

CHAPTER II

LITERATURE REVIEW

B. 1 Theoretical Framework

B.1.1 Mass Media

Mass media is a powerful and ubiquitous force in modern society, shaping the way we consume information, view the world, and interact with each other. According to Gamble and Gamble (1989) mass media serves as a vital tool for promoting social and cultural integration. Mass media platforms allow individuals from diverse backgrounds and communities to connect and engage with each other, share their experiences, and build solidarity around common interests and values.

By providing a platform for diverse voices and perspectives to be heard, mass media can help to promote social cohesion and understanding, ultimately leading to a more inclusive and equitable society. Additionally mass media is crucial for promoting social cohesion and understanding across diverse communities. Contrasting the understanding on mass media, if we look back on how the society use media on certain discourse there is studies which addressing how media use to construct impression and image of particular group, Fatmawaty, L. S. W. A. & Alim, C. N. (2020) stated in their research, that some particular group can illustrates the power of social media in negotiating identity and constructing an image that challenges negative societal stereotypes.

Thus, the research can be a reference to provides insight on how the authors of media especially mass media can strategically utilize media channels to reconstruct their identity, negotiate their position, and challenge negative/positive

stereotypes in the context of the Geo-Politics tension. it is clear that one of the key functions of mass media is to provide a platform for individuals from different backgrounds and cultures to connect and engage with each other.

While it is true that mass media can have its drawbacks and negative impacts, such as perpetuating biases and stereotypes, it is important to recognize that its potential benefits far outweigh these risks. By prioritizing accuracy, diversity, and inclusivity in their reporting, mass media outlets can help to build a more equitable and inclusive society, where individuals are able to connect and engage with each other regardless of their backgrounds or cultural differences. Ultimately, this can help to mitigate the risks of social disintegration that can arise from the complexity and diversity of modern societies.

Furthermore, based on Boadu (1981) mass media provides an essential vehicle for communication in complex, rapidly changing societies, one potential argument is that mass media is crucial for promoting social cohesion and understanding across diverse communities. In today's globalized world, individuals and groups from different backgrounds and cultures are increasingly interconnected but face significant barriers to effective communication and understanding due to language, cultural, and other differences.

Mass media can help to bridge these divides by providing a common platform for individuals from diverse backgrounds to share information, ideas, and perspectives. By promoting intercultural understanding and exchange, mass media can help to mitigate the risks of social disintegration that can arise from the complexity and diversity of modern societies. However, to fulfil this potential, it is

important that mass media outlets prioritize accuracy, diversity, and inclusivity in their reporting, and work to counteract the biases and stereotypes that can often be perpetuated through media coverage.

Furthermore, it is also important to have a basic comprehension on how mass media can influence the formation of identity or to be utilized as a platform to convey and promote specific images, identity, or perspectives on an issue which media can biased readers' perception and opinion. Despite of the understanding mass media, this research will be focused on the specific mass media which is newspaper.

B.1.2 Newspaper

Newspaper is a part of mass media, which is have a crucial role in constructing public understanding of the issue around us. By highlighting reported issue, opinions, and editorials, newspapers have possibilities to influence how people can see themselves, their communities, and their place in the universe.

In fact, newspaper can choose their focus and interest on certain issue or events among others, which mean can influence public's perception among issues or events. Which mean, newspapers within its text, language and image construction involved in the article can contribute to the formation of identity, as they may reinforce certain cultural, social, or political norms. If comparing to other media or another forms of mass media, newspapers either conventional or digital is a typical media that employ professional journalist or news editors who are well trained in fact-checking and ethical reporting.

In today's digital age, the power of newspapers cannot be underestimated. They are still one of the most trusted and reliable sources of information, offering

in-depth coverage of events, news, and opinions that impact society. The reach of newspapers is immense, and they could influence public perception, influence policies, and bring about change in society.

Furthermore, newspapers have a crucial role to play in preserving the freedom of the press, a cornerstone of democratic societies. By providing a platform for journalists to report on issues of public interest, newspapers ensure that citizens have access to a diverse range of perspectives and hold those in power accountable for their actions. One of the main advantages of newspapers is their characteristic of publicity, which allows them to reach a wide audience. Unlike other forms of media, such as television or radio, newspapers are distributed widely and can be accessed by anyone who is able to read. This makes them an important tool for disseminating information to the public, regardless of social or economic status.

Following to Emery, Philip & Agee (1968) one of the characteristic of newspapers is universality. A good newspaper covers all aspects of human life, including news, features, opinion pieces, and advertisements. This makes newspapers a one-stop shop for readers, who can find all the information they need in one place. Moreover, by covering a wide range of topics, newspapers can offer readers a more comprehensive understanding of the world around them.

Furthermore, newspapers are known for their actuality. They provide the latest news and events to the public as they happen, which is crucial for keeping people informed and engaged with the world. By reporting on the latest developments in their community, country, and the world, newspapers help to keep citizens informed and aware of important issues.

Ultimately, newspapers is valuable medium for providing information to the public, their characteristics of publicity, universality, and actuality must be appreciated. They inform readers about the latest events and developments, provide a comprehensive view of the world, and offer a platform for businesses to advertise their products and services. As such, newspapers play an important role in our society and will continue to be a vital source of information for generations to come. Despite of the understanding of newspaper there are two kinds of newspaper which is conventional newspaper and online newspaper, in this paper the researcher will focus on online newspapers as a source.

1. Online Newspaper

According to Palmer & Eriksen (1999) Online newspapers growth as a popular and valuable source of information in our digital era. Distinct traditional print newspapers which are limited in terms of space and format, online newspapers offer several advantages that have made them an attractive option for readers and publishers alike.

The rise of online newspapers has revolutionized the way we consume news and information. The accessibility and convenience of online newspapers have made them a popular choice for readers worldwide. One of the most significant advantages of online newspapers is the ability to access them from anywhere at any time. With just a few clicks, readers can stay informed about the latest news and events, regardless of their location or time zone.

Another advantage of online newspapers is the ability to update and edit content in real-time. Unlike traditional print newspapers, which are limited by daily

or weekly publication schedules, online newspapers can provide up-to-the-minute coverage of breaking news and events, ensuring that readers are always informed of the latest developments.

In addition, online newspapers offer publishers a more cost-effective and environmentally friendly option than traditional print newspapers. The cost of producing and distributing a print newspaper can be prohibitive, while online newspapers require only a fraction of the resources to produce and deliver the same amount of content. This is not only good for the environment but also makes online newspapers a more financially sustainable option for publishers.

According to the information above, online newspapers can be understood as a development of traditional form of newspapers which have a lot of advantage. But despite of that, online newspapers also have negative influence which is the negative effects of online newspapers can include the use of negative language in news stories, which can affect the click ability of headlines and generate less interest in certain topics.

B.1.3 Editorial Column

One of the most important sections in the newspaper is editorial column, editorial columns are an important part of journalism and serve as a platform for expressing the views of the publication and its staff. Editorial columns are typically written by journalists or editors with expertise in the relevant subject matter and are intended to be informative, thought-provoking, and engaging. In the editorial column often takes a position on current events, social issues, or political topics and attempts to persuade readers to see the issue from the publication's perspective.

