or indeed in any other medium of expression that we like to think of. For speech can express people's feeling toward something, it can be included as a kind of text.

Speech can be categorized as a kind of genre, too. Elizabeth (2003:95-105) states that speech genre is the complete concept or idea, feeling, or story in the speaker's mind or heart takes shape in different ways depending on the content, the intended audience. Speaker can select what kind of speech genre that he wants to start a form of written or spoken language, for example conversation script, journal, essays, speech, etc. Each speech genre has five characteristic areas; structure, style, content or subject matters, conception of audience, and range of purpose.

By considering those areas of speech, an orator should be aware of the appropriate use of Appraisal Devices so that he or she may be successful in negotiating meanings realized in his speech. Because of that reason, in this study, I analyze how language works to unfold Social Discourse. I use the presidential inaugural speech by Barack Hussein Obama because this speech realized Obama's Attitude toward the phenomenon. This speech is delivered in his inauguration as the 44th president of America. In the speech, Obama told about the crisis happened in America, and he tried to invite his people to take action to solve the crisis. He also invited all nations to work together to save the world from damage such as global warming and to keep the world's peace among nations.

In this study, Critical Discourse Analysis (CDA) seems to be an appropriate way of approaching and thinking about the problem. CDA is an approach in analyzing text by considering the larger areas that highly influence, or in other words, the areas that cannot be separated from the text. They are the discursive practice and the social practice (Fairclough, 1995). These two areas surround the text and must be analyzed to achieve a better understanding of the text

itself. In short, CDA aims at making transparent connection that might be opaque to the layperson. Furthermore, Van Dijk (1998) emphasizes, "Critical Discourse Analysis is a field that is concerned with studying and analyzing written and spoken texts to reveal the discursive sources of power, dominance, inequality and bias". For specific investigation, I used Appraisal framework to conduct this study. It was done that this study would be able to give details the organization of the Appraisal Devices. White (2001) construes that the Appraisal framework has emerged over a period of almost 15 (years) as a result of work conducted by a group of researchers lead by Professor James Martin in the University of Sydney.

This study focuses on how the use of linguistics aspects, i.e. the Appraisal System to express Obama's attitudes realized in his speech. Appraisal has an important role to interpret people's attitudes. It relates the power of a text and makes the text meaningful.

The focus of Appraisal is on the Attitude (the feelings and the values that are negotiated with the readers/the audience). This system relates the choices of the wordings to the ideological bases used in a text/speech. The possibility for choosing an appropriate expression of word besides the other choices (expression of words) makes it possible for readers to predict the writer's attitudes towards the phenomenon being talked about. The resources of Appraisal are used for negotiating social relationships, by telling the listeners or readers how one feels about things and people (in other words, what our attitudes are).

This theory, Appraisal, is still developing among Systemic Functionalists, especially in the context of situation. It is expected that this study will be able to describe the organization of the Appraisal Devices realizing Attitudes attached in the speech. This study is concerned with evaluation – the kinds of Attitudes that are negotiated in a text, the strength of the feelings involved and the ways in which values are sourced and readers aligned (Martin and Rose, 2003:22). Attitudes have to do with evaluating things, people's character and their feelings. The speech conveyed in this study has a specific value. Thus, what the orator has done by his 'vote', by his struggle, written in the world history as a person who is a good

figure and a good speaker.

Therefore, by studying the speech, people will attain knowledge for a better understanding of the text. There have been many studies related to Attitude before this. For example, the studies conducted by Widhiyanto (2004), Milasari (2005), and Fadlilah (2007).

This study focuses on the investigation of Obama's Attitude – the feelings and values that are negotiated with the audience (Affect, Judgement, and Appreciation) – towards his speech. The speech was delivered in his presidential inaugural ceremony on Friday, January 23, 2009 right after the Presidential Oath.
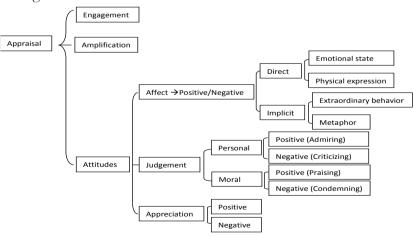
Background Literature
1. Appraisal

Among other Discourse Systems, Appraisal is a system of interpersonal meaning. Martin and Rose (2003:19) describe that Appraisal is concerned with evaluation –the kinds of Attitudes that are negotiated in a text, the strength of the feeling involved, and the ways in which values are sourced and readers aligned. This kind of Discourse System makes us possible to see in depth the presentation of interpersonal meanings. This system relates the choices of the wordings to the ideological bases used in a text. The possibility for choosing an appropriate expression of word besides the other choices (expression of words) makes it possible for readers to predict the writer's attitudes towards the phenomenon being talked about. The resources of Appraisal are used for negotiating social relationships, by telling the listeners or readers how one feels about things and people.

