



IRAQI
Academic Scientific Journals



العراقية
المجلات الأكاديمية العلمية

ISSN: 2663-9033 (Online) | ISSN: 2616-6224 (Print)

Journal of Language Studies

Contents available at: <https://jls.tu.edu.iq/index.php/JLS>



A Linguistic Analysis of an Inspirational Autobiographical Success Story of Technology

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Received:12/3 /2024, Accepted:22/4/2024, Online Published: 30/6/2024

ABSTRACT

Inspirational autobiographical success stories of technology refer to personal narratives that typically involve individuals who overcame challenges to achieve significant accomplishments in the tech industry. These narratives often highlight personal growth, resilience, and the impact of innovation on their lives, serving as sources of inspiration and motivation for others who may be facing similar obstacles. However, there are many implicit linguistic strategies used in such stories to inspire the readers. The study aims to delve into verb choices, attitudes, and narrative processes within the story, seeking to unveil underlying structures, patterns, and characteristics in each category. Accordingly, it is hypothesized that attitude and transitivity can be investigated in the light of the Labovian

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structure, and that positive attitude and emotional verb process are the most prevailing in this story. This paper adopts a mixed approach, blending qualitative and quantitative methods by adopting three models of analysis. Drawing upon the narrative analysis model by Labov and Waletzky (1997), this paper explores the overarching structure of the technology story "love and lose" (2020) by Steve Jobs, including key components such as abstract, orientation, complicating action, evaluation, and resolution. In addition to narrative analysis, this paper incorporates the appraisal theory developed by Martin and White (2005), which focuses on the linguistic choices used to express attitudes, emotions, and evaluations within the narrative. Furthermore, Halliday's transitivity theory (2004) is utilized to explore the linguistic representation by analyzing the transitivity patterns, such as material, mental, and relational processes. The story unfolds as a captivating, authentic narrative with a well-balanced structure, presenting nuanced attitudes that underscore the transformative power in combating technology. The analysis emphasizes a positive and proactive stance, contributing to the overarching goal of inspiring hope and fostering understanding.

Key Words: Appraisal Theory, Inspirational Success Stories, Labovian model, , Transitivity.

تحليل لغوي لقصص النجاح الذاتية الملهمة في التكنولوجيا

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المستخلص

قصص النجاح الذاتية الملهمة في مجال التكنولوجيا تشير إلى السرديات الشخصية التي تتضمن عادةً أفرادًا تغلبوا على تحديات لتحقيق إنجازات كبيرة في صناعة التكنولوجيا. تبرز هذه السرديات النمو الشخصي، والمرونة، وتأثير الابتكار على حياتهم، مما يجعلها مصادر إلهام وتحفيز للآخرين الذين قد يواجهون عقبات مشابهة. ومع ذلك، هناك العديد من الاستراتيجيات اللغوية الضمنية المستخدمة في هذه القصص لإلهام القراء. تهدف الدراسة إلى التعمق في اختيارات الأفعال، والمواقف، والعمليات السردية داخل القصة، سعياً للكشف عن الهياكل والأنماط والخصائص

الأساسية في كل فئة. بناءً على ذلك، يُفترض أن يمكن التحقيق في المواقف والانتقالية في ضوء هيكل لابوف، وأن الموقف الإيجابي وعملية الأفعال العاطفية هما الأكثر انتشارًا في هذه القصة. تعتمد هذه الورقة نهجاً مختلطاً، يمزج بين الطرق النوعية والكمية من خلال اعتماد ثلاثة نماذج تحليلية. استناداً إلى نموذج التحليل السردى للابوف و واليتسكي (1997)، تستكشف هذه الورقة البحثية الهيكل العام لقصة التكنولوجيا "الحب والخسارة" (2020) لستيف جوبز، بما في ذلك المكونات الرئيسية مثل الملخص، التوجه، الفعل المعقد، التقييم، والحل. بالإضافة إلى التحليل السردى، تدمج هذه الورقة نظرية التقييم التي طورها مارتن و وايت (2005)، والتي تركز على الاختيارات اللغوية المستخدمة للتعبير عن المواقف، والعواطف، والتقييمات داخل السرد. علاوة على ذلك، تُستخدم نظرية الانتقالية لهاليدي (2004) لاستكشاف التمثيل اللغوي من خلال تحليل أنماط الانتقالية، مثل العمليات المادية، العقلية، والعلاقاتية. تتكشف القصة كسردية أسرة وأصيلة ذات هيكل متوازن، تقدم مواقف دقيقة تؤكد على القوة التحويلية في مواجهة التكنولوجيا. يركز التحليل على موقف إيجابي واستباقي، مما يساهم في الهدف العام المتمثل في إلهام الأمل وتعزيز الفهم.