Additionally, the existence of editorials in newspapers and magazines is crucial for the public to be exposed to diverse opinions and perspectives. Editorials are not just written by journalists, but also by the senior editorial staff or publisher of a publication, adding to the diversity of perspectives presented. This section allows for the publication to express its views on important issues and to promote certain opinions that are deemed relevant or noteworthy. In addition, the presence of a letters to the editor section further enhances the dialogue and provides an opportunity for readers to express their opinions, adding to the richness of the conversation.

Therefore, the editorial section of newspapers and magazines is an important tool for promoting public engagement, encouraging dialogue, and creating a more informed and diverse society. The practice of writing editorial articles allows newspapers to express their opinions on various topics, represent the collective opinion of the publication, and make allegiances known (Firmstone, 2019).

Unlike other opinion formats such as columns or letters to the editor, editorials are published in the name of the newspaper and are intended to speak on behalf of their readers and organizations. Editorials are also different from news reporting as they represent the newspaper's stance on an issue rather than reporting objective facts. While editorials are a historical feature of printed newspapers, they are not commonplace in some regions of the world such as Asia. It is important to note that editorializing, which refers to personal opinions expressed by a journalist in their reporting, should not be confused with editorial journalism.

Furthermore, the impact of editorials in newspapers goes beyond the publication itself. It has been shown that editorial opinions can influence the agendas of other news outlets, including radio and TV news, and even political elites. The inter-media agenda-setting power of newspapers amplifies their opinion-leading role, particularly in Asia. However, this influence raises concerns about impartiality in news coverage, especially when it comes to the repetition of coverage from the issue of south China sea geopolitical tension.

As consumers of news, it is important to be critical and discerning when consuming information and to recognize the potential for editorial opinions to influence the public discourse. In conclusion, the impact of editorial opinions in newspapers extends beyond the publication itself. As highlighted in the citation, editorials can influence the agendas of other news outlets and even influence political elites. However, this influence also raises concerns about impartiality in news coverage. As consumers of news, it is crucial to be discerning when consuming information and to recognize the potential for editorial opinions to influence public discourse.

Nonetheless, the editorial column serves as an important platform for newspapers to express their opinions and engage with readers and the public. Ultimately, the integrity of the institution is reflected in its editorial column, which represents how the institution takes a position on current issues and the interests of the people. the editorial column also serve as a watchdog on institutions of power, including political agenda.

By highlighting issues of public concern and holding those in power accountable, editorials can play a critical role in maintaining a specific political issue. the editorial column is an essential component of journalism that serves as a platform for newspapers to engage with their readership and promote public discourse. The editorial column can influence public perception, influence policy decisions, and hold institutions of power accountable.

Therefore, it is important for newspapers and magazines to continue providing thoughtful, well-reasoned editorial content to their readers. In addition, editorial journalism serves as an important platform for newspapers to express their opinions and engage with the readers and the public.

Despite of that, editorial journalism known as a platform for newspapers to express their opinions can also have potential to the media bias. This issue is can be validated when some media have a particular political affiliation or following particular political view of some geopolitical power, they may use their editorial columns to push their point of view to influence Public perception. This can be problematic as it can lead to a lack of diversity in perspectives and a narrow representation of issues which can lead into a battle of the media propaganda in some geopolitics territory.

Additionally, it can lead to the propagation of misinformation and the manipulation of facts to fit a certain narrative. Media bias can harm the democratic process by limiting the ability of citizens to make informed decisions based on accurate and objective information. Therefore, it is important to be aware of potential

bias in editorial journalism and to consume news from a variety of sources to gain a more comprehensive understanding of issues.

B.1.4 South China Morning Post

According to (<https://corp.scmp.com/about-us/>), The South China Morning Post is a news media company which reported on China and Asia since 1930. The company is headquartered in Hong Kong with broaden teams across Asia and United states. Moreover, the SCMP's commitment to journalism of the highest standards, and its vision to "Elevate Thought" and lead the global conversation about China, reflect a dedication to providing accurate, balanced, and insightful reporting on some of the most important issues facing the region and the world today.

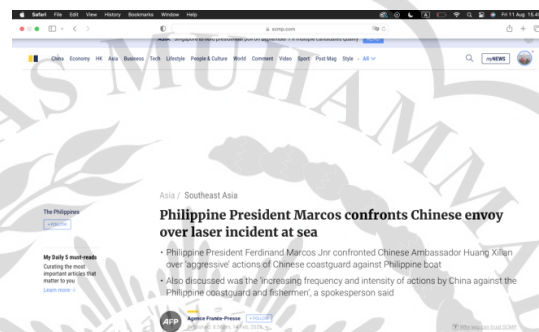
In an era of heightened geopolitical tensions and rapid technological change, the SCMP's global perspective and deep regional expertise are more important than ever. As a media company with teams spanning across Asia and the United States, the SCMP is uniquely positioned to offer a diverse range of perspectives on a wide range of topics, from business and finance to politics and culture. Furthermore, the SCMP's commitment to quality journalism has been recognized by numerous awards and accolades, including the prestigious Society of Publishers in Asia (SOPA) awards, which recognize excellence in journalism in the Asia-Pacific region.

Overall, the SCMP's long and storied history, commitment to quality journalism, and global perspective make it an important and influential source of news and analysis on China and Asia. As the world continues to grapple with the challenges of the 21st century, the SCMP's commitment to "Elevating Thought" and

leading the global conversation about China will remain critical to influence our understanding of this dynamic and complex region.

Image 1. Capture of Interface of South China Morning Post

(https://www.pna.gov.ph/articles/1195226?__cf_chl_tk=17eIHKPZFdbE9hLovFasNEbsKp_54LFzEEWgpPCWrLk-1691298125-0-gaNycGzNC2U)



B.1.5 Philippines News Agencies

Meanwhile, Philippines News Agency (PNA) is a news service agency that provides timely and objective news and information to its subscribers, readers, and clients. It was founded on March 1, 1973, and started with newswire operations that relied on teletype machines and typewriters.

Recently, PNA also evolved as an internet-based news service agency. Which highlighting the information from the Philippine government's official web-based newswire service, and it continues to deliver factual and reliable news and information both locally and internationally.

In addition, the PNA expand beyond traditional news reporting and become a source of news that not only informs but also inspires and aspires its readers. This

is achieved through civic journalism, an approach that encourages greater depth of knowledge of communities and the development of sources within layers of civic life.

Through this approach, the PNA seeks to promote civic engagement and democratic participation among its readers. Based on information from (<https://www.pna.gov.ph/about>) Philippines News Agencies have its mission and vision which is to integrating journalism into the democratic process, the PNA can help its readers become more informed and engaged citizens who are better equipped to participate in the democratic process. Furthermore, by developing sources within layers of civic life, the PNA can provide more comprehensive coverage of local issues and events that might otherwise go unreported.

Ultimately, the PNA is not just a news service agency but also a crucial player in promoting democratic participation and civic engagement both national and international. By providing accurate and reliable news coverage and integrating journalism into the democratic process through civic journalism, the PNA can help its readers become better informed and engaged citizens who are better equipped to participate in the democratic process.