As for kinds of Appraisal System, Martin and Rose (2003:24) divide it into three distinct sub-systems: Source (Engagement), Amplification, and Attitude. Attitude, which becomes the focus of this study, is divided into three sub-systems: Affect, Judgement, and Appreciation. They further argue that Engagement and Amplification also play a crucial role in the expression of opinion beside Attitude. The Engagement System is the set of linguistic options that allow the individual to convey the degree of his or her commitment to the opinion being presented. And the Amplification System is re-

sponsible for a speaker's ability to intensify or weaken the strength of opinions they express. At any given point, a text could contain all three types of Engagement (Source), Amplification and Attitude.

Furthermore, Martin and Rose (2003:22) state that Appraisal System, within Systemic Functional Linguistics (SFL), is an attempt to model language's ability to express and negotiate opinions and Attitudes within text and to better understand writers'/speakers' use of evaluative language to construct discursive identities and to assume interpersonal roles and relationship.

Appraisal is a linguistic theory of subjectivity. It is concerned with the linguistic resources by which a speakers come to express, negotiate, and particular inter-subjective and ultimately ideological positions. Within this broad scope, the theory is concerned more particularly with the language of evaluation, attitude, and emotion, and with a set of resources, which explicitly position a text's proposals and propositions interpersonally. Appraisal System would help us categorize the opinion contained in a text, and whether they refer to objects, emotions or behaviors. By using Amplification and Engagement, people may be able to quantify the writer's commitment to the opinion, and how focused that opinion is.

For a clear understanding of the basic system for Appraisal, see the figure below.

System Network of Appraisal (Martin and Rose, 2003:22-65)

Attitude

1. Definition of Attitude

Martin and Rose (2003:22) define Attitude as "something to do with evaluating things, people's character, and their feelings". The evaluation is done to a text by seeing its realization in the clauses. In evaluating a text, researcher must try to dig up what the speaker has spoken since he usually construes his experience which is mixed with his evaluation of the thing by presenting his attitude towards it in a text.

Attitude can be more or less intense, that is they can be more or less amplified. Besides that, in expressing people's feeling, judging people's character, or appreciating things, the Attitude may be the speaker's own or it may be attributed to some other resource. It means that he could express those by using his own words or referring to somebody else's words. This choice of source has an impact on those who will take the responsibility.

2. Kinds of Attitudes

Attitude can be classified into several kinds. Martin and Rose (2003:22) state that there are three kinds of Attitude: expressing people's feeling (Affect), judging people's character (Judgement), and appreciating things (Appreciation). They are close related to each others, as follows:

Affect

Affect deals with resources expressing feelings. It concerns with emotions, with positive and negative emotional responses and dispositions. White (2001) defines Affect as evaluation by means of the writer/speaker indicating how they are emotionally disposed to the person, thing, happening or state of affairs. For example, `I **love** music'; `This new proposal by the government **terrifies** me'.

Moreover, Martin and Rose (2003:25) explain that firstly, people can have good feelings, or they can have bad feelings, so Affect can be positive or negative. Secondly, people can express their feelings directly, or they can infer how people are feeling indirectly from their behavior, so Affect can be expressed directly or indi-

rectly. Positive or negative choices have impact on the Discourse of the text, whether the essence of a speech is happy or encouraging or it is about sadness.

The two ways of expressing feeling: direct and indirect, influence the confidence of the speaker on what he is talking. Direct expression of feeling reveals the speaker's confidence on what he is saying, as he trying to be honest, direct, sincere, straight, and frank about the phenomenon he is dealing with. Therefore, he has to take the responsibility of what he said.

Here is presented options of Affect as mention in the following table:

Options for Affect

OPTION FOR AFFECT		EXAMPLES
Positive		*We were ecstatic* *We even celebrated*
Negative		*I was torn into pieces* *I can't explain the pain and bitterness in me….*
Direct	Emotional state	*Ecstatic* *Wild consuming fear*
	Physical expression	*Withdrawn* *Shake uncontrollably*
Implicit	Extraordinary behavior	*Wander from window to window* *Rolls this way, that side of the bed*
	Metaphor	*Ice cold in a sweltering night* *Eyes… dull like the dead*

(Martin and Rose, 2003:28)

Furthermore, Affect is realized in clause in various grammatical niches (Martin and Rose, 2003). Each clause usually contains one or more realizations of Affect in any grammatical position. As noted above, the writer uses this area for expressing his feeling towards the thing he is writing about. In doing so, the writer may color it positively or negatively based on his attitude towards it. The position for realizing Affect includes 'Qualities/Adjectives', (describing participants, attributing participants or manner of processes, 'Pro-

cesses/Verbs' (Affective sensing or Affective behaving) and 'Comments/Adverbs' (Desiderative comment). (Halliday cited in Martin and Rose, 2003).

To classify Affect, Martin and Rose (2003:59-60) mention that people can examine the six questions. They are: (1) Are the feelings positive or negative? (2) Are the feelings a surge of emotion or an ongoing mental state? (3) Are the feelings reacting to some specific external agency or an ongoing mood? (4) Are the feelings as more or less intense? (5) Do the feelings involve intention rather than reaction? (6) Are the feelings to do with un/happiness, in/security or dis/satisfaction? So, by using these questions, they can identify Affect in a text easier.

