

CHAPTER I

INTRODUCTION

A. 1 Background of The Research

News editors trigger its potential in influence the readers' attitude towards various issues through their editorial columns. For example, a news editor who is supportive of a particular political leader may use positive language choices to highlight the leader's achievements and downplay any negative aspects. They may use grammatical structures such as active voice and dynamic verbs to create a sense of momentum and progress, while using metaphors that reinforce the leader's positive image. In contrast, a news editor who is critical of the same political leader may use negative language choices to highlight their shortcomings and use passive voice and static verbs to convey a sense of stagnation. They may also use metaphors that undermine the leader's credibility and reinforce negative perceptions.

According to Khristianto (2007) The use of positive language in the media's coverage of the ruler's conduct indicates a clear bias and reflects the media's weak position when it comes to holding the ruler accountable. Therefore, it can be argued that the media has failed to fulfill its duty to provide objective and critical coverage of government policies and actions and has instead succumbed to political pressures and biases. This undermines the public's trust in the media and jeopardizes the democratic process and educating public about political issue which holding those who are in power.

Therefore, by constructing the language, news editors can influence readers towards a particular appraisal system, as identified by systemic functional linguistics.

Appraisal addressed in which language is used to express and evaluate attitudes, opinions, and emotions towards a particular object, person, or event.

As the development of Systemic Functional Linguistics theories, appraisal is used to understand on how the language can be used as a tool to appraise someone or something. On the other hand, appraisal theory can be used to analyze on how someone use language as symbolic meaning between the author and the audiences, appraisal theory also can be used to analyze on how someone appraising object, subject or phenomenon based on their feelings Martin & Rose (2003) for example when people are expressing compliment towards something “I like your bag” or dislike “this one isn’t match, I’d like to consider rather than buy”. As the development of Systemic Functional Linguistics theories, appraisal is formulated based on interpersonal meaning which addresses the assessment of attitude which are offered in the text, in this case the appraisal analysis also exploring how someone express their resistance of feelings and the consideration on the valuations toward someone, object or phenomena.

According to Martin & White (2005) appraisal is related to interpersonal meaning in language through the text analysis based on the author’s stance and the evaluation towards someone or something as they concerning on the material and depending on the target audiences in the communication.

Appraisal theory is concerned with the elaboration between linguistics and the projection of emotions and opinions Hope & Read (2008), it’s focused on the explorations of the writer’s alignment of personal stances, this give us an understanding how the author align their authorial persona with the stance of other,

how the author construct the manipulation with the language they've construct in the written text to projecting a greater or lesser degree of power and existence in their point of view.

Appraisal theory is addressing the linguistics resources for by which the author come to express in the texts or by which speakers are come to express by its speeches by negotiating and naturalize some inter-subjectivity and the degree of ideological power. Within this discussion, the theory is focused on the language used as a system to evaluate someone or something, which concerned on attitude, engagement, and graduation in the editorial column of mass media/online newspapers.

There are several columns in mass media including editorial columns and, the columns provide the authors or the audiences to perform their opinions and ideas towards the issue, someone, or something. Begin with the understanding of Editorial columns which can be understood as a column that are typically written by experienced journalists or experts in a particular field, and they offer a perspective on current events, issues, and policies that can influence how readers understand and think about these topics. Through editorial columns, mass media outlets can offer a nuanced analysis of complex issues, contextualize news events, and present a range of perspectives on controversial topics. This can help to promote informed public debate and stimulate critical thinking among readers.

Furthermore, editorial columns can also serve as a platform for advocating for social and political change. By presenting well-reasoned arguments and evidence, editorial writers can influence public perception and mobilize support for specific

policies or causes. However, it is important to note that editorial columns are not without their limitations. They may be subject to biases or ideological perspectives of the writer or the media outlet.

Moreover, the influence of editorial columns may be limited to specific segments of the population, such as those who are already politically engaged or ideologically aligned with the writer's perspective. Nonetheless, editorial columns remain a valuable component of mass media discourse, as they provide a platform for informed analysis and advocacy on important social and political issues. By engaging with editorial columns critically and thoughtfully, readers can gain a deeper understanding of complex issues and contribute to the broader public discourse.

Mass media remains a vital component of modern society, as it provides a platform for informed analysis and debate, promotes accountability and transparency, and facilitates the exchange of ideas and information across diverse communities. The product of mass media can be formed either printed or digital, the digital form of the product of mass media is aimed to reach more audiences considering the trend of accessing information in digital platforms. In this research, there are two sample which taken for comparative appraisal analysis of their products towards the issue on geopolitical tension in the south China sea.