Image 2. Capture of Interface of Philippines News Agencies

(<https://www.scmp.com/news/asia/southeast-asia/article/3210202/philippine-president-marcos-confronts-chinese-envoy-over-laser-incident-sea>)



B.1.6 Media Bias

The language used in media reporting portrayed in editorial column which written by professional journalist is a powerful tool that can influence public perception and understanding of various issues. However, journalism can be influenced by various biases, such as political, economic, and cultural biases, that can distort the accuracy and objectivity of news reporting. Media bias is a pervasive and complex issue that can significantly impact public perception and understanding of various topics.

It is essential to identify and analyze the various forms of bias in media reporting, including political, economic, and cultural biases, and to strive for balanced and objective reporting to ensure that audiences are informed and empowered to make informed decisions. In addition, the issue of media bias in news reporting has received significant attention in recent years, with studies suggesting that media bias is influenced by various factors especially in geo-political issue.

The conventional notion of media bias ignores customer demand for specific news, which media companies provide by producing biased news. However, because viewers spend minimal time processing news information, media bias should come at a cost to the media source, and content given through acceptable slanting should not damage the integrity of media reporting. (Gentzkow & Shapiro, 2005). Furthermore, the conventional viewpoint believes that everyone consumes news for enjoyment, but actual data reveals that this is not the case. Even in free media competition, the narrative imperative results in media bias since media differentiation serves to distinct customer categories. Therefore, media outlets have a responsibility to strive for balanced and objective reporting, and audiences need to be aware of potential media bias and seek out diverse sources of information to gain a more comprehensive understanding of issues Xiang and Sarvary (2007).

Furthermore, Biased news can have significant implications for public perception, political discourse, and policy decisions. For instance, biased news can contribute to the polarization of society, erode trust in institutions, and undermine democratic processes or political identities. However, media bias is limited by the costs associated with it. However, in today's media landscape, there are various platforms and outlets that allow for the spread of biased news without significant costs.

In essence, the implication of media bias it is not only related to the demand for certain news content by different segments of consumers, but also to their political identity. The scholar above mentioned and provides evidence to better define and understand media bias. This evidence has significant implications for the

analysis of this research which focus on two international newspapers' editorial columns raising the issue of the South China Sea geo-politics tension.

B.1.7 Framing and Representation

The way information is presented and perceived in media discourse is contingent upon how the media considers framing to be a pivotal factor in constructing reality. Despite this, framing can be determined by the media's influence on the audience's comprehension of the issues portrayed in the media.

In essence, according to Entman (1993) Framing entails a purposeful process in which specific aspects of perceived reality are deliberately chosen and emphasized to promote a particular problem definition, causal interpretation, moral evaluation, or treatment recommendation. This definition underscores the influential power of framing in influence public perception and understanding of various issues. In addition, based on the definition above we can understood that framing is not a neutral or objective process. Instead, it is an active and strategic endeavour employed by the media to influence public perception and influence the audience's interpretation of events. By selectively highlighting certain aspects of a story and downplaying others, the media can steer public discourse in a particular direction.

Furthermore, framing determines how an issue is portrayed, influencing the audience's understanding, interpretation, and subsequent attitudes toward the subject matter. By underlining aspects of an issue, framing directs attention toward specific elements while modulating or omitting others. This selective emphasis can significantly impact public perception, as the framing process moulds the perspective through which individuals perceive and make sense of the world around

them. Through strategic framing, media entities have the power to influence public discourse, set agendas, and influence public perception.

Understanding the concept of framing is particularly pertinent in the context of this research, there are two concepts of framing, which is media or news frames and individual frames. According to Gamson and Modigliani (1989) Media or news frames refer to central ideas or storylines that provide meaning to specific sequences of events. On the other hand, individual frames are parts of ideas that guide the processing of information at the individual level (Scheufele,1999). These parts can take the form of long-term political views or short-term issue-related frames of reference. The interaction between media frames or news and individual frames is a crucial aspect of the framing process.

According to D'Angelo (2002) individuals' prior knowledge plays a dynamic role in processing information conveyed through media frames. The relationship between these two types of frames creates the way individuals perceive and interpret media messages.

While individuals bring their pre-existing frames of reference to the interpretation process, media or news frames provide a structured narrative that influences their understanding of the information. The study of frames in journalism reveals the existence of biases that can significantly impact the portrayal of individuals, places, or events in the minds of both journalists and news consumers (Knüpfer and Entman, 2018).

These biases become particularly apparent and potentially consequential when journalists are physically or culturally removed from the object of their

coverage, as seen in Western journalism's reporting from chronically neglected and remote regions. Recognizing and understanding these biases is crucial as they have wide-ranging implications for the accuracy, representation, and consequences of news reporting. Understanding and addressing these biases are crucial for promoting accurate, balanced, and nuanced reporting, as well as fostering a more comprehensive and equitable understanding of the world.

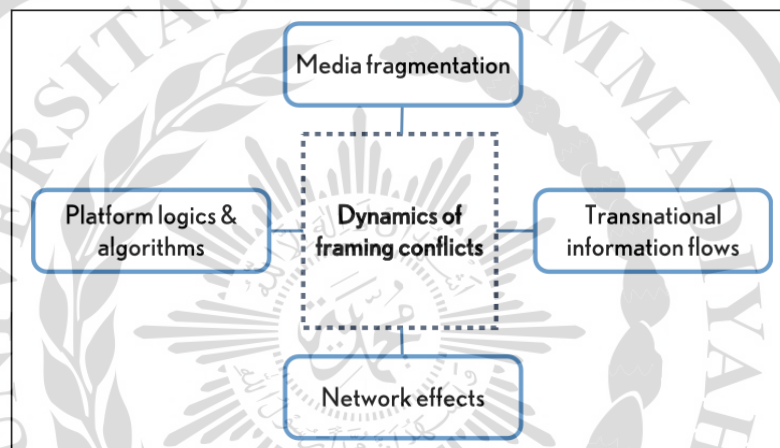
In the context of this research on the South China Sea geopolitical tension between China and Philippines in the digital mass media especially newspapers, researcher explored the role of media frames and individual frames. The work will be focus on the editorial column in two international newspapers from China and Philippines which requires a consideration of both types of frames and how they interact.

By examining the media frames employed in these columns, this research aims to uncover the central ideas and storylines that influence the meaning and interpretation of events related to the tension from the perspective of appraisal system of systemic functional linguistics. Simultaneously, understanding the individual frames of readers and their prior knowledge is essential for comprehending how these media frames are processed and interpreted by different individuals. By examining how media organizations select and emphasize certain aspects of the reality surrounding this issue, this research contributes to our understanding of the power dynamics at play in media representations.

Furthermore, it highlights the significance of critically assessing framing strategies employed in media discourse and the potential implications for Public

perception and decision-making. Through this exploration, we will develop a comprehensive understanding of how framing operates in media representations and its implications for the South China Sea geopolitical tension. To give more understanding about the media framing in the digital newspapers, the researcher provides Knüpfer and Entman's (2018) model of media fragmentation.

Figure 1. Four influences on dynamics of framing conflicts in digital and transnational information environments. By Knüpfer and Entman's (2018)



Knüpfer's (2018) model of framing highlighted the competition in such fragmented media universe, the model also highlighted the process of shifting over negotiated reality construction. The model above helps to understand how two SCMP and PNA construct reality through the language choices in delivering the issue of South China Sea geopolitical tension.