Judgement

Judgement refers to the act of judging people's character in Discourse. Martin and Rose (2003:62) describe that the term 'Judgement' can be thought of as the institutionalization of feeling, in the context of proposals (norms about how people should or shouldn't behave). They state that classification of Judgement should be divided into two, Social Esteem (Personal) and Social Sanction (Moral) either it is direct or implied.

Social Esteem comprises Admiration (positive) and Criticism (negative), typically without legal implication; if people breach this area, they may just need to try harder or to practice more or to consult a therapist or possibly a self-help book. This kind of Judgement involves Normality (how unusual someone is), Capacity (how capable they are), and Tenacity (how resolute they are). Social Sanction, on the other hand, comprises Praise (Positive), and Condemnation (Negative), often with legal implications; if people have problems in this area they should need a lawyer or a confessor. These Judgements have to do with Veracity (how truthfully someone is), and Propriety (how ethical someone is). See the table below for better understanding.

Types of Judgement

SOCIAL ESTEEM 'venial'	Positive (admire)	Negative (criticize)
Normality: fate "is s/he special?"	lucky, fortunate, charmed… normal, average, everyday… in, fashionable, avant garde…	*unfortunate, pitiful, tragic…* *odd, peculiar, eccentric…* *dated, daggy, retrograde…*
Capacity: "is s/he capable?"	*powerful, vigorous ,robust…* *insightful, clever, gifted…* *balanced, together, same…*	*mild, weak, wimpy…* *slow, stupid, thick…* *flaky, neurotic, insane…*
Tenacity: resolve "is s/he dependable"	*plucky, brave, heroic…* *reliable, dependable…* *tireless, persevering, resolute…*	*rash, cowardly, despondent..* *unreliable, undependable…* *weak, distracted, dissolute…*

SOCIAL SANCTION 'mortal'	Positive (praise)	Negative (condemn)
Veracity: truth "is s/he honest?"	*truthful, honest, credible…* *real, authentic, genuine…* *frank, direct…*	*Dishonest, deceitful…* *Glitzy, bogus, fake…* *Deceptive, manipulative…*
Propriety: "is s/he beyond reproach?"	*good, moral, ethical …* *law abiding, fair, just…* *sensitive, kind, caring…*	*bad, immoral, evil…* *corrupt, unfair, unjust…* *insensitive, mean, cruel…*

(Martin and Rose, 2003:62)

Under the Appraisal Framework, the five-way taxonomy (Normality, Capacity, Tenacity, Veracity, and Propriety) are grounded in the semantics of modalisation as articulated by Halliday (1994:71). That is to say, each of the sub-categories of Judgement could be understood as a lexicalization of one of the grammatical categories of Modality. This relationship operates in the following proportions: Normality is to usuality, Capacity is to ability, Tenacity is to inclination, Veracity is to probability, and propriety is to obligation.

Appreciation

Appreciation has something to do with aesthetic evaluation of human in appreciating the value of things in Discourse. It deals with evaluations, which are concerned with positive and negative assessment of objects, artifacts (include not only material objects which results from human industry but also works of arts, texts, building, and so on), processes, and states of affairs rather than with human behavior (White, 2001). Human subjects could be 'appreciated' rather than 'judged', but only when it is, for example, their aesthetic qualities which are being addressed rather than the social acceptability of their behavior.

Further Martin and Rose (2003:63) argue that Appreciation is thought of as the institutionalization of feeling, in the context of propositions (norms about how products and performances are valued). Thus both Judgement and Appreciation refer to the object which being evaluated. But, the difference is that Judgement is done toward people, whereas Appreciation is done towards things. Let me see the example of the term 'good' in a '**good** novel', the value of Appreciation is presented to the 'novel' rather than in the person (writer) doing the evaluation. Moreover, Appreciation can be done towards thing positively or negatively. In short, Appreciation is how a speaker appreciates things and construes his appreciation in his speech.

Furthermore, Martin and Rose (2003:64) propose three variables where Appreciation System is organized around them. They are: (1) Reaction has to do with the degree to which the text/process in question captures our attention (Reaction: Quality) and the

emotional impact it has on us (Reaction: Impact), (2) Composition has to do with our perceptions of proportionality (Composition: Balance) and detail (Composition: Complexity) in a text/process, and (3) Valuation has to do with our assessment of the social significance of the text/process. Each of them could be either positive or negative. See the following table:

Types of Appreciation

Linguistics	Positive	Negative
Reaction: Impact "did it grab me?"	*arresting, captivating, involving, engaging, absorbing, imposing, stunning, striking, compelling, interesting…* *fascinating, exciting, moving…* *remarkable, notable, sensational…* *lively, dramatic, intense…*	*dull, boring, tedious, staid…* *dry, ascetic, uninviting…* *unremarkable, pedestrian…* flat, predictable, monotonous…
Reaction: Quality 'did I like it?'	*lovely, beautiful, splendid…* *appealing, enchanting, pleasing, delightful, attractive, welcome…*	*plain, ugly…* *repulsive, off-putting, revolting, irritating, weird…*
Composition: Balance did it hang together?"	*balanced, harmonious, unified, symmetrical, proportional…*	*unbalanced, discordant, unfinished, incomplete…*
Composition: Complexity 'was it hard to follow?'	*simple, elegant…* *intricate, rich, detailed, precise…*	*ornamental, over-complicated, extravagant, puzzling…* *monolithic, simplistic…*

		shallow, insignificant, unsatisfying, sentimental…
Valuation 'was it worthwhile?'	challenging, significant, deep, profound, provocative, daring… experimental, innovative, original, unique, fruitful, illuminating… enduring, lasting…	conservative, reactionary, generic… unmemorable, forgettable…

