

CHAPTER II

REVIEW OF LITERATURE

This chapter deals with the related theories used to analyze and review related research. Specifically, the researcher discusses similar research that some researchers did. The next part contains a theoretical framework. It explains the contribution of the theories that would solve the problem of the research.

B.1. Theoretical Framework

This theoretical framework provides a theoretical explanation of the theory underlying this study. The researcher explaining the theory applied to analyze the campaign speeches of Donald Trump in Butler, Pennsylvania, and Phoenix, Arizona, as the research data. The research will use the Modality approach by using the theory proposed by Halliday and Matthiessen (2014). According to him, modality helps researchers understand how language reflects a speaker's attitudes, judgments, and degree of certainty. Halliday divided two types of modality: modalization (probability, usuality) and modulation (obligation, inclination). Furthermore, after collecting types of modality the researcher find out the ideologies of the data.

B.1.1 Modality

Modality is one of the systems in Systemic Functional Linguistics. It shows the speaker's opinions or feelings about what they're saying. According to

Halliday and Matthiessen (2004), the modality system is about how we express meaning by choosing between "yes" and "no." It reflects the speaker's opinions or judgments about the topic and how certain they are about what they're saying, asking, or suggesting. It can also show the relationship between the people talking.

Sadian & Ghani (2019) states modality is how speakers or writers share their opinions about what needs to happen, what should happen, or what could happen. Based on the Thompson (2013:67) describe modality is about sentences that show the speaker's feelings or attitudes about what they're talking about. This could be about actions, situations, events, or even their attitude toward the person they're speaking to. These feelings can come across as comments, possibilities, wishes, or permissions to make things clearer. It's a way to highlight involvement in what's being communicated.

Halliday explains that modality is the meaning that falls between "yes" and "no." It is the middle ground between something being completely positive or negative. Modality shows the speaker's opinion and perspective. He also says that modality reflects the speaker's view on whether a statement is true or on whether an action is right or wrong. In Systemic Functional Linguistics (SFL), modality is divided into four types: probability, usability, obligation, and inclination. Political leaders use modality carefully to match their speeches with their goals and beliefs. For instance, strong modal words like "will" or "shall" are

used to show confidence and certainty about future plans, making their vision seem reliable. In contrast, weaker modal words like "may" or "might" are used to create uncertainty, which can help avoid taking full responsibility (Halliday & Matthiessen, 2014).

Modality is part of Mood, which helps express the speaker's purpose or intent in communication. Mood refers to how a sentence functions in a conversation. For example, when the speaker provides information or asks a question, it is called a proposition. This is used to exchange ideas or facts. On the other hand, when the speaker makes a command or an offer, it is called a proposal, which is used to exchange goods or services. In the theory of Systemic Functional Linguistics (SFL), the Mood is formed by two key parts: the subject and the finite verb. These elements are essential when a sentence is used to interact with others, either to share information or to request or offer something. Mood and modality work together to shape how messages are delivered and interpreted in communication (Halliday & Matthiessen, 2014).

Modality is often used by people to support their opinions. In some cases, speakers use it to push their views and avoid being criticized. For instance, in the sentence, "With this, we also have to understand that all victims of COVID-19 can die if they catch the virus," the phrase "have to" shows a sense of urgency and necessity that the speaker wants others to accept and believe. Halliday (1994) categorizes into two different types modalization and modulation.

B.1.2.1 Modalization

The speaker's way of thinking is shown through the information they share, which can be divided into two types of modality (probability and usuality). This reflects how the speaker unconsciously interacts with the text and expresses their views about certainty, likelihood, or events happening now or in the future Eggins (2004:174).

Halliday and Matthiessen (2014) explained that when people communicate to share information, whether by making a statement or asking a question, the meaning of the clauses is called a proposition. Propositions can involve two types of possibilities: degrees of probability and degrees of usuality. Degrees of probability, such as "possibly," "probably," or "certainly," express how likely something is whether it leans more toward "yes" or "no," like "it might be true, or it might not." Degrees of usuality, such as "sometimes," "usually," or "always," describe how often something happens whether it's both "yes" and "no," like "it happens sometimes, but not always." This framework helps explain how language conveys ideas about likelihood and frequency in everyday communication.

Table 2.1 Examples of Probability

Modalization Clause	Category
He might arrive tomorrow I will certainly go He could take my bike He is probably taking my bike	Probability

In first sentence, the modal verb “might” expresses a likelihood or possibility. The speaker is unsure whether the person will arrive but acknowledges the possibility. The second sentence the modal verb “will” combined with the adverb “certainly” expresses a high degree of certainty. The speaker is confident and determined to go, leaving little room for doubt. The third sentence The modal verb “could” indicates a moderate possibility. The sentence suggests that it is possible for the person to take the bike, but it is not guaranteed. The last sentence the modal verb is “probably” expresses a high likelihood. The speaker is fairly certain (though not completely) that the person is currently taking their bike.