B.1.8 South China Sea Geopolitical Tension

The South China Sea, located between China and Southeast Asia, including the Philippines, spans approximately 3.5 million square kilometers and is strategically vital due to its shipping lanes, natural resources, and territorial disputes (Severino, 2010). Geopolitically, it plays a crucial role in international trade as a

major transportation route for goods, especially oil and gas, between Asia, the Middle East, and Europe. Control over this sea enables influence over global economic activities (Severino, 2010).

Rich in resources like oil, gas, fisheries, and minerals, the South China Sea has witnessed heightened geopolitical tensions among neighboring countries (Severino, 2010). The focus of this study is on the tension between China and the Philippines, particularly in understanding the historical context of the Philippines' desire to extend its jurisdiction westwards for security reasons (Severino, 2010).

The study highlights the Philippines' historical claim, initially labeled as "Freedom land" by Tomás Cloma's group, later acquired by the Philippine government under questionable circumstances (Severino, 2010). This historical background contributes to the complexities and overlapping claims, adding to the broader territorial disputes and geopolitical tensions in the South China Sea.

China's claims in the South China Sea are rooted in historical and legal justifications, driven by national objectives such as reunification, sovereignty defense, and global influence (Cronin & Neuhard, 2020). China employs a multifaceted approach, involving military forces, maritime law enforcement, and a maritime militia, to establish control and influence in the region (Cronin & Neuhard, 2020).

Despite the tensions, the People's Republic of China emphasizes peaceful resolutions through negotiations and regional cooperation to manage disputes effectively (Cronin & Neuhard, 2020). China's actions are seen as defensive, aimed at protecting national security and maritime interests.

In conclusion the geopolitical tension in the South China Sea between China and the Philippines is a manifestation of historical, legal, and geopolitical factors. The media's role in shaping public perception and influencing policy decisions is analyzed using appraisal theory, contributing to a nuanced understanding of the complexities surrounding the tensions in the South China Sea (Severino, 2010; Cronin & Neuhard, 2020).

B.1.9 Systemic Functional Linguistics

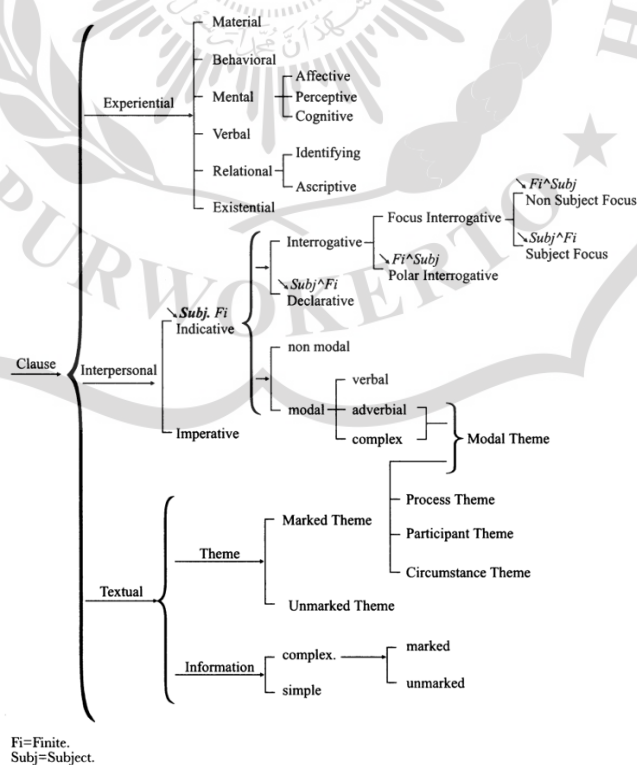
Systemic Functional Linguistics (SFL), according to Halliday (1994), is a language system which focus on the interplay between language, social context, and meaning. This linguistic genre offers a systematic framework to understand how language is used for social functions and conveying meaning in different contexts, including appraisal systems and media discourse. According to Wiratno (2018), SFL's systematic and functional aspects revolve around language choices as options for constructing reality, emphasizing the contextual use of language. SFL, with its multi-stratal approach, provides a comprehensive analysis of language, covering phonology, lexico-grammar, semantics, and social interaction (Fries, 2001).

Within SFL, language functions are crucial for communication, with three key types recognized by experts like Fries (2001). Firstly, language serves as a tool for social interaction, allowing individuals to express and convey social meaning within a sociocultural context. This sheds light on how language influences and is influenced by social dynamics. Secondly, SFL emphasizes meta-functions, covering experiential meaning related to physical behavior or events, interpersonal function conveying social relationships or attitudes, and textual functions organizing and

cohesion within texts. Lastly, SFL acknowledges grammatical functions, understanding the organization of grammatical roles in text structure. The emphasis on paradigmatic relations over syntagmatic relations views language as a system of choices, and experts in SFL stress the importance of examining these choices within a language system (Fries, 2001).

In summary, SFL, introduced by Halliday, offers a systematic framework for understanding language use in various contexts. Wiratno (2018) highlights the focus on language choices and contextuality, while Fries (2001) emphasizes the multi-stratal approach and the importance of examining language functions within the system. SFL provides a comprehensive structure for language analysis, covering phonology, lexico-grammar, semantics, and social interaction.

Figure 2. Sample System of English Clause. By Fries (2001)



The recognition of language as choice in systemic functional linguistics resonates with appraisal analysis, as it acknowledges that language users have agency in selecting and deploying linguistic resources to convey their intended meanings and evaluative stances (Martin, 1992). Appraisal analysis seeks to uncover the evaluative choices made by language users and how these choices contribute to the overall communicative purpose and stance. The emphasis on functions and choices in systemic functional linguistics merger with the goals of the appraisal analysis in this study.

The appraisal analysis framework allows researchers to uncover the evaluative choices made by the authors of the editorial columns in two international newspapers and understand how these choices influence the portrayal of the geopolitical tension. Overall, the application of appraisal analysis, informed by the systemic functional linguistics framework, enriches the study by providing a systematic and analytical approach to understanding the evaluative language used in the contrasting editorial columns and its implications for the interpretation of the South China Sea geopolitical tension.