(Martin and Rose, 2003:63)

Under sub-category of social value, the object, product or process is evaluated according to various social conventions. This domain is very closely tied to field in that social valuation of one field will not be applicable or relevant in another, for example, the field of economy does not have extensive application in the field of science.

3. Theoretical Framework

The theoretical framework used in this study is summarized from the main theories which are used as a means of doing data analysis. In this case, I especially follow what has been suggested by Martin and Rose (2003) on Appraisal System, especially Attitude (Affect, Judgement, and Appreciation).

The theory of Martin and Rose (2003) is used to analyze the words realization and the kinds of Attitude; Affect (Emotional State, Physical Expression, Extraordinary Behavior, and Metaphor), Judgement (Normality, Capacity, Tenacity, Veracity, and Propriety), and Appreciation (Impact, Quality, Balance, Complexity, and Valuation). This theory is used to analyze whether the kinds of Attitudes are positive or negative. It is the theoretical framework that inspires me to analyze the data of this study, the inaugural speech of the 44th of US President, Barack Obama.

Methods

This study is aimed to describe 1) How the Appraisal System is used to express Obama's attitudes in his inaugural speech, and 2) The pedagogical implication of the study on English teaching. In reaching the objectives of the study, I used qualitative approach.

Based on the characteristics of this study, it is a qualitative and descriptive approach in nature. Qualitative approach was used to unfold Obama's attitudes realized in his speech. It is also descriptive in the sense that this study is intended to describe the realization of interpersonal meaning in the speech based on Appraisal Systems of Martin and Rose (2003).

The object of this study is the speech delivered by Barack Hussein Obama in the Presidential Inaugural Addressee.

The unit of analysis is Appraisal Device which focused on the realization of interpersonal meanings through words or phrases to express attitudes in the text. At this level, the speech was analyzed using the Appraisal Device to describe how the Appraisal System was applied in the speech. This helps me to see how the orator, Obama, presented his attitudes towards the phenomenon occurred in America.
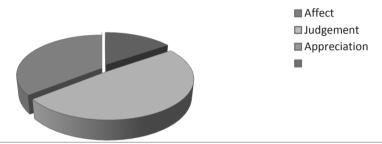
In analyzing the data, I followed Martin and Rose's (2003) analysis because this theory is suitable for a written data analysis. Some steps were undertaken in doing so. Firstly, the data were obtained from the written text of speech which was available. Secondly, the speech was set out in its entry for comprehending the text as a whole. Thirdly, the speech was broken down into manageable clauses for the purpose of analysis. Fourthly, for each clause, there was general analysis. The last, each clause was analyzed based on Appraisal Devices realizing Attitudes in Barack Obama's Inaugural Speech.

To make the data reliable and valid, I used triangulation since it is the application and combination of several research designs in the study of the same phenomenon.

Findings

After the speech was broken up into several clauses, they were then analyzed to find out the types of Attitudes used in each clause. Firstly, I analyzed them to know what kinds of Attitudes occupied in each clause and the quality of feeling – Positive or Negative. The next step was classifying kinds of Attitudes used in the speech and counting them. The result can be seen in the Chart below:

The Distribution of Attitude

- Affect
- Judgement
- Appreciation

From the table we know that the speech used three Attitudes, namely Affect, Judgement, and Appreciation. As stated in the previous chapter that the speech was broken up into clauses to know the distribution of Attitude in each clause and clause. The total number of Attitudes among all clauses is 323. It consists of 51 clauses of Affect (15.4%), 155 clauses of Judgement (48.9%), and 117 clauses of Appreciation (35.6 %). There is also found that no clause without Attitude or in other words, all clauses have Attitudes. It seems that the speaker, Barack Obama, wanted to have an emphasis on each clause. It is obvious because the speech aimed to encourage people's spirit to struggle in order to solve the crisis happened in America, to take responsibility of the world peace, and to save the earth from global warming. The use of more Judgements dominated in the speech indicates that the speaker judged the phenomenon based on his opinion. He expressed his ideas by saying truth; particularly about American nation condition during crisis and its relationship with foreign country. It is reasonable, since the speech happened in the bad condition of America during war, crisis, and global warming. The speaker, Barack Obama, is the first American president from Black American.