Table 2.2 Examples of Usuality

Modalization Clause	Category
She usually sits there all day Usually they don't open before nine He always doesn't open	Usuality

In the first sentence the modal verb “usually” indicates a habitual action or regular occurrence. The sentence suggests that sitting there all day is a common behavior for her, but it might not happen every single day. The second sentence, the modal verb “usually” here indicates a regular pattern of behavior,

specifically that opening before nine is rare. The third sentence, the modal verb “always” expresses very high usuality, emphasizing consistency in behavior.

B.1.2.2 Modulation

Halliday and Matthiessen (2014) refer modulation is how a speaker shows their feelings or opinions about actions and events. When we talk about giving or asking for things, this is called a proposal. Proposals can take the form of commands (telling someone to do something) or offers (suggesting to help or give something). Proposal has two types, obligation and inclination. Obligation happens when the speaker tells, suggests, or advises the listener to do something. Inclination shows a speaker's tendency to do something and reflects their feelings or willingness to act.

Modulation isn't just about commands or structured sentences. It's a way we communicate in relationships and involves actions like asking for something, giving directions, offering advice, allowing someone to do something, or showing readiness to take action. Modulation includes how we express a request, guide someone, or encourage them to do something. This can take many forms, such as politely asking for help, making an offer, giving advice, or directly telling someone what to do. It's about using language to influence or engage with others in different situations.

Table 2.3 Examples of Obligation

Modulation Clause	Category
You should not to give up You're supposed to be here You ought to study more Donna will help	Obligation

The first sentence, the modal verb “should” expresses a mid-level obligation. It indicates the speaker believes it is important or advisable for the listener not to give up, but it is not an absolute command. The second sentence, the modal verb “supposed to” conveys a sense of obligation or expectation. It implies that being here is required or expected, possibly by an agreement, rule or societal norm. The third sentence, the modal verb “ought to” conveys a sense of moral or advisory obligation. The speaker suggest that studying more is the right thing to do or necessary for achieving a goal, but it is not enforced as a strict rule. The last sentence, the modal verb “will” can imply a future certainty or strong commitment in this context. While it is not a direct expression of obligation, it suggests an implied responsibility or promise by Donna to provide help.

Table 2.4 Examples of Inclination

Modulation Clause	Category
I want to lend you the bike I'm happy to lend you the bike I'm willing to lend you the car I would like to lend you the car	Inclination

For the first sentence, the verb “want” expresses a strong inclination or desire. The speaker is explicitly stating their willingness and personal preference to lend the bike. The second sentence the phrase “I’m happy to” conveys a positive attitude or emotional willingness. The last sentence, the phrase “I’m willing to” shows clear readiness or openness to perform the action. It reflects moderate inclination, as it implied that the speaker agrees to lend the car, even if they may not feel strongly compelled or excited about it.

B.1.2.3 Value of Modality

Based on (Halliday & Matthiessen, 2004), value modality can be classified into three value.

- a. High : Modality has a high value, it indicates that the situation or event is very likely to occur. It shows strong certainty or agreement, meaning it is close to being a definite "yes" or highly probable to happen.
- b. Medium : Modality is at a medium level, it indicates that the action or event is neither very likely nor very unlikely. It sits in the middle, showing a moderate level of possibility.
- c. Low : Modality has a low value, it shows that the action or event is very unlikely to take place. It suggests a strong chance that it will not happen, making it closer to a "no" than a "yes."

Table 2.5 Examples of Value Probability and Usuality

Realization	Value of Modalization		
	High	Median	Low
Probability	Must, certainly, sure, believe, definitely, can't, couldn't, bet, of course	Probably, think, will be, wont, should, would,	Maybe, possibly, may, perhaps, can, if, could
Usuality	Always	Usually, often, frequently	Sometimes, occasionally, ever, never, once, seldom, rarely

Table 2.6 Example of Value Obligation and Inclination

Realization	Value of Modulation		
	High	Median	Low
Obligation	Have to, ought to, need, can't, must	Should, shall, will, would	May, might, can could, allowed
Inclination	Determine to, need to,	Want to, keen, will, would, won't, wouldn't	can, willing

The tables of value Modulation and Modalization which are, high, median and low and the expressions of each degree. Some modality expressions like “will,” “must,” and “can” are found in both categories of Modalization and Modulation. This shows that these expressions can have different meanings

depending on how they are used as modality options. According to Halliday and Matthiessen (2014), they can express either Modalization (probability or usuality) or Modulation (obligation or inclination).