الكلمات الدالة: قصص النجاح الملهمة، نموذج لابوف، نظرية التقدير، نموذج الانتقالية

1. THEORITICAL BACKGROUND

Storytelling, as an ancient and fundamental aspect of human communication, has been present since the earliest forms of human expression. It encompasses the conveyance of narratives or sequences of events through spoken, written, or visual means, playing a significant role in shaping human culture. Over the course of history, storytelling has taken various forms, including myths, legends, and folktales, serving as vessels for transmitting wisdom, knowledge, and cultural heritage across generations (McLellan, 2002; Reamy, 2002).

Stories, being one of the most ancient forms of literature, have played a crucial role in preserving the history and cultural heritage of societies. By closely examining the content and structure of stories, valuable insights can be gained, deepening our understanding of the diverse values and ethical principles that shape social interactions (Stein, 1982).

The existing literature lacks studies similar to the current research topic, with notable contributions such as Debrah J. Martin's (2011) "Communicating Vision: A Linguistic Analysis of Leadership Speeches." Martin's work addresses the linguistic aspects of leaders conveying visions, utilizing theories and methodologies to guide effective expression. In contrast, the present study examines linguistic features in success story of technology, employing a mixed qualitative and quantitative approach. Another extension of this research focuses on linguistically analyzing autobiographical success story, particularly those addressing technology, to understand effective communication of experiences and inspire engagement on the topic. Additionally, the study "Sociology of

the Future: Tracing Stories of Technology and Time" by Cynthia Lea Selin (2008) likely examines the sociological dimensions of technology narratives and their temporal aspects. In contrast, the current study focuses on linguistically analyzing autobiographical success stories in technology, utilizing Labovian model, appraisal theory, and transitivity model to dissect narrative and linguistic components.

1.1 AUTOBIOGRAPHY

Autobiography, a rich subject for scholarly exploration, involves individuals sharing their unique life stories in various styles. Gibbs (2014) notes the genre's evolution, encompassing memoirs, testimonies, and historical narratives beyond public figures. Altier, Horgan, & Thoroughgood (2012) emphasize the value of personal perspective over public significance. Autobiographies serve as comprehensive accounts, detailing influential individuals, significant events, and personal experiences that shape one's identity. They become a communication tool for expressing identity, worldview, and decision-making, as Gibbs (2014) underscores. Altier, Horgan, & Thoroughgood (2012) highlight the genre's role in offering insights into social perceptions. Reveley (2010) adds that autobiographies provide a window into the author's subjectivity, allowing readers to grasp their personal perspective. Bruner (1987) contributes the insight that autobiographies reveal how individuals construct culture and shape identity. Autobiographies, by covering a significant portion of a person's life, offer a broad yet deep understanding of their thoughts and experiences, serving as invaluable resources for researchers (Smith & Watson, 2010).

1.2 INSPIRATIONAL SUCCESS STORIES

According to Carol S. Dweck's research in "Mindset: The New Psychology of Success," success is intricately linked to one's mindset—either fixed or growth. In a fixed mindset, individuals believe their abilities are innate and unchangeable, often seeking validation through risk-free demonstrations of their skills. Failure in this mindset is perceived as a personal inadequacy, causing demotivation. Conversely, a growth mindset sees abilities as developable through effort and learning, welcoming challenges and viewing failure as a chance for growth. Those with a growth mindset tackle new challenges, persist in adversity, and achieve higher success levels. Dweck asserts that success stories arise when individuals with a growth mindset embrace challenges, learn from mistakes, and consistently strive for improvement. Success, in this perspective, results from dedication, hard work, and a willingness to learn and adapt, with success stories characterized by individuals overcoming obstacles, maintaining positivity, and demonstrating resilience in pursuit of their goals.

Inspiration, as discussed by Hendrick (2009), involves uncovering breakthroughs by deconstructing problems and tapping into an individual's potential. It leads to sustained abundance, love, and creativity. Harding (1948) highlights its role in capturing and harnessing ideas, emphasizing its significance. Authors like Christensen et al. (2010) and Thrash et al. (2010) argue that inspiration is a motivational state crucial to the creative process.