Affect

The term of Affect include Qualities, Processes, and Comments (Sensing, Behaving, Participants, Manner of Process). See the following excerpt for clearer understanding:

1. I stand here today **humbled** by task before us. (line 2)
2. **Grateful** for the trust you have bestowed. (line 2-3)
3. I **thank** President Bush. (line 3)
4. A **nagging** fear that America's decline is inevitable. (line 21-22)
5. On this day we gather because we have chosen **hope** over fear. (line 27)
6. Duties that we do not grudgingly accept but rather seize **gladly**. (line 159)

In excerpt (1) the Affect is realized through Verb of emotion '**humbled**'. This word presents Affective as 'process', i.e. Affective behaving. It means that Obama as a new president of United State of America felt that he was challenged to solve many problems in his country because of the crisis, war, and global warming which were caused by the former US government.

In excerpt (2) the Affect is realized through Adjective of emotion '**grateful**'. This word shows Affect as 'quality', attributed to participants. The sentence means that Obama wanted to say thanks to American nation because they had voted him in presidential election and made him as the first African-American president.

In excerpt (3) the Affect is realized through Verb of emotion '**thank**'. This words presents Affect as 'process', i.e. affective sensing. The sentence means that Obama gave his gratitude to the former president, George W. Bush.

In excerpt (4) the Affect is shown through Adjective of emotion '**nagging**'. This word shows Affect as 'quality', i.e. describing participants. The sentence means that at the time, American nation was covered with feeling of fear due to the crisis. Many people lost their jobs and there was global recession which made America felt into the worst economic condition which made a nagging fear through American nation.

In excerpt (5) the Affect is realized through Noun of emotion

'**hope**'. It shows Affect as 'process', i.e. Affective sensing. The sentence means that Obama explained to the audience that the people gathered in the magnificent mall to see him delivered the speech because they had chosen hopes rather than fear to bring their country into better future and they had thrown away their fear from their feeling.

In except (6) the Affect is realized through Adverb, typically circumstances of manner. The word '**gladly**' shows Affect as 'quality', i.e. manner of process. The sentence means that Obama duties that given by every American person should be accepted with happily rather than grudgingly.

From the interpretation above, it could be inferred that excerpts (1-6) shows that Affect in Obama's inaugural speech is realized through describing participants, attributing to participants, Manner of Process, Affective Sensing, Affective Behaving, and Desiderative Comments.

People might classify Affect or expressing someone's feeling in the form of Positive and Negative expression whether it is Direct (include Emotional State or Physical Expression) or Implicit (includes Extraordinary Behavior or Metaphor). In the speech, the feelings expressed by Obama were various; Positive and Negative and were delivered directly and implicitly. For clearer understanding, I start with the examples of Positive Affect in the excerpts (7-9).

7. And all deserve a chance to pursue their **full measure of happiness**. (line 36)
8. But we will **extend a hand** if you are willing to unclench your fist. (line 129-130)
9. And with **eyes fixed on the horizon**. (line 183)

Excerpt (7) is the example of direct Positive Affect which is realized through Emotional State '**full measure of happiness**'. This word refers to the statement of Obama which said that all people in the world deserve to get their happiness, not only a half but their full measure of happiness. In this case, Obama excerpted the statement from the Scripture.

Excerpt (8) is the example of Implicit Positive Affect which

is realized through Extraordinary Behavior '**extend a hand'**. This phrase refers to the American people's attitude to help their foes, in this case the Muslim world if they wanted to end up the war which is still happened until that time.

Excerpt (9) is the example of Implicit Positive Affect realized through Metaphor. The words of Metaphor '**with eyes fixed on the horizon**' means that American people should be aware of what will happened to the country in the future and they had obligation to preserve the great gift of freedom for the future generation.

From excerpt (7-9), it can be concluded that in Obama's inaugural speech, the Positive Affect is realized both directly (Emotional State) and implicitly (Extraordinary Behavior and Metaphor). But, Direct Affect of Physical Expression cannot be found in the speech since I analyzed only the written text of the speech.

Next, I will look at the excerpts of Negative Affect. Let me consider excerpts (10-12).

10. Against a far reaching network of violence and **hatred**. (line 14)
11. Yet, every so often, the oath is taken amidst **gathering clouds and raging storms**. (line 7)
12. Our nation is **at war**. (line 12)

Excerpt (10) uses direct Negative Affect of Emotional State. It can be seen from the word '**hatred**'. The sentence means that depended on Obama's opinion, the feeling of hatred was covering American nation and it made the country faced many problems.

In excerpt (11), Affect is realized through Implicit Negative Affect, i.e. Extraordinary Behavior. The phrase '**gathering clouds and raging storms**' indicates that the presidential oath was often taken amidst the bad condition of America.

In excerpt (12), Affect is realized through Implicit Negative Affect, i.e. Metaphor. Metaphor '**at war**' in the sentence does not mean that there was a war in America whereas the people were killing each other using missiles, guns, etc. But, it means that America faced many problems such as violence and feeling of hatred between the nations which is needed to be solved.

From excerpt (10-12), it can be concluded that in Obama's in-

augural speech, the Negative Affect is realized both directly (Emotional State) and implicitly (Extraordinary Behavior and Metaphor). Only the Physical Expression which is not found in the speech.

Based on the general findings of Affect, I can see (from Appendix 2) that Obama used more Positive Emotional State than other kinds of Affect. It denotes that Obama liked to express his emotion or feeling more directly than implicitly.