The first media is South China Morning Post (SCMP) and the second is Philippines News Agencies. On the one hand, the South China Morning Post has reported on the diplomatic tensions between China and the Philippines, highlighting the growing concern over China's assertive behaviour in the South China Sea. The

newspaper has provided a detailed analysis of the diplomatic back-and-forth between the two countries, highlighting the risks of escalation and the potential consequences for regional stability.

On the other hand, Philippines News Agencies has focused on the broader geopolitical implications of the tensions between China and the Philippines. The newspaper has highlighted the specific actions condemned by the DFA, such as the shadowing, harassment, dangerous maneuvers, directing of military-grade laser, and illegal radio challenges, and emphasize how these actions infringe on the Philippines' sovereignty and security as a state. Additionally, the PNA emphasized the statement from the US State Department spokesperson, Ned Price, who labelled China's actions as a provocative and unsafe and interfered with the Philippines' lawful operations in the West Philippine Sea.

This may indicate that the PNA sees the incident as a broader issue that involves not just the Philippines and China, but also the United States and other stakeholders in the region. The information also contrasting the geo-political issue between China and the United States in the South China Sea, and the potential for the South China Sea dispute to become a flashpoint for wider regional conflict.

On the other hand, both newspapers have emphasized the need for diplomacy and dialogue to resolve the tensions, while also highlighting the challenges facing the region. The South China Morning Post has stressed the importance of regional cooperation and respect for international law, while Philippines News Agencies has emphasized highlight the severity of the laser incident and how it poses a threat to Philippine national security. Which in this paper the researcher focusing on the issue

of Philippines leader summon Chinese envoy which is reported on those two mass media companies. Researcher focusing on recent move by the Philippines leader to summon the Chinese envoy raises important issues of geopolitical tension in the region, which have been reported on by both the South China Morning Post and Philippines News Agencies.

In conclusion the issue of geo-political tensions between China and the Philippines highlights the complex geopolitical landscape in the region, and the potential risks of conflict and instability. The reporting by both the South China Morning Post and Philippines News Agencies provides important insights into these issues and highlights the need for continued attention and engagement by policymakers, journalists, and the wider public.

This study's aim is to investigate how various media channels convey and influence public perception on a geopolitical issue. Specifically, we use appraisal theory to analyze how editorial language constructs discourses and manipulates audiences to adopt certain viewpoints. By comparing two different media outlets, we aim to explore how each author's ideological stance is reflected in their use of appraisal, and how these appraisals contribute to the overall discourse on the issue. Through our analysis, we seek to provide insight into how language is used in media discourse to influence political discourse and influence public perception. Overall, our findings will contribute to a better understanding of the role of language in shaping political discourse through the study of South China Sea Geopolitical Tensions: An Appraisal Analysis of Philippines and Chinese Media.

A. 2 Problems of The Research

Although appraisal research has the potential to be applied in a wide range of contexts, there is still a lack of exploration on how appraisal analysis can be used as a tool to manipulate or influence others' perspectives in media and political discourse. Many researchers have focused only on the micro-level aspects of the appraisal system itself or on discourse analysis without considering how appraisal can influence public perception. However, there are some related research studies on appraisal that we can use as a basis for comparison in this research.

First is research written by Wiyanti, Nindya Ayu (2022) entitled *An Appraisal Analysis of Attitude in Turning Red Animation Movie*, this research only focuses on the sub-system of Appraisal Theory related to attitude. Furthermore, the study did not explore how the identified attitude devices and their realizations relate to the movie's overall themes or messages.

The second example of the previous study which is used to compare and to find the gap is written by Abidah, Laelatul (2021) entitled *Critical Discourse Analysis of Kamala Harris's Judgment on Trump's handling Over Pandemic in President Election Campaign of United States 2020*. While the study identifies the most common types of judgments used by Harris, it does not provide a comprehensive understanding of how judgments contribute to the overall meaning of the speech or how they may have affected its reception by different audiences.

The next example of previous study written by Ayuningtyas, Olanita (2022) entitled *Something Advertisements: A Critical Discourse Analysis Point of View*. While she mentions the use of Fairclough's three-dimensional framework, it does

not delve into how Appraisal theory, a sub-theory of systemic functional linguistics, is employed in analysing the language used in the advertisements.

Those reviews and comparison of previous study, provides the researcher to develop the research on appraisal theory in more complex. while there are previous studies that use Appraisal Theory to analyze discourse, they are limited in scope, only focusing on specific sub-systems of Appraisal Theory or on some aspects of the discourse. By conducting a more comprehensive analysis of appraisal in the context of media discourse and political discourse, we aim to contribute to a better understanding of how language is used to influence public perception and influence political discourse within the formulation of these problem below.