Traditionally linked to prophets and leaders, inspiration now transcends boundaries, reaching all countries, generations, and communities (Thrash et al., 2010). It has become a fundamental value, evaluated beyond mere motivation for performance, evolving amidst social, economic, and political instability (Hart, 2000). In the current world, inspiration holds potential for fostering shared purposes, engaging diverse communities, and driving social transformations (Iverson, 2011; Hart, 1998). Genuine inspiration instills independence, empowering individuals to be self-reliant and unique. In today's context, an inspired person is characterized by greater self-fulfillment, active participation, and self-assurance (Hart, 2000).

2. ADOPTED MODELS

2.1 NARRATIVE ANALYSIS MODEL (Labov and Waletzky)

The Narrative Analysis Model, developed by William Labov and Joshua Waletzky in 1997, is a framework for analyzing and comprehending narratives. This model delves into the structure, content, and social-cultural influences shaping narratives. Labov's perspective outlines six key components shaping the narrative's structure and meaning. The Abstract provides a concise theme, the Orientation establishes contextual details, and the Complicating action drives the narrative with events or conflicts. The Evaluation prompts reflection on significance, while the Result or resolution reveals outcomes. Finally, the Coda concludes the narrative, offering a conclusive statement. Labov's framework, encompassing these elements, creates a coherent and engaging storytelling experience, providing a comprehensive structure for narrative analysis.

2.2 APPRAISAL THEORY (Martin and White)

Appraisal Theory, developed by Martin, White, and others in the 1990s, is a theoretical framework that derives from Halliday's Systemic-Functional Grammar and focuses on the interpersonal function of language. It comprises three subsystems: Attitude system, Engagement system, and Graduation system. The Attitude system, which will be the main focus of this discussion, is a concentrated expression of the speaker's emotions and involves the real-time assessment of emotions, judgment of behavior, and evaluation of aesthetic phenomena. It includes resources for expressing affect, making judgments, and showing appreciation. This system evaluates emotions, behavior, and the value of things, identifying both positive and negative evaluations based on the participant's behavior.

2.3 TRANSITIVITY (Halliday)

Halliday's Transitivity (2004) is a linguistic model that focuses on the analysis of how participants and processes are represented in language. It is part of Systemic Functional Linguistics, developed by Michael Halliday. Halliday (1994) states that "transitivity translates the world of experience into a manageable set of process types" (p. 107).

Transitivity examines how clauses are structured and how participants are assigned roles (such as actor or goal) in the representation of actions and events. Halliday (2004) identifies six distinct process types within the English transitivity system: mental, material, behavioral, relational, verbal, and existential. Initially, he focuses on the primary process types of material, mental, and relational. However, he later expands his analysis to include the remaining three process types, which exist at the periphery of the initial three categories. This comprehensive framework allows for a more nuanced understanding of the various ways in which actions, states, and relationships are expressed in the English language.

These models provide valuable frameworks for analyzing different aspects of language and discourse, offering insights into narrative construction, evaluative language, and the representation of actions and events.