Judgement

Judgement is evaluating people's character. It can be realized through Adverbial, Adjective, Noun, and Verb. See the following excerpts.

13. To spend <u>wisely</u>. (line 80)
14. But because we, the people have remained <u>faithful</u> to the ideals of our forbearers. (line 10-11)
15. We are <u>the keepers</u> of the legacy. (line 106)
16. For us, they <u>toiled</u> in sweatshops and settled the West. (line 46)

In excerpt (13), the value of Judgement is realized as Adverbial '<u>wisely</u>'. Obama dedicated this sentence to the people (government) who take responsibility to handle financial aspect or economy. They were one of the reasons why the crisis happened in the country. They had to change their habit.

In excerpt (14), the value of Judgement is realized as Adjectives '<u>faithful</u>'. In the sentence, Obama appreciated the people who still loyal to the country.

In excerpt (15), the value of Judgement is realized as Noun '<u>the keepers</u>'. In the sentence, the keepers referred to American people in this generation. Their forbearers had given them the noble idea as their legacy so that they had to keep and preserve it.

In excerpt (16), the value of Judgement is realized as Verb '<u>toiled</u>'. In the sentence, they referred to people in the earlier generation. They had worked hard and done a lot of things for the next generation.

From excerpts (13-16), it can be concluded that the value of judgement can be realized as Adverbial, Adjective, Noun as Nomi-

nalization, and Verb. It shows that the speech is conveyed in varied ways.

Comparing to Affect, it also has a Positive and Negative dimension. According to Martin and Rose (2003), Judgement could be classified based on two types. As stated above, there are two subtypes of Judgement, i.e. Social Esteem and Social Sanction.

I will start with Positive Personal Judgement (admiring), and Positive Moral Judgement (praise). Let me see the excerpts:

17. My <u>fellow</u> citizens. (line 1)
18. Rather, it has been the <u>risk-takers</u>, the doers, the makers of things. (line 40-41)
19. Time and again these men and women <u>struggled</u> and <u>sacrificed</u>. (line 50)
20. But because we, the people have remained <u>faithful</u> to the ideals of our forbearers. (line 10-11)
21. It is the <u>kindness</u> to take in a stranger when the levees break. (line 146-147)

Excerpt (17) shows the example of Positive Judgement (admiring), i.e. Normality, I can see that Obama greeted the audience before gave the speech by saying his citizen as his fellow. The sentence means that Obama regarded all American citizens as his friend. He tried to unify his citizen by not differentiate them. He believed that all people were equal as God said in the scripture.

Excerpt (18) shows us the example of Positive Judgement, i.e. Capacity in the word '<u>risk-takers</u>'. Obama tried to explain that the greatness of America was the result of American nation who had worked very hard to take the challenges. This sentence showed that Obama had a Positive Judgement to them. He appreciated them because they were all had taken the risks to make America became a great country.

Excerpt (19) shows the example of Positive Judgement (admiring), i.e. Tenacity. The word '<u>struggled</u>' and '<u>sacrificed</u>' are used to appreciate someone who has done a very great effort for to help another people. The sentence means that Obama appreciated the American nation who had struggled and strove for their country.

Excerpt (20) is the example of Positive Judgement (praise), i.e. Veracity. The word 'faithful' is dedicated to American people who had carried on America till that moment because they had applied the ideals of their forbearers and still loyal to their country.

Excerpt (21) is the example of Positive Judgement (praise), i.e. Propriety. The word 'kindness' represents it. It is proper to take a kind action when someone needs a help, including a stranger. Obama asked his people to keep the spirit that had inhabited the nation, such as the kindness to help each other.

From the interpretation of excerpts (18-21), it seems that Obama positively judged American people whether it is from the Normality side, Capacity, Tenacity, Veracity, and Propriety. It means that Obama admired and praised his people.

Next, I will look at Negative personal Judgement (criticism) and Negative moral Judgement (condemnation). Let me see the excerpts (23-37)

22. And why a man whose father less than sixty years ago might not have been served at a local restaurant. (line 167-168)
23. You cannot outlast us. (line 114)
24. That for far too long have strangled our politics. (line 30-31)
25. To those leaders around the globe who seek to sow conflict. (line 125)
26. A consequence of greed and irresponsibility on the part of some. (line 15)

In excerpt (22), the example of Normality is shown through the phrase 'might not have been served'. The father in the sentence refers to Barack Obama Sr. He was Obama's father. Obama said that his father might not have been served at local restaurant because he did not have enough money.

Excerpt (23) shows the example of Capacity. The sentence was dedicated to the terrorists who always wanted to spread their terror in America. Obama said that their strength could not destroy his country. The biggest terror caused the terrorist was 9/11 attack.

Excerpt (24) is the example of Tenacity. The word 'Strangled' shows that Obama considered the American politics have been in-

terrupted by bad things such as petty grievances and false promises. As a result, he judged the former government negatively.

In excerpt (25), the example of Veracity is realized through the phrase 'sow conflict'. The sentence refers to the leaders around the world who wanted to spread the war between nations.