C. Ideology

Based on Van Dijk (2006) ideologies are shared ideas or beliefs that help a group define who they are and how they see the world. These beliefs guide their identity, goals, values, and behavior, as well as how they interact with other groups. Ideologies affect the way people think and act, and they are influenced by the group's social experiences and communication. Dijk emphasizes that ideologies are not just ideas but also show up in the things people say or write. They are part of how people in a group interact with each other and with others outside their group. In this way, ideologies both shape and are shaped by the group and their community.

Additionally, Dijk adds that ideologies are not just about power struggles, dominance, or control over others. They are also connected to the beliefs and values of professional or institutional groups and even scientific communities. These ideas shape how specific groups in society think and act based on shared values. He emphasizes that ideologies are shaped by society and can also shape society in return, especially through communication and interaction. Ideologies are reflected in the way people use language, including the structure of

sentences and rhetorical techniques that make certain ideas stand out while downplaying others.

In the study classified of Ideology, it can be distinguished. First, ideology is understood as a set of beliefs formed objectively, although an individual's perception of these beliefs may be influenced by their social background or the context of the society in which they live. Second, ideology can be seen as an artificial construct and a form of false consciousness utilized by dominant groups to maintain power and social hegemony. Third, the term ideology refers to the process of meaning production, in which the state or government plays a central role in shaping and organizing the social structure of society (Van Dijk, 1993).

Hamilton (1987) states the definition of ideology has many concepts in the literature. Ideology consist of ideas, belief, understanding and attitudes. These four elements are important to understand a person's ideology because they reflect how people live and interact in society. Furthermore ideology is associated with a particular group, class or collectivity within the wider society. For example, if a person shares the same ideas, beliefs, and understanding as a group to achieve a common goal, it means that person follows the ideology of that group, class, or movement.

Nuning (2019) reveal the ideology within a text can often be shaped by the use of modality, which reflects the writer's attitude or belief regarding what they describe. Dijk (1998) emphasizes that modality influences how we represent

the world and its events by choosing certain words and grammatical structures to reflect our stance. The ideological perspective of the writer toward specific events, people, or groups. Modality, therefore, allows writers to subtly communicate how they interpret or feel about a subject, helping readers understand the underlying ideological message. Dijk (1998) suggests that through carefully selected words and structures, a writer can frame events or situations in a way that aligns with their beliefs, making modality a key tool for expressing personal or social viewpoints.

According to Halliday & Matthiessen, Political leaders often use modality as a way to shape their messages and connect with their audience. By choosing strong modal words like "will" or "shall," they present their plans as certain and reliable, which can help gain the public's trust and confidence in their leadership. This type of language is often used to emphasize authority and determination. However, when leaders use weaker modal words like "may" or "might," they introduce a sense of possibility or uncertainty. This can allow them to be more flexible or cautious in their statements, especially in situations where they want to avoid making firm commitments or taking full responsibility. These strategic choices in language show how modality is used not only to communicate ideas but also to align with political and ideological goals (Halliday & Mattiensen,2014).

Modality can reflect the speaker's ideologies through stylistics. Using this approach, modality is seen as a feature that can show the speaker's purpose or

ideology. Modality in stylistics is a feature that conveys ideology. From the study of Isti'anah (2018), the first ideology reflected from the use of modality is commitment, which can be seen from the use of inclination. The sentence "He will never, ever, give up and he will never, ever let you down". The high levels of inclination in the sentence show the ideology's commitment. The second ideology reflected from the use of modality is self-promotion. Usually, people will tell something good about them to build trust for other. The sentence "And I can assure you, he is moved by this great honor", "Donald is the only one that can deliver it". The ideology of self-promotion can be seen when the speaker tries to show a good image by talking about positive qualities to the audience.

D. Related Studies

Studies on ideology through modality have been done by other researchers with various sources and approaches. A study (Nuning et al, 2019) analyzed the application modality reflects the ideology of Dale Carnegie, the author of "How to Win and Influence People" and how this conveyed in the Indonesian translation. The researcher also used socio-cognitive by Teun A Van Dijk to identify ideological perspective and Simpson's framework on Language, Ideology and Point of View to analyze modality, she explore how ideological expressions are rendered through modalities in both the original text and it's Indonesian translation. This research found the modalities are epistemic, boulomaic, adjective, evaluative adverb and deontic. The researcher used 10

techniques by Molina & Albir (2002), these techniques that lead to good translation quality are equivalence, transposition, amplification, modulation and compensation.

The second research (Badran Dany, 2001) this paper investigates the interplay between modality and ideology in a political text by comparing original Arabic version with its English translation. Badran highlights the intricacies of translating modal expressions, where imprecision can lead to significantly divergent ideological interpretations. Employing a semantic-pragmatic framework, the study categorizes modality into deontic and epistemic systems, each linked to the speaker's authority and certainty. Through a detailed analysis of modal expressions in a politically sensitive letter by Gibran Tueni, the paper demonstrates how variations in translation can manifest different ideological stances, potentially altering the intended political message.