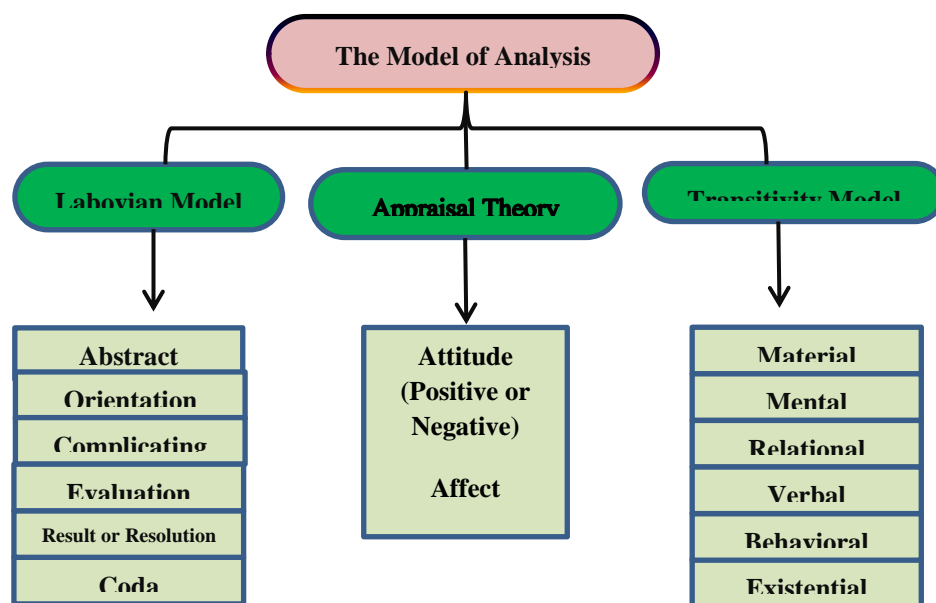


Figure (1) The Representation of the Model of Analysis

3. METHODOLOGY

This section elucidates several aspects pertaining to the methodology employed in the study, including the research design, data selection, techniques of analysis, adopted model, and other relevant considerations.

3.1 RESEARCH DESIGN

The research design for this study adopts a mixed qualitative and quantitative approach to analyze the story. The qualitative component aims to comprehend the meaning and experiences conveyed through linguistic features and strategies, providing detailed

insights into individual journeys and capturing the complexity of human experiences. In contrast, the quantitative aspect utilizes statistical tools to identify patterns and trends in the language used to portray success. This combined approach enhances the rigor and objectivity of the analysis, offering a comprehensive understanding of how success stories are linguistically constructed.

3.2 DATA SELECTION

The paper focuses on success story of technology, selecting the narratives from YouTube. The story entitled, " *Love and Lose* " (2020) by Steve Jobs, explores the author's journey to achieve his significant success in the field of technology (<https://youtu.be/Tuw8hxrFBH8?si=3tdKgiUPI3faNELh>). This narrative is selected to provide deep perspective on technology, offering valuable insights into personal struggles, action, growth, and empowerment, contributing to a comprehensive exploration of the subject matter.

3.3 PROCEDURES of ANALYSIS

The procedures of analysis are as follows

1. Selecting the technology story from the source and carefully read it.
2. Analyzing the story using the Labovian model, which consists of six components: abstract, orientation, complicating action, evaluation, resolution, and coda.
3. Following the Labovian structure, the Appraisal Theory and transitivity model are applied.
4. Conducting a quantitative analysis to investigate the interconnections among the Labovian model, the Appraisal Theory, and the Transitivity model.
5. Discussing the overall results of the analysis, including the themes, attitudes, and verb usage frequency observed within the story in question.

4. DATA ANALYSIS AND RESULTS

The eclectic model developed in the previous section is used for analyzing the selected story qualitatively and quantitatively.

4.1 QUALITATIVE ANALYSIS OF *LOVE AND LOSE* (Steve Jobs) (2020)

In this section, *Love and Lose* (Steve Jobs) (2020) is subjected to qualitative analysis according to the eclectic model. The first model to be employed is the Labovian model for narrative analysis, which will be used to examine the structure and elements of the story. Within the six elements of the Labovian model, the Appraisal Theory and Transitivity Model will be included to investigate the attitudes and action processes in the story. Through the implementation of the eclectic model, a comprehensive understanding of the selected story will be sought.

" *Love and Lose* " by Steve Jobs is a personal story of a person who founded Apple at a young age and built it into a successful company with his business partners. However, he was eventually fired from the company he started due to a disagreement with a colleague. Despite the setback, he realized that his love for what he did remained unchanged. He

decided to start over, founded new companies, including Pixar, and eventually returned to Apple when it acquired his company. The experiences taught him the importance of staying true to his passion and doing what he loves. He encourages others to find what they love and not settle until they do.

- **LABOVE MODEL ANALYSIS**

1. Abstract

No abstract exists in this narration.

2. Orientation

“I was lucky. I found what I love to do early in life, and I started Apple in my parents’...finest creation, the Macintosh, a year earlier, and I just turned 30”

In the orientation, the narrator begins by highlighting early success and passion, emphasizing the founding of Apple at a young age. The central theme is introduced-narrator's journey with Apple, its growth, and the challenges. The unexpected firing sets the stage for the story's conflict and tension.