Excerpt (26) shows the example of Propriety. It is realized through the word 'greed' and 'irresponsibility'. Obama blamed the former government for causing the crisis. He thought that it was because the government was greedy and irresponsible.

From excerpts (22-26), it seems that Obama judged some people negatively whether it is from Normality side, Capacity, Tenacity, Veracity or Propriety. It means that Obama also criticized and condemned them.

Based on the findings of Judgement, it shows that Obama gave more priority to Positive Capacity. It denotes that Obama like to judge people from their capability to do something.

Appreciation

Appreciation could be realized as Adjective, Adverb, Noun and Verb. For more understanding, I see the excerpts:

27. The time has come to reaffirm our **enduring** spirit. (line 33)
28. Our economy is **badly** weakened. (line 14-15)
29. For we know that our patchwork heritage is a **strength**, not a weakness. (line 116)
30. Our goods and services **no less needed** than they were last week or last month or last year. (line 56-57)

In excerpt (27), the Appreciation is realized through Adjective '**enduring**'. The sentence has the meaning that the spirit of American people were weakened during the crisis happened so that this was the time to come up and show the world that American still had their enduring spirit and they tried to prove themselves that they won't be failed.

In excerpt (28), the Appreciation is realized through Adverb '**badly**'. The sentence shows us that during the transition of the government from Bush to Obama, the country faced the bad con-

dition in economy. Many people became jobless, the tax was very high, many businesses were bankrupt and the health care was very expensive. This was the biggest economic recession that happened in America in 2008 and influence many countries in the world that well-known as global recession

In excerpt (29), the Appreciation is realized through Noun '**strength**'. The sentence means that the American patchwork heritage was strength because America had experienced so many problems in the past and could solve it.

In excerpt (30), the Appreciation is realized through Verb '**no less needed**'. Although America was in the midst of crisis, the goods and services were still needed like in the previous time before the crisis happened. It was because its products had a good quality and still needed by both itself and other countries.

From the interpretation of excerpts (28-30), it seems that Obama appreciated things used varied wording realization (Adjective, Adverb, Noun, and Verb). It is used to make the speech attractive and to avoid boredom from the audience.

Appreciation has a positive and negative dimension corresponding to positive and negative valuation of text and processes (and natural phenomena). The system is organized around three variables, i.e. Reaction, Composition and Valuation.

I start with Positive Appreciation. I see the excerpts (31-35).

31. That time has **surely passed**. (line 59)
32. So that we might live a **better** life. (line 51)
33. **Unity** of purpose over conflict and discord. (line 27-28)
34. Not out of charity, but because it is **the surest** route to our common good. (line 89-90)
35. To take **a most sacred** oath. (line 68-69)

Excerpt (31) shows the example of Positive Appreciation, i.e. Reaction (Impact). It is realized through the phrase '**surely passed**'. The sentence means that the time of standing pat, of protecting narrow interests and putting off unpleasant decisions like happened in the earlier government had surely past. This was the critic for the Bush government because of their policies often set aside public's

expectation such as war policy to Iraq and Afghanistan.

Excerpt (32) shows the example of Positive Appreciation, i.e. Reaction (Quality). It is realized through the word '**better**'. The sentence means that the earlier generations expected the next generations might live in a better live.

Excerpt (33) shows the example of Positive Appreciation, i.e. Composition (Balance). It is realized through the word '**unity**'. The sentence means that the people who were gathering to watch the inaugural speech had chosen the unity over conflict and discord.

Excerpt (34) shows the example of Positive Appreciation, i.e. Composition (Complexity). It is realized through the word '**the surest**'. The sentence means that the reach of the prosperity to every nation is the surest route to reach the success of economy. By giving the chance to every person, the country will create a common good.

Excerpt (35) shows the example of Positive Appreciation, i.e. Valuation. It is realized through the phrase '**a most sacred**'. The sentence means that Obama considered the presidential oath as the most sacred oath.

Excerpts (31-35) show that Obama Positively appreciated things. It is realized by using Positive, Quality, Balance, Complexity, and Valuation.

Next I will look at the examples of Negative Appreciation. I see the excerpts (36-40).

36. Homes have been **lost**. (line 17)
37. For us, they packed up their **few worldly** possessions. (line 44-45)
38. Its power to generate wealth and expand freedom is **unmatched**. (line 83-84)
39. Which sees us through our **darkest** hours. (line 148-149)
40. And because we have tasted the **bitter** swill of civil war and segregation. (line 119-120)

Excerpt (36) shows the example of Negative Appreciation, i.e. Reaction (Impact). It is realized through the word '**lost**'. The sentence means that the crisis had negative effect on society.

Excerpt (37) shows the example of Negative Reaction (Qual-

ity). It is realized through the words '**few wordly**'. The sentence means that the earlier generations were considered as the poor. Their life quality was low. But with their few worldly possessions, these men and women packed them up and search a new life in another place so that their children would live a better life.