1. How the editorials employ an evaluative language through appraisal system towards South China Sea geopolitical tension between China and Philippines?
2. What is the implication between appraisal system involved in the media as the construction of the evaluative language in editorials column and political media discourse?

A. 3 Research Objective

Based on the research problem, researcher have formulated the following research objectives:

1. To investigate the construction of appraisal system and evaluative language choices by editorials towards issue.
2. To explore the implications between appraisal system as an evaluative language construction by the editorials and its discourse towards geopolitics tension between China and Philippine.

A. 4 Research Significance

The significance of this research lies in its potential to contribute to a deeper understanding of the ways in which language is used to influence public perception and political discourse. By using appraisal theory to analyze the language used in editorial columns, this research seeks to apprehend on how appraisal system is employed to influence readers' perspectives and understanding of geopolitical issues.

Furthermore, this research explores the role of appraisal in influencing public perception and their potential to be used as a tool to manipulate or influence perspectives in media and political discourse. The insights gained from this research may be useful to scholars of linguistics, media studies, and political science, as well as to professionals in media and politics who seek to understand the mechanisms by which language is used to influence public perception. Ultimately, the findings of this research may contribute to a more informed and critical public discourse on issues of geopolitical importance.

A. 5 Limitation of The Research

This research is focused on analyzing the use of appraisal in two specific editorial columns from South China Morning Post and Philippines News Agencies' news platforms on the issue of Philippines leader summoning Chinese envoy. As such, the findings of this research are limited to this issue and the two media outlets analyzed. Additionally, this research is only analyzing the editorial columns in their written form and does not consider any other modes of communication such as video or audio. Moreover, this research is limited by its use of appraisal theory as the primary analytical tool. While appraisal theory has proven to be useful in analyzing

the language of media discourse, it is not the only theoretical framework available for this type of analysis, and other frameworks may yield different insights.

Another limitation of this study is that it only focuses on the analysis of editorial columns and does not include a comparison between editorial columns and. can be another important source of public perception formation and may differ in their use of appraisal and evaluative language.

The absence of such a comparison may limit the scope and depth of the analysis and may not provide a complete understanding of the ways in which media influences public perception. Furthermore, this research is limited by its focus on a single issue and does not explore how appraisal are used in the coverage of other geopolitical issues. This may limit the generalizability of the findings to other issues and contexts. It is important to note that the sample size in this study is relatively small, as it only focuses on two media outlets and their respective editorial columns. Therefore, the findings may not be representative of other media outlets or editorial columns that cover the same issue. Additionally, the study only focuses on the use of appraisal within media discourse, and it does not examine other aspects of language, such as rhetorical strategies, framing, or other linguistic features that could also contribute to influencing public perception.

For future research, it would be beneficial to expand the scope of the study to include other aspects of language use in media discourse, as well as other factors that could influence public perception, such as social media, personal experiences, and cultural values. Additionally, it would be useful to examine how different types of media, such as television news, social media, and print media, might use different

types of appraisal and other linguistic strategies to influence public perception. Finally, the study could benefit from a more robust research methodology, such as a longitudinal study, to measure the effects of media discourse more accurately on public perception over time.

Finally, it is important to note that this research is focused on the use of appraisal in media discourse and its potential to influence public perception. It does not attempt to provide a comprehensive analysis of the issue itself, nor does it aim to present a definitive answer to questions related to the geopolitical issue at hand.

A. 6 Definition of The Key terms

Here are definitions of some of the key terms mentioned in the research problem and objective:

1. **Appraisal:** A concept in systemic functional linguistics that refers to the language choices used to express the speaker or writer's attitudes, opinions, and judgments towards the subject being discussed. These can be positive or negative and can be used to influence the way the audience perceives the subject.
2. **Systemic functional linguistics:** A theoretical framework for analyzing language use that focuses on the relationship between language and social context. This approach emphasizes the functional nature of language, and how it is used to communicate meaning and accomplish social goals.
3. **Geopolitical issue:** A political issue that concerns the relations between nations or states, particularly with regards to territorial boundaries, resources, and security.

4. Editorial columns: Opinion pieces written by journalists and published in newspapers or magazines. Editorial columns express the writer's opinion on a particular issue, and often aim to persuade the reader to adopt a particular point of view.
5. Ideological stance: The political or social beliefs and values that inform an individual's perspective on a particular issue.