According to the appraisal theory, the speaker conveys a sense of positivity and satisfaction. He feels lucky to have found what he loves to do early in life, indicating a positive emotional state. The use of words like "lucky" and "love" suggests a positive affective tone. (**Affect**). The speaker makes a positive judgment about the growth of Apple. He attributes his success to working hard and emphasizes the significant progress made in just ten years. The use of phrases such as "grown...into a two-billion-dollar company" highlights the magnitude of his achievements and conveys a positive evaluation. (**Judgment**). In this passage, the speaker expresses appreciation for his own journey and the creation of the Macintosh. He states that he has found what he loves to do, indicating a sense of fulfillment and value in his chosen path. Furthermore, the mention of the Macintosh as his "finest creation" suggests a high level of appreciation for the product and its impact. (**Appreciation**).

Examining the orientation story through the transitivity model reveals the presence of three verb types: material verbs such as 'found,' 'do,' and 'started'; mental verbs like 'love'; and relational verbs like 'was' and 'had grown.'

3. Complicating Action

"And then I got fired. How can you get fired from a company you started? ...When we did, our board of directors sided with him, and so at 30, I was out, and very publicly out."

The story revolves around the protagonist, the narrator and founder of Apple, facing a complicating action when unexpectedly fired from the company. This event disrupts his established trajectory, prompting reflection, a reassessment of life, and a journey marked by resilience, personal growth, and success.

The narrator expresses surprise and confusion ("How can you get fired from a company you started?") which indicates a negative affective response to the situation. The affective

dimension reflects the emotional evaluation or reaction of the narrator(**Affect**). The narrator evaluates the person they hired as talented initially, indicating a positive judgment. However, as his visions of the future diverged and the falling out occurred, the narrator's judgment turned negative towards this person and the board of directors who sided with him(**Judgment**). It does not seem to be explicitly present in this passage(**appreciation**).

4. Evaluation

“What had been the focus of my entire adult life was gone, and it was devastating....The turn of events at Apple had not changed that one bit. I'd been rejected, but I was still in love.”

In the passage, the speaker initially expresses a devastating evaluation of his situation, feeling personal failure and disappointment. He perceives letting down previous entrepreneurs, symbolized by dropping the baton. However, there's a shift as he realizes his enduring love for his work, signaling renewed purpose and determination despite setbacks.

The passage conveys a strong sense of devastation and emotional turmoil. Words like "gone," "devastating," "let down," "screwing up," "failure," and "rejected" all reflect a negative affective tone. These words suggest a deep emotional impact on the speaker due to the loss of his focus and the feeling of disappointment(**Affect**). The speaker evaluates his own actions and situation. He judges himself as having "screwed up" and being a "public failure." He also expresses a sense of regret and a desire to apologize for his perceived mistakes. This self-criticism indicates a negative judgment of his own performance(**Judgment**). Despite the negative circumstances, the speaker expresses a positive attitude towards his work. He states that he still loves what he does and that his passion for his work remains unchanged. This appreciation is reflected in the phrase "I still loved what I did" and the statement that the turn of events had not changed his love for his work. This indicates a positive attitude towards his profession and a determination to continue pursuing it despite setbacks. (**Appreciation**).

Examining the story evaluation through the transitivity model reveals various verb types. Material verbs such as 'do,' 'gone,' and 'change,' mental verbs like 'know,' 'felt,' and 'loved,' relational verbs like 'was' and 'had been,' verbal verbs like 'apologize,' and behavioral verbs like "would let" are evident.

5- Result or Resolution

“And so, I decided to start over. I didn't see it then, but it turned out ...It was awful-tasting medicine, but I guess the patient needed it.”

The protagonist reflects on being fired from Apple as a positive turning point, leading to creative freedom. Starting successful ventures, including Pixar, and finding love, he contributes to groundbreaking films like Toy Story. Apple acquires his company, Next, with its technology crucial to Apple's success. The initial setback is seen as necessary and transformative for subsequent achievements.

The author's affect is positive and optimistic. He describes how getting fired from Apple turned out to be the best thing that could have happened to him. Words that reflect this positive affect include "lightness," "creative," "amazing," "successful," and "wonderful." (**Affect**). The author makes a judgment about his experience of getting fired. He states that it was the "awful-tasting medicine" that the patient (referring to himself) needed. This judgment suggests that the author sees the firing as a necessary and beneficial experience (**Judgment**). The author expresses appreciation for the positive outcomes that resulted from his firing. He appreciates the opportunity to start over and be a beginner again, the creative periods in his life, the companies he started (Next and Pixar), the success of Toy Story, the acquisition of Next by Apple, and his family with Lorraine. Words that reflect this appreciation include "replaced," "fell in love," "amazing," "remarkable," and "wonderful." (**Appreciation**).