Excerpt (38) shows the example of Negative Composition (Balance). It is realized through the word '**unmatched**'. Obama criticized that the power of market had no balance to generate wealth and expand freedom.
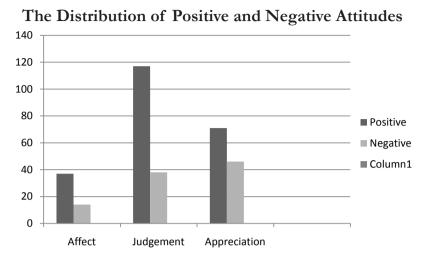
Excerpt (39) shows the example of Negative Composition (Complexity). It is realized through the word '**darkest**'. The darkest hours in the sentence means the hardest time when some American people lost their job and become unemployment because of the crisis.

Excerpt (40) shows the example of Negative Valuation. It is realized through the word '**bitter**'. The sentence means that the civil war and segregation had caused unhappiness and anger so that they tried to avoid them.

Excerpts (36-40) show that Obama presented Negative Appreciation towards things through Impact, Quality, Balance, Complexity, and Valuation. It is because the condition at that time was bad so he negatively appreciated things.

Based on the findings of Appreciation, it could be inferred that Obama more positively appreciated things using Positive Valuation. It denotes that he really admired his country.

Based on the sub types of the Attitude classification, each clause was divided into Positive and Negative. In this speech there was only one single Emoter, i.e. Barack Obama and the intended targets were the audience who attended the ceremony and some of the people around the world. For the clearer understanding, see the following chart of the Attitude calculation:

The Distribution of Positive and Negative Attitudes

Based on the chart, it was found that the percentage is varied among Affect, Judgement, and Appreciation.

Firstly, from Affect point of view, Obama reflected himself through 51 clauses of Affect. It consists of 37 Positive Affects and 14 Negative Affects. The percentage of Affect is 15.79% in which its position is in the third rank among Judgement and Appreciation. From the chart above, it can be seen that the use of Positive Affect is more frequent than Negative Affect. Dealing with the reflection of him, Obama gave priority to Positive sense in presenting his speech although the condition of America was bad. He only used 14 Negative Affect to describe it. In presenting his arguments, Obama liked to express his feeling more directly than implicitly. It can be seen from the use of more direct Positive Emotional State attached in the speech.

Secondly, from Judgement point of view, Obama reflected himself through 155 clauses of Judgement. In chart 4.3, it can be seen that Judgement dominates the Attitudes. The percentage is 47.99% consisting of 117 clauses Positive Judgement and 38 clauses of Negative one. From the excerpts of Judgement, it goes without saying that Obama was a tenacious man and good thinker. The choice of words in the excerpts indicates that he had high capability in persuading people by using his Judgement.

If I analyze more deeply, Obama gave more priority to use

Positive Judgement capacity. There are 49 clauses of Positive Capacity attached in the speech and it is the highest rank among other Judgements even other Attitudes. The use of more Positive capacity shows that Obama appreciated what American people had done to the country and he also gave solution to what should they do overcome the problems occurred in the country at recent.

The third is from Appreciation point of view. Based on the chart, it shows that Obama appreciated things through 117 clauses or it equals to 36.22%. It is in the second rank after Judgement. It consisted of 71 clauses of Positive Appreciation and 46 clauses of Negative Appreciation. It is reasonable because the speech was delivered by a new American president. The use of more Positive Valuation (43 clauses) shows that Obama was proud of his country and nation. On the other hand, he also criticized on what happened to the American economic condition and the bad consequence of the crisis to the American people, it can be seen from the use of 23 clauses of Negative Complexity.

Thus by considering the total number of clauses, the use of Positive clauses is more frequents than the Negative ones. Frankly speaking, I assumed that Obama was a marvelous leader who could analyze problems and find the solutions. He knew how he should behave in a certain condition, especially how to persuade people through the speech. That's why the people admired him and elected him as the American president though he came from the Black American.

Conclusions

Based on the findings, it can be concluded that Obama used three kinds of Attitudes; Affect, Judgement, and Appreciation. There are 323 clauses consist of 51 Affects, 155 Judgements and 117 Appreciations. All clause-complexes have Attitudes. The use of Judgement dominates the percentage of Attitudes. It is reasonable because the speech aims to provoke and persuade people to solve the problems together and to heal the world from the damage caused by global warming. The speech also aimed to persuade the leaders around the world to be more responsible to manage their

people. And he also warned the terrorists to stop their action in making terror and killing the innocent.

Dealing with the type of Attitudes, Obama represented his speech by using Positive and Negative Attitudes. He used Positive Attitudes more often than the Negative ones. The use of Positive and Negative Attitudes in the speech portrayed himself as a good orator and a good leader with high capability and great way of thinking.

Pedagogical implications

Theoretically, researchers, English learner and teachers hopefully can open their mind with the results of this study. English learners and teachers, especially in higher education, may use the result of the study as consideration for further study.

Practically, English learners and teachers, especially in higher education, may study further Appraisal Systems to get a better knowledge that can be used to do similar study, and use the result of this study as a reference to learn Grammar, Meaning, and Discourse study.

Pedagogically, teachers as well as learners, especially who want to deliver the speech, should consider of what things are needed to be presented to audience.

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