The third was conducted by (Pionery et al, 2016) who examined ideology through modality with a stylistic approach. The data used Melania Trump and Ivanka Trump's campaign speeches. From the analysis of this research, Melania uses 4 types of modality, namely, tendency, obligation, potential, and ability and probability. Ivanka Trump uses 5 types of modality, namely inclination, habit, potential and ability, probability and obligation. The ideologies in both speeches are quite similar. They are commitment and self-promotion. Commitment was reflected through language emphasizing Donald Trump's promises and their

personal dedication to his vision. Self-promotion emerged as they highlighted Donald Trump's qualities and accomplishments, portraying him as capable and determined. The study concludes that their stylistic use of modality effectively communicated these ideologies, reinforcing their political objectives.

The next relevant study is a research written by (Mayangsari, 2020) the researcher found modality in interpersonal meaning in students' argumentative essays. Mayangsari used the theory proposed by Halliday (2004) about types, values, orientation and interpersonal meaning of modality. The result of this study is found that there 165 sentences which contained modality, there were 95 clauses categorized as modalization and 70 clauses categorized as modulation. The researcher found three of values modality such as high, median and low. Furthermore, from the perspective of orientation of modality the researcher found four orientation of modality, but the students tended to use explicit objective orientation to show the objectiveness of their arguments.

The next relevant study is by (Kristianti, 2020) display Systemic Functional Linguistic (SFL) to discover the interpersonal meanings on Jacinda Arden's speeches on Covid-19, the researcher used modality which is one of the most important elements to shows the speakers attitudes. The data from the spechcs on 20 April 2020 and 15 July 2020. The research also uses discourse analysis to connect language features with the social context to understand how meaning is created. It finds that the way modality is used in these speeches differs from

what Halliday originally outlined, influenced by New Zealand's unique situation during the pandemic. In the first speech, Ardern mainly used two types of modality, probability and obligation while the second speech included all types of modality. This difference is linked to the changing circumstances between the two speeches. Overall, the speeches reveal Ardern's commitment, empathy, and quick response to the situation.

The relevant study is written by (Farhat, 2016) examines Obama's speeches on these issues using the Systemic Functional Linguistic (SFL) theory developed by Halliday. The purpose of this study is to reveal how President Barack Obama represents issues in his speeches by analyzing his use of Transitivity processes and Modality patterns. The research analyzes six of Obama's speeches, sourced from the White House website. A qualitative approach is used to understand the data. The findings reveal that Obama uses different types of Transitivity processes, participants, and Modality patterns to communicate his perspectives. These linguistic tools help explain how he frames and discusses issues in the Muslim world, providing valuable insight into his approach to these topics.

The last relevant study is by (Afridita, 2021) examines the types of modality used in Greta Thunberg's speech at the National Assembly in Paris about the climate crisis. This study uses a descriptive qualitative method based on Halliday and Matthiessen's theory of modality. The results revealed two types of

modalization: probability and usuality, and two types of modulation: obligation and inclination. In total, 51 instances of modality were identified in 40 clauses. Of these, 27 (52.9%) were modalizations, which indicates that Greta focused more on sharing information and inspiring her audience. The remaining 24 (47.1%) were modulations, showing that she also encouraged her listeners to take action. Overall, the study concluded that Greta used modalization more often, suggesting her priority was to inspire thought rather than give commands.

The first research using the application modality reflects the ideology and also used socio-cognitive by Teun A Van Dijk to identify ideological perspective. The data of this research was book of "How to Win and Influence People and the Indonesian translation. The second research investigates the interplay between modality and ideology in a political text by comparing the original Arabic version with its English translation. The third research conducted a stylistic analysis of modality in Melania and Ivanka Trump's campaign speeches. The fourth research analyzed in students' argumentative essays using the modality Halliday's SFL approach. The fifth research only uses the modality to analyze Jacinda Arden's COVID-19 speeches. The six research explored modality and transitivity in Obama's speeches on Muslim world issues.

This study takes a novel approach, analyzing Donald Trump's campaign speeches through the lens of modality and ideology. Previous studies on political discourse used similar linguistic tools, but they frequently focused on earlier

political figures or translated texts. This study is represented by focusing on two recent speeches given in Butler, Pennsylvania, and Phoenix, Arizona, that address different audiences with distinct ideological appeals. By combining Halliday's theory of modality with Van Dijk's approach to ideology, this research reveals how Trump strategically modifies his language to maintain ideological coherence while appealing to diverse voter bases. This approach, when combined with rigorous content analysis, provides new insights into the interplay of language and power in modern populist discourse, advancing both linguistic and political communication research.