Examining the story resolution using the transitivity model reveals three types of verb processes. Material verbs such as 'start' and 'fell,' mental verbs like 'decided' and 'guess,' and relational verbs like 'was,' 'have,' and 'is' are present.

6- Coda

“Sometimes life's going to hit you in the head with a brick. Don't lose faith...it just gets better and better as the years roll on. So keep looking, don't settle.”

The concluding paragraph reflects on the speaker's personal journey, emphasizing the significance of loving one's work and not settling for less. It serves as a conclusive statement, providing closure and encouragement. The mention of "keep looking, don't settle" signals the end of the narrative, leaving the reader with a sense of resolution.

The individual expresses a mix of emotions regarding his experiences. He describes falling in love with an amazing woman, which suggests a positive emotional response. Additionally, he mentions that being fired from Apple was "awful-tasting medicine," indicating a negative emotional experience (**Affect**). The individual reflects on the events and makes judgments about his significance. He believes that being fired from Apple was a necessary step for his subsequent successes. He attributes the creation of his companies, Next and Pixar, as well as his involvement in the development of technology at Next, to the experience of being fired. This suggests a positive judgment about the impact of the firing on his life trajectory (**Judgment**). The individual expresses appreciation for the positive outcomes that resulted from his experiences. He highlights the success of Pixar, the acquisition of Next by Apple, and his return to Apple. He also mentions having a wonderful family with his wife. This appreciation indicates a positive assessment of the overall outcome of his journey (**Appreciation**).

Examining the story's conclusion through the transitivity model reveals several verb processes. Material verbs such as 'hit' and 'kept,' mental verbs like 'lose' and 'love,' relational verbs like 'am' and 'is,' and behavioral verbs like 'settle' and 'keep looking' are evident.

4.2 QUANTITATIVE ANALYSIS

This section, conducts a comprehensive quantitative analysis of *Love and Lose* (Steve Jobs, 2020). The main objectives of the preceding table (1) will be to apply Appraisal Theory to determine the frequencies of words that convey positive or negative attitude. This analysis will provide a more profound insight into the manifestation of attitude according to Appraisal Theory.

Table (1) The Quantitative Analysis of Appraisal Theory in *Love and Lose* Story

Appraisal Theory Labovian Elements	Attitude	Affect	Judgment	Appreciation
ORIENTATION	Positive	1	2	2
	Negative	0	0	0
COMPLICATING ACTION	Positive	0	1	0
	Negative	2	1	0
EVALUATION	Positive	0	0	1
	Negative	2	1	0
RESOLUTION	Positive	1	1	4
	Negative	0	0	0
CODA	Positive	2	1	4
	Negative	0	0	0
Total Positive Attitude	(76.92%)	Total Negative Attitude		(23.07%)

In Table (2), the primary goals include delving into the employed transitivity model within the examined story. This examination aims to offer a deeper understanding of how the transitivity model is utilized in the narrative of this particular story.

Table (2) The Quantitative Analysis of Transitivity in *Love and Lose* Story

Process Labovian Elements	Material	Mental	Relational	Verbal	Existential	Behavioral
ORIENTATION	6	1	2	0	0	0
COMPLICATING ACTION	9	1	1	0	0	1
EVALUATION	8	4	5	1	0	1

RESOLUTION	12	4	7	0	0	0
CODA	8	8	8	0	0	4
TOTAL	43	18	23	1	0	6
PERCENTAGE	47.25%	19.78%	25.27%	1.09%	0%	5.59%

4.3 DISCUSSION

a. LABOVIAN MODEL

The discussion of the technology story in this research is primarily centered on using the Labovian model. What was noticed is that the abstract was not found. In this story, the absence of an abstract may symbolize the emphasis on practicality and the need for hands-on experiences in the field. By diving straight into the narrative, the focus could be on showcasing specific achievements, challenges, and the hard work required to succeed in the technology industry. This approach aligns with the notion of emphasizing concrete skills and accomplishments rather than providing a theoretical or abstract framework. In terms of the sequence order, the narrative follows the basic arrangement of the Labovian model without significant deviation. It begins with the orientation, progresses through complicating action, evaluation, resolution, and concludes with a coda. This adherence to the basic sequence aligns with the natural flow of the narrator's memories and emotions, enhancing the authenticity of the storytelling by reflecting the non-linear nature of personal recollections.