B.1.10 Appraisal Theory

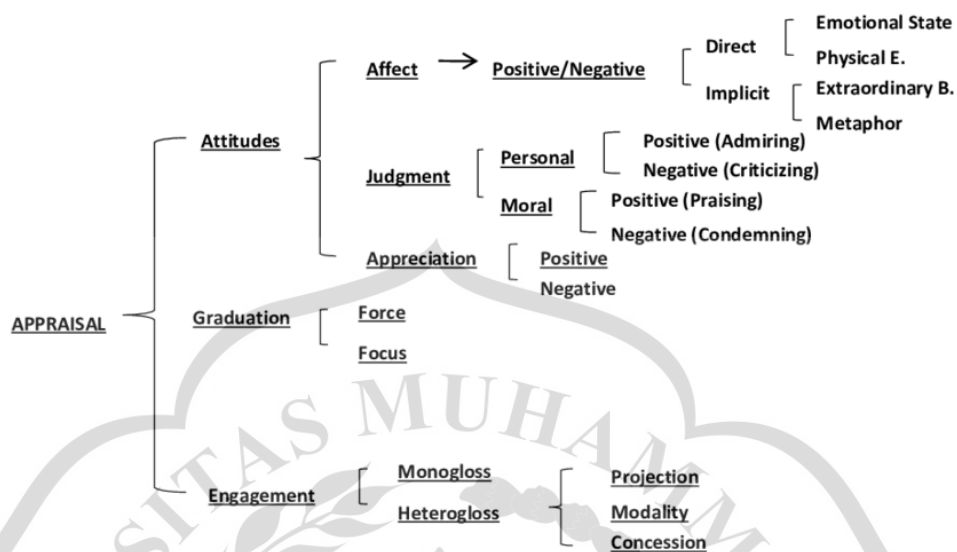
Appraisal, within systemic functional linguistics, is a component of the language system aligned with interpersonal meanings, specifically addressing social relationships. It serves as a system of choice for transferring interpersonal meaning, focusing on how language is used to evaluate aspects like appreciation, judgment of people's character, and expression of feelings (Martin & Rose, 2003). The study of appraisal, seen as attitude, amplifies someone or something, and it can originate from

the writer (monogloss) or other sources (heterogloss). Appraisal theory aims to understand how texts and speakers express, negotiate, and establish specific intersubjectivity and ideological positions, delving into linguistic resources for evaluation, attitude, and emotion within language (Jullian, 2011).

Geoff Thompson (2004) argues that the appraisal system serves as an indicator of the speaker's/writer's thoughts on the goodness or badness of someone or something. The evaluation parameter can be seen as fundamental, with various values established in any genre. According to Hope and Read (2006), appraisal focuses on linguistic formulations conveying emotions and opinions, extending beyond interpersonal interactions to analyze textual elements. It encompasses three types of attitudes— affect, judgment, and appreciation—expressed in positive or negative ways.

Martin and White (2005:35) emphasize the vital role of appraisal in expressing interpersonal meaning, categorizing it into three interconnected domains: attitude, engagement, and graduation. Engagement focuses on attitudes and the interaction of voices and opinions in discourse, while graduation involves grading phenomena and amplifying feelings. Attitude comprises three regions of feeling: affect for interpreting emotional reactions, judgment for assessing behavior based on normative principles, and appreciation for construing the value of things. To simplify understanding, figures are provided to illustrate the three regions of feeling in the appraisal system (Martin and Rose, 2005:35).

Figure 3. Appraisal System. By Martin and Rose (2005:35)



In essence, appraisal theory provides valuable insights into the linguistic resources used to convey emotions, opinions, and evaluative stances. It explores the alignment of authorial personae, the manipulation of language to convey varying degrees of strength and conviction, and the construction of value systems within different contexts. By analysing attitude, engagement, and graduation, appraisal theory uncovers the intricate dynamics of interpersonal meaning, involvement, and negotiation in discourse.

1. Attitude

Martin and Rose (2003) argue that the importance of attitude is to understand the expression of feelings in texts. Attitude can be explicitly realized through the lexicogrammar, meaning that it is directly inscribed in the language used, it can also be implicitly conveyed through ideational meaning, where attitudes are invoked indirectly. Attitudinal as lexical items perform a significant role in marking attitudes, acting as labels that draw attention to the evaluative stance being expressed.

Furthermore, attitudes can be elaborated through metaphorical language, provoking deeper engagement with the emotional content. In essence, Martin and White (2005) emphasize that attitude underlined as important framework in English texts. It can be realized explicitly through language choices and attitudinal markers, or implicitly through ideational meanings. Attitude provides a framework for expressing and mapping feelings (affect), allowing readers to engage with the emotional content of the text (judgement) and understand the evaluative stance of the writer (appreciation).

White (2001) highlights the significance of attitude as a linguistic resource for conveying values, passing judgments, and eliciting emotional and affectual responses in discourse. Attitude encompasses the meanings through which texts and speakers ascribe intersubjective value or assessment to participants and processes. This valuation is achieved by referencing emotional responses or culturally determined systems of value. The aim of highlighting attitude—*affect, judgment, and appreciation* in this research is to gain insights into how speakers attach value and assessment to participants and processes in discourse.

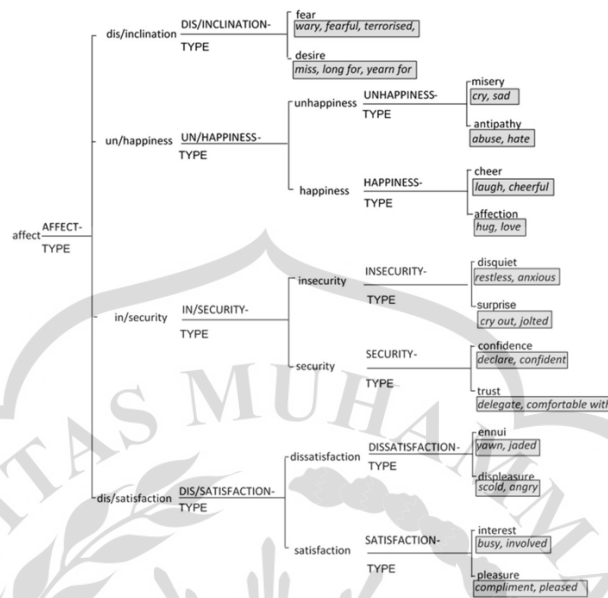
Attitude works as a linguistic mechanism for conveying subjective perspectives, emotional responses, and culturally determined value systems. Through the intricate interplay of *affect, judgment, and appreciation*, speakers/writers engage in the negotiation of meaning, evaluation, and social positioning within the text.

a. Affect

In the appraisal framework, affect is a part of three sub-system of attitude. Affect involves the characterization of phenomena by reference to emotions. It encompasses the emotional responses that individuals have towards various objects, events, or situations. Through affect, individuals can convey their emotional experiences, such as happiness, sadness, anger, fear, or surprise, and express the intensity or strength of those emotions. according to Geoff Thompson (2004) affect in appraisal framework is concerned with the emotional expression and interpersonal communication. The significance of affect is to reveal on how writers or speakers convey emotions authentically through language choices, establish stronger connections with others, and enrich their communicative interactions.

In addition, White (2001) argues that affect holds a pivotal position in language by enabling individuals to convey emotional responses and attach value or assessments to various aspects of their experiences. White (2001) highlighted that affect interplay in language emphasize its significance in expressing emotional responses, evaluating social norms, and appreciating objects and aesthetic principles.

Figure 4 Affect. By Martin and White (2005)



From the figure above, the essence of affect can be understood by comprehending the evaluation of the writer's feelings, whether positive or negative, which allows for an understanding of their emotional stance towards the subject of the text.