Additionally, when examining the story's components, it becomes evident that they tend to have a balanced length. Each stage of the narrative receives sufficient attention, contributing to the overall coherence of the story. This balance ensures that no part feels rushed or overly detailed, aiding in pacing and allowing the audience to absorb and understand the story effectively.

In brief, when examining the story using the Labovian model, it captivates the audience by skipping an abstract, creating sense of practicality. The narrative follows the Labovian sequence order—orientation, complicating action, evaluation, resolution, and coda—which enhances its authenticity. The story maintains the Labovian model's fundamental structure, ensuring a well-balanced length in its components. This strategy contributes to coherence, smooth pacing, and an authentic exploration of themes like identity, and self-discovery, providing a compelling journey within the Labovian framework.

b. APPRAISAL THEORY

Secondly, the story is analyzed using Appraisal Theory, following the narrative structure outlined by Labov. Analyzing the orientations of Steve Jobs' "*Love and Lose*" showcases resilience and a positive mindset despite being fired from Apple. He embraces the setback as an opportunity for creative growth, demonstrating a positive effect. Jobs' judgment is optimistic, as he sees the firing as a catalyst for personal and professional development. Additionally, he appreciates the experience and uses it to fuel his entrepreneurial ventures.

In the story complicating action, the affect element is negative, as Jobs expresses the emotional impact of being fired from a company he co-founded. His judgment is also negative, as he highlights the divergence of visions and the falling out with his colleague. However, there is no explicit appreciation expressed in this particular complicating action, possibly because Jobs was focused on the negative aspects of the experience and the loss he suffered.

In the evaluation of the story, the evaluation is characterized by a negative affect and judgment, but with appreciation. Jobs expresses devastation and a sense of failure after being ousted from Apple. He feels that he let down the previous generation of entrepreneurs and describes himself as a public failure. However, despite these negative emotions and judgment, he still expresses a deep love for what he does, indicating appreciation for his work and the field of technology.

In the resolution, this part exhibits positive affect, judgment, and appreciation. Jobs reflects on being fired from Apple and sees it as the best thing that could have happened to him. He embraces the opportunity to start over and explores new creative endeavors, leading to significant successes with companies like Next and Pixar. His story highlights the positive affect of embracing change, the judgment of seeing setbacks as opportunities, and the appreciation for the transformative power of technology.

In the coda, a positive affect is evident as Jobs reflects on his experience of being fired from Apple. He expresses a positive judgment, seeing it as a necessary event that ultimately led to personal growth and success. The appreciation is showcased through his emphasis on the importance of loving one's work and finding fulfillment in it. Jobs encourages the reader to keep searching for their passion and not settle until they find it, highlighting the belief that finding and pursuing what one loves is key to a satisfying and fulfilling life.

In conclusion, the overall attitude in Steve Jobs' narrative is positive and inspirational. Despite facing challenges, being fired from Apple, and expressing moments of negative emotions, Jobs consistently demonstrates resilience, a positive mindset, and an appreciation for opportunities in setbacks. The story serves as an inspiration, highlighting the transformative power of embracing change, pursuing one's passion, and finding fulfillment in the face of adversity.

c. TRANSITIVITY MODEL

Thirdly, the utilization of Holliday's transitivity model was applied for the analysis. In Steve Jobs' orientation, (6) material verbs such as "found," "started," "worked," and "released" take center stage. These verbs underscore the tangible actions, achievements, and practical circumstances associated with technology, highlighting progress, success, and the transformative potential of technological advancements. By strategically incorporating material verbs, attention is drawn to the active engagement of characters and their capacity to shape technological experiences. Moreover, the use of material verbs aligns with the positive attitude depicted in Appraisal Theory, emphasizing the constructive impact of technology on individuals' lives.

Considering the complicating action, the (6) material verbs like "fired," "hired," and "started" symbolize the breakdown of his relationship with the person he enlisted to run the company, highlighting the conflicts and challenges he faced. The negative attitude represented by the Appraisal Theory is justified through the use of material verbs, which indicate tangible actions with potential negative consequences, contributing to the overall tone of adversity in the narrative.

Considering The evaluation, (8) material verbs like "do," "dropped the baton," "passed," "gone," "began to dawn on me," and "had not changed" vividly depict challenges and failures, resonating with the negative Appraisal Theory attitude, offering realism to Jobs' struggles.