Wijayanto (2016) argues that the evaluation provides valuable insights into the writer's perspective and contributes to the overall meaning and interpretation of the text. By discerning the writer's feelings, readers can gain a deeper understanding of the writer's attitude, opinions, and judgments. The expression of emotions, whether directly or indirectly, plays a significant role in shaping the reader's perception and engagement with the text. Thus, the evaluation of the writer's feelings enhances the reader's comprehension and facilitates a more nuanced interpretation of the subject matter.

b. Judgement

Another appraisal framework is dealing with the system of evaluation and assessment towards things, this sub-system of attitude known as judgement. Judgment in appraisal used by the writers or speakers to evaluate and assess people's character, shaping the reader's perception through linguistic resources and expressions. The apprehension of judgment as the part of sub-system in appraisal framework offers insights into how writers construct and convey their assessments, contributing to a deeper understanding of individuals within a specific context. Following Martin and Rose (2003:62), judgement can be classified into two categories: personal judgment and moral judgment.

Each category encompasses positive aspect, negative aspects, and highlighting distinct evaluative dimensions. Personal judgments involve expressions of admiration (positive) or criticism (negative), while moral judgments revolve around praising (positive) or condemning (negative). Following Khristianto (2007), In the context of textual source, judgment considered as a tool to assessing the relationship between the writer and the readers, as well as the participants within the text. In essence, the writer's assessment serves as a tool to gauge the reception and interpretation of the text by the readers.

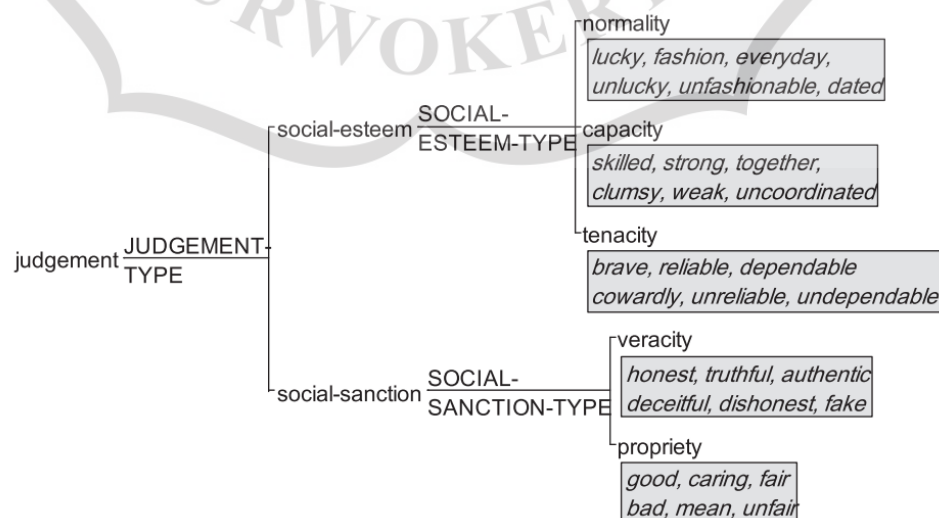
Furthermore Khristianto (2007) argues that judgement allows the writer to evaluate how effectively they have conveyed their message and how well the readers have grasped their intended meaning. In addition, Martin and White (2005) stated that judgement is the way on how the writers/speakers express their attitudes and evaluations of others and their behavior. It allows them to make assessments, form opinions, and characterize individuals based on their actions and qualities. This

aspect of language influences interpersonal relationships, social identity, and the establishment of norms and values.

Martin and Rose (2003), Martin and White (2005), Geoff Thompson (2004), and White (2001), agrees that the concept of judgement encompasses two major categories: social esteem and social sanction.

Social esteem pertains to evaluations of social behavior that influence how individuals are perceived within their community. It involves admiration (positive) and criticism (negative) based on factors such as normality (uniqueness of behavior), capacity (competence), and tenacity (reliability). On the other hand, social sanction is concerned with behavior that is regulated and codified in written rules, regulations, and laws. It involves penalties and punishments enforced by authorities such as the church and the state to ensure compliance with societal norms. Social sanction is tied to civic duty and religious observances, and non-compliance can result in legal consequences.

Figure 5. Judgement. From Martin and White (2005)



According to Halliday (1994) as cited in Martin and White (2005: 54), the concept of judgment is closely tied to grammatical distinctions within the systems of modalization.

From the figure above, Martin and White (2005) highlight the concepts of normality, veracity, capacity, tenacity, and propriety provide a comprehensive framework for the process of judgment. They enable individuals to evaluate and assess various aspects of human behavior, actions, and propositions, allowing for the formation of informed opinions and decisions.

c. Appreciation

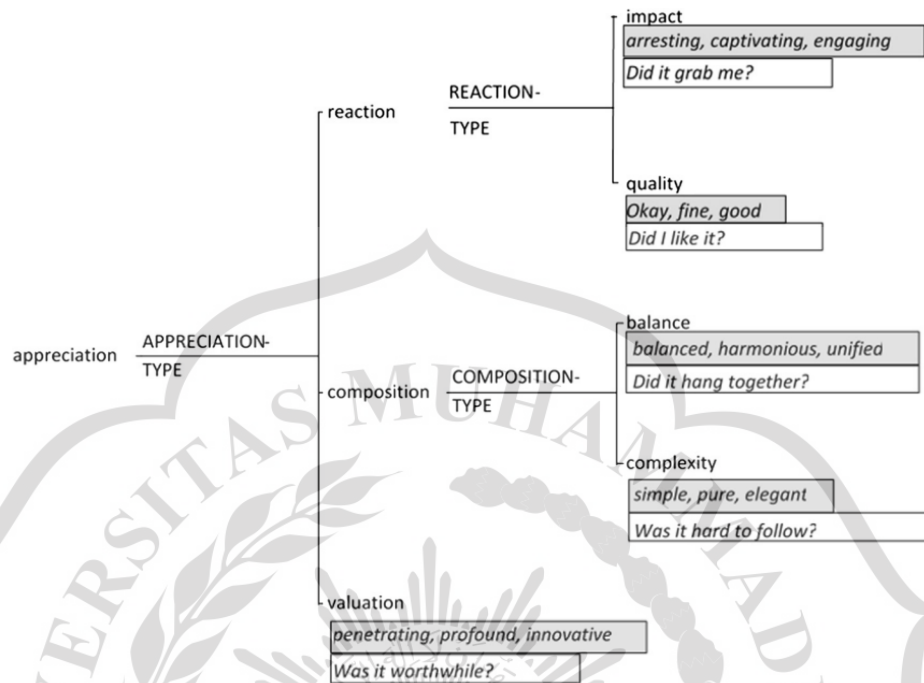
Appreciation is the one of the parts of appraisal framework functionalized as a tool to encompasses the evaluation of objects, artifacts, and phenomena based on aesthetic principles and socially constructed systems of value, providing a means to express and negotiate interpersonal meaning in texts. White (2001) argues that appreciation is a component of the appraisal framework that involves the evaluation of various aspects, including products, processes, and phenomena. This evaluation process allows individuals to form opinions, make assessments, and assign value to different entities and experiences. In addition, according to Hope and Read (2006), appreciation specifically refers to the evaluation of phenomena. It highlights the act of assessing and appraising natural occurrences, artistic performances, and other observable events. Through appreciation, individuals can express their subjective judgments and evaluations of these phenomena.