In analyzing the resolution, the positive attitude observed in the appraisal theory is substantiated by the use of (12) material verbs like "replaced," "started," "created," and "developed." These verbs emphasize Jobs' proactive actions and accomplishments, fitting seamlessly with the positive evaluation.

In the coda, this diversity encompasses (8) material, (8) mental, and (8) relational verbs. The (8) material verbs used in the story, such as "hit," "fill," and "do," emphasize the physical actions, events, and outcomes in Steve Jobs' life. These verbs highlight the significance of taking tangible steps, putting effort into one's work, and actively engaging in activities aligned with one's passion and aspirations. Despite the challenges faced, Steve Jobs demonstrates resilience and determination through his actions, which contributes to the positive attitude portrayed in the story. The (8) mental verbs, such as "lose," "believe," "find," and "love," represent Steve Jobs' cognitive processes and mindset. These verbs showcase Steve Jobs' introspective thinking, self-belief, and ability to envision and pursue his goals and passions. By emphasizing the importance of self-reflection and staying true to one's passion, these verbs contribute to the positive attitude conveyed in the story. The (8) relational verbs, such as "I'm convinced," "was," "is," and "gets," establish connections and logical descriptions between different elements in the story. They help in making sense of relationships, drawing parallels, and understanding the cause-and-effect dynamics within Steve Jobs' life. By showcasing the positive outcomes that resulted from Steve Jobs' experiences, these verbs contribute to a sense of optimism and highlight the transformative power of his journey. The balanced use of these verb types in the story reflects a positive attitude by emphasizing the importance of maintaining equilibrium and control between action, thinking, and understanding. It suggests that success and fulfillment come from a harmonious interplay of these elements. The verbs used in a balanced manner highlight the need to take action, engage in introspection, and understand the connections and dynamics at play in order to find purpose, meaning, and satisfaction in life and work.

Overall, the analysis of Steve Jobs' narrative through the transitivity model reveals a strategic use of verbs, particularly material, mental, and relational, across different phases of the story. The orientation employs material verbs to underscore tangible actions and achievements, aligning with the positive impact of technology. In the complicating action, evaluation, and resolution, material verbs vividly depict conflicts, challenges, and

proactive actions, contributing to the respective positive or negative tones. The coda utilizes a balanced mix of material, mental, and relational verbs, highlighting the importance of equilibrium for success and fulfillment. Overall, the transitivity model reinforces the inspirational nature of Jobs' journey, emphasizing resilience, determination, and transformative power.

To bring it all together, the analysis of Steve Jobs' narrative through the Labovian model, Appraisal Theory, and the Transitivity model provides a comprehensive understanding of the story's structure, emotional tone, and strategic use of verbs. The Labovian model showcases a practical emphasis on concrete achievements, following a natural sequence that enhances storytelling authenticity. Appraisal Theory highlights Jobs' resilience, positive mindset, and appreciation for setbacks, contributing to an overall inspirational narrative. The Transitivity model underscores the strategic use of material, mental, and relational verbs, aligning with the positive attitude depicted in Appraisal Theory and reinforcing the inspirational nature of Jobs' journey. Collectively, these models emphasize the transformative power of embracing change, pursuing passion, and finding fulfillment, making Jobs' narrative a source of inspiration and success.

5. COCLUSIONS

Based on the preceding analysis undertaken, it is possible to derive the following conclusions:

1. The application of the Labov model allows for the observation of narrative structure and storytelling techniques in *Love and Lose (Steve Jobs)* (2020) technology story. It helps identify elements such as the orientation (background information), complication (incidents), and resolution (responses and outcomes) within the narrative, providing a structured framework for understanding the progression of the story.
2. The use of the Appraisal theory reveals that the prevailing attitude in Steve Jobs' story is predominantly positive. Despite facing setbacks like being fired from Apple, Jobs demonstrates resilience and a positive mindset. He views challenges as opportunities for growth and development, reflecting an optimistic outlook that aligns with the positive affect and judgment emphasized in Appraisal Theory.
3. The analysis of the technology story using the Transitivity model reveals that the strategic use of material verbs in this story not only adds authenticity to the narrative by emphasizing tangible actions but also contributes to the overall inspirational tone. Jobs' resilience and determination, portrayed through these verbs, showcase how facing challenges and taking proactive measures lead to personal and professional success, reinforcing the transformative nature of his journey.

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