In essence, Martin and White (2005) further emphasize that appreciation involves the construal of evaluations for "things" in a broad sense. This includes

objects, performances, and natural phenomena. Individuals assess these entities based on various criteria, such as their impact, quality, balance, complexity, and overall value. The system of appreciation is organized around three variables: reaction, composition, and valuation, as described by Martin and Rose (2003).

Reaction refers to the emotional or cognitive impact that a particular entity or experience elicits. Composition relates to the balance and complexity observed in the entity or experience, while valuation pertains to the assignment of value and the determination of worth. Based on Wijayanto (2016), appreciation as an integral part of the appraisal framework, enables individuals to evaluate and assign value to various entities and experiences, particularly in terms of aesthetic evaluation and the worth of things. Appreciation, as highlighted in the citation, is a significant component within the appraisal framework that focuses on valuing the worth of things. It involves the process of aesthetically evaluating human expressions, objects, and cultural artifacts present in our surroundings, such as TV shows, newspapers, films, books, paintings, and performances.

Figure 6. Appreciation. From Martin and White (2005)



Appreciation arises as a resource within the appraisal framework for valuing the worth of things. Through aesthetic evaluation, individuals develop attitudes and assessments towards various entities and experiences encountered in their surroundings. Appreciation, like affect and judgment, allows for subjective expressions of positive or negative evaluations, shaping our perception and discourse surrounding the value and significance of the things we encounter.

2. Engagement

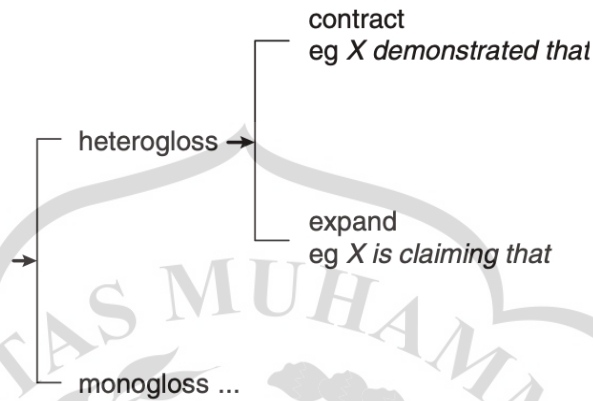
Within the appraisal framework, the concept of source pertains to the linguistic resources utilized by speakers and writers to indicate the origin of information or opinions in discourse. It encompasses attributing statements, beliefs, or evaluations to specific individuals, groups, texts, or authoritative sources.

Recognizing and evaluating sources significantly contribute to the overall meaning and effectiveness of communication. As emphasized by Martin and Rose (2003), source, or engagement, in the appraisal framework centers on identifying the origin of information and how it is conveyed in discourse. This insight into the writer's positioning and the transmission of perspectives is crucial, with two types of sources present in the appraisal framework.

One type is heterogloss, where the source of an attitude or information comes from entities other than the writer. This acknowledges external voices, opinions, or viewpoints incorporated into the discourse, enriching overall meaning and credibility. Attributing appraisal to external sources validates the influence of different perspectives on the writer's stance. On the other hand, monogloss represents a source where the writer is the sole originator of the attitude or information, highlighting the writer's agency in conveying their own appraisal and viewpoints.

According to David Hope and Jonathan Read (2006), source, also known as engagement, is the process through which writers transmit their point of view, positioning themselves in relation to others' viewpoints. It involves strategic language use and rhetorical devices to convey attitudes and negotiate meaning. Through engagement, the writer establishes their stance, aligns or distances themselves from others' perspectives, influencing the overall appraisal discourse. Martin and White (2005) argue that engagement emphasizes the dynamic interaction between the speaker/writer and the broader discursive context, including prior utterances by others who have taken a stance on the issue at hand.

Figure 7. Engagement: Contract and Expand. From Martin, James R., and P. R. R. White. *The Language of Evaluation: Appraisal in English*. 2005.



In essence, engagement reflects the speaker/writer's positioning with respect to prior speakers and their value positions, while the anticipation provides insights into the speaker/writer's expectations of the audience's reaction. Understanding these dynamics enhances our comprehension of the appraisal process, revealing the intricate relationship between speakers/writers, prior speakers, and the audience in shaping the discourse of appraisal.

3. Graduation

Graduation, as an essential component of the appraisal framework, encompasses the process of amplifying or attenuating phenomena, emotions, and evaluations. It plays a crucial role in shaping the intensity and degree of strength expressed in language. White (2001), Martin and White (2005), Rose (2003), and Hope and Read (2006), agree that Graduation in the framework of appraisal system arise as a dynamic device. It involves the up-scaling and down-scaling of meanings,

contributing to the nuanced expression of values and the precision of categorization.

In graduation there are two kinds of types, first is force and the second is focus.

a. Force

Following White (2001), force, relates to the variable scaling of intensity. It allows speakers/writers to attach different degrees of interpersonal force to their utterances. By up-scaling or down-scaling the intensity, they can convey a stronger or weaker impact, emphasizing the significance or reducing the interpersonal force associated with their expressions. According to Martin and White (2005) and Martin and Rose (2003), force plays a crucial role in revolving the volume up or down, intensifying meanings, and influencing vocabulary items. Based on their studies there are two kinds of force which can be understood below.

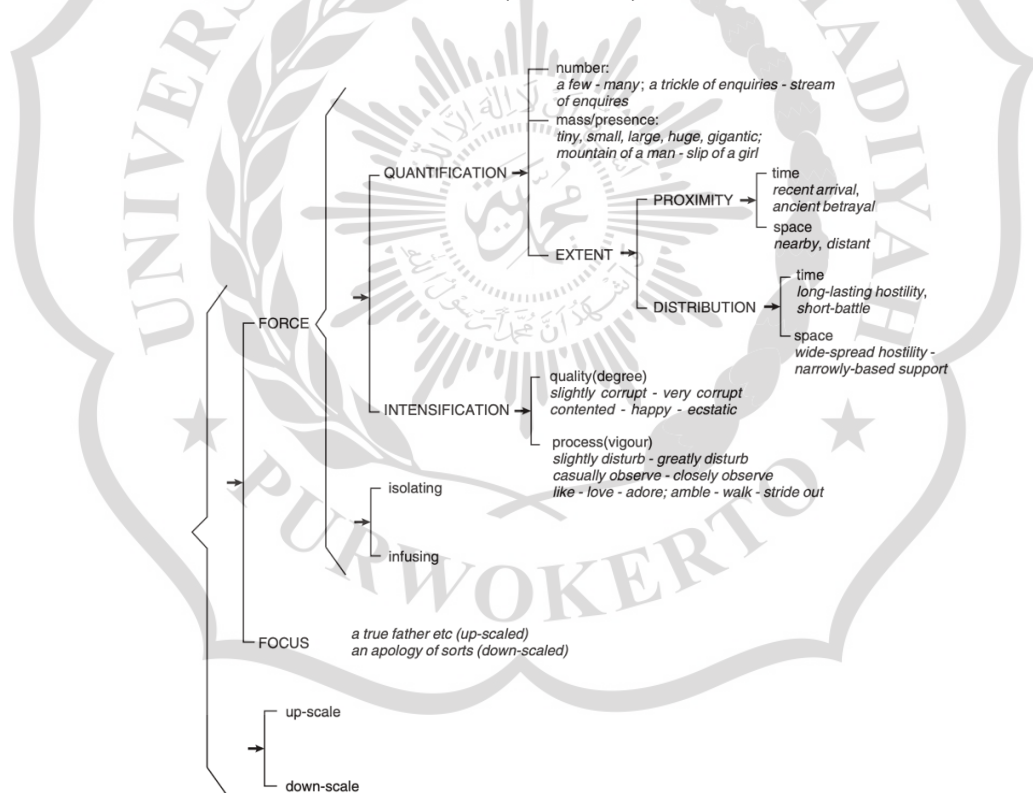
b. Focus

Another subsystem in graduation is focus, focus refers to the process of directing attention to specific aspects or elements within the appraisal process. It involves highlighting and emphasizing dimensions of evaluation, attitude, or emotion in each linguistic expression. Martin and White (2005: 137) highlights the interplay of prototypicality (focus) in managing scaling phenomena within semantic categories. Align with the appraisal framework, prototypicality refers to the degree to which a given phenomenon matches an ideal or core case of a semantic category. This notion of focus plays a crucial role in evaluating and scaling linguistic expressions, allowing for the sharpening, or softening of their meanings.

Within the Graduation framework, the form of focus can manifest as up-scaling or 'sharpening' and down-scaling or 'softening' (Martin & White, 2005: 138).

By employing focus, speakers can manipulate the degree of prototypicality in their expressions, emphasizing or diminishing the adherence to the ideal case within a semantic category. For instance, phrases like "a true happiness" employ sharpening focus to intensify the notion of authenticity and genuineness, while expressions like "a gratitude of sorts" utilize softening focus to downplay or qualify the sincerity of the gratitude.

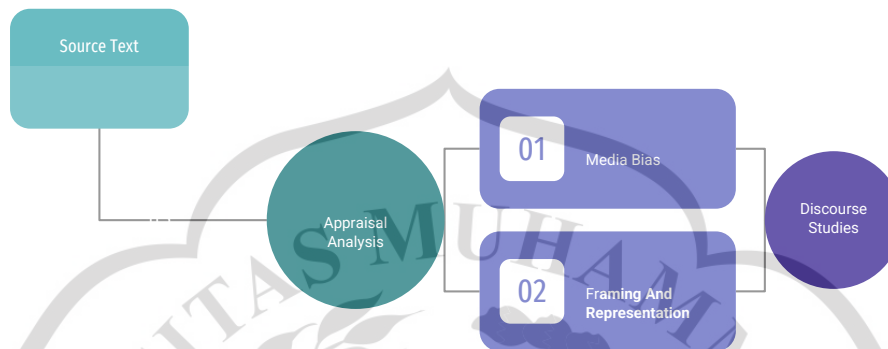
Figure 8. The System Network of Graduation. From Martin and White (2005:154)



B. 2 Research Thinking Design

Figure 9 Research Thinking Design

Research Thinking Design



B. 3 Previous Related Study

There are several prior studies on appraisal analysis that serve as points of reference for this research, facilitating the development of a robust theoretical framework. The first example of related research on appraisal is written by P. Ertyas, Clara (2011) which exploring about on how the news writer has its own style on appraising gossip. The previous study analyzed the use of appraisal system in the gossip news text written by Perez Hilton, specifically analyzing eight texts of four different artists (Katy Perry, Leona Lewis, Miley Cyrus, and Chris Brown) using Appraisal Theory.

The study aimed to identify the appraising items applied in the texts, how they were applied, and why they were applied. The study used a descriptive qualitative research approach with total sampling technique. The results showed that the three kinds of attitudes (affect, judgment, and appreciation) were applied in the texts, with judgment being the most common. The types of items were in the forms of word, nominal group, and clause. The attitudes were mostly in the forms of epithet

group, attitudinal lexis, and mental process clauses, and the engagement was mostly monogloss.

The study also found that the appraising items were applied based on the writer's ideologies and personal preferences, which were reflected in the genre and style of the gossip news text. Overall, the study suggests that the use of appraisal system in gossip news texts can reflect the writer's ideologies and personal biases, highlighting the importance of critically analyzing such texts.

Furthermore, Khristianto (2020) also exploring on how the appraisal work to influence public perception. In his research he is exploring on the public's perception of politicians in political debates broadcasted by TV stations, particularly those uploaded on YouTube, the research reveals important insights of the public's appraisal of political behavior. Using Appraisal Theory and discourse strategy, the study found that judgment was the most dominant appraisal element (86%) used by the public in evaluating the politicians' behaviors in the debates.

Moreover, the study found that the incumbent politicians were evaluated more positively than their competitors. However, both contestants' public preferred to emphasize the negative aspects of their opponent. These findings suggest that the public's appraisal of political behavior in debates is influenced by various factors such as personal preferences, ideologies, and discourse strategies, highlighting the importance of analyzing such data to gain a better understanding of the public's perception of politicians.

The next of the previous related studies is written by Chalimah et al (2018) This research is focusing on the use of systemic functional linguistics: appraisal

system to analyze news items from Cable News Network (CNN) dated in April 2018 regarding the religious conflict between Israel and Palestinians in Gaza presents a unique contribution to critical discourse study.

By investigating the language evaluation and focusing on the affective attitude in the text, the study provides insight into how social culture is constructed and conveyed through language. The findings of the study, which include the classification of feelings used in the text and the application of negative feeling on the unhappiness and antipathy of Israel to Palestinians, highlight the importance of linguistic analysis in understanding the complex issues surrounding religious discrimination and conflicts. This research can be used as a valuable resource for scholars and researchers who are interested in exploring the relationship between language and social culture, and how linguistic analysis can contribute to our understanding of conflicts and discrimination in various contexts.

Another related previous study is written by Prastikawati (2021). The study highlights the importance of appraisal analysis to understand the attitudes and feelings behind discourse, particularly in news reporting. By analyzing an article from BBC News through the lens of attitudinal perspective, the study was able to reveal the dominant attitude subsystems utilized, with unhappiness being the most controlling subsystem. This finding can be used as a valuable teaching material for journalism students to learn how to write news using attitude words to effectively convey feelings and attitudes.

The study also clarify the social relationship and the impact of appraisal on conveying attitudes towards people and things. This research can contribute to the

development of critical discourse studies and provide insights into how language is used to construct attitudes and opinions towards different social and political issues. Further studies can also build on this research by exploring the role of appraisal in different types of discourse and its impact on social relationships and attitudes.

In conclusion, these prior studies on appraisal analysis have provided valuable insights into the ways in which language is used to convey attitudes and opinions towards various social and political issues. The use of appraisal systems in news reporting, political debates, and gossip news texts can reflect the writer's ideologies and personal biases, highlighting the importance of critically analyzing such texts. By understanding the impact of appraisal on conveying attitudes towards people and things, we can gain a better understanding of the role of language in influencing public perception. These studies also emphasize the importance of linguistic analysis in understanding complex issues surrounding conflicts and discrimination in various contexts. Overall, the findings of these studies can contribute to the development of critical discourse studies and provide valuable teaching materials for students of journalism and mass media.