



## Appraisal Perspective on Attitudinal Meaning in Eulogies for Ronald Reagan and Betty Ford

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### Abstract

The current study aims at investigating the discourse of two American Eulogies in terms of Martin and White's Appraisal theory framework which is considered as an effective framework for examining attitudes and interpersonal meanings. The specific aim of this study is to identify and investigate the resources of attitude that eulogists use to express feelings, judgments and appreciation with the audience. Although, eulogical discourse has a long history that dates back to Ancient Greece, funeral speeches or what is referred to nowadays as *eulogy* remained an intact area to discourse studies. In response to this rarity, this study has been conducted.

The study concludes that modern eulogies celebrate the deceased's life unlike early eulogies which focus more on the subject of religion. The results demonstrate that in the system of attitude, more judgment values occur than affect and appreciation; and implicit attitude reveals less distribution than explicit attitude. Moreover, negative attitudes are in a fairly little amount compared with positive attitudinal meanings. This shows that eulogists pay more attention to the deceased's character in which they tend to use more explicit and positive attitude.

### 1. Introduction

Speakers and writers use language to reveal their feelings, judgments, and viewpoints about other people, things and situations. In modern Christian western societies, many funeral ceremonies comprise what is known as 'eulogy'. A eulogy is a funeral speech that is delivered in order to remember the life of the person who passed away. It gives the speaker the opportunity to express his/her emotions, evaluations of the deceased's character, and appreciation of certain situations and memories. Those who present a eulogy are referred to as 'eulogists'. Eulogists often speak about the deceased in a positive way; shedding light on the special life the deceased has lived, and what unique characteristics he/she had

Generally, evaluation deals with the ways speakers and writers express their attitudes or stances towards, or feelings about certain entities and propositions that the speaker



or writer is talking about (Hunston & Thompson, 1999, p.5). Hunston and Thompson further indicated that the study of evaluative phenomenon in discourse was tackled under several different headings; the most evident ones include 'stance' (e.g. Biber and Finegan, 1989) and 'appraisal' (e.g. Martin and White, 2005) which is considered as the most developed framework; it has evolved from Halliday's systemic functional linguistics (p.2). The theory of appraisal was developed by Peter White and Jim Martin in the 1990s, and it is used to analyze how speakers and writers value entities (people and things) within the text (Wei, Wherrity & Zhang, 2015, p. 235). Furthermore, it affords a helpful and suitable grammatical tool that analyzes aspects of evaluation beyond modality.

The three major components that constitute the appraisal framework are attitude, graduation and engagement. Attitude deals with our feelings concerning emotional reactions, judgments of behavior and evaluation of things; graduation is concerned with the way in which attitudes can be amplified; engagement deals with sourcing attitudes, and it introduces a range of voices into a text (Martin & White, 2005, p.35).

The present study is concerned with examining the system of attitude in the eulogies for two American political figures in terms of Martin and White's appraisal theory framework. Martin and Rose (2007) pointed out that attitude has a significant role in expressing the interpersonal meaning of language. Within appraisal theory, attitude is further sub-divided into three sub-systems, i.e. affect, judgment and appreciation. Affect describes how people reveal their feelings in discourse, judgment is concerned with the evaluation of human behavior, and appreciation deals with evaluation of objects (p.28).

## **2. Eulogy: General Overview**

A eulogy is a time of remembrance that speaks about the special life the deceased person lived. It originates from a Greek word "eulogia" which means "to bless" or "to praise", and it is regarded as a speech or a piece of writing which praises something or someone highly, typically someone who has just passed away. Wolfelt (2004) believed that a funeral would be more soulful, and would have more meaning if it had a personal touch. This can be achieved through presenting a tribute to the deceased (p.98).

Stevens (2008) revealed that a eulogy is often delivered by a close friend, a family member or a clergy member during the wake service or funeral service (p.95). Harris (2007) mentioned that eulogies ease the grief of the bereaved family since they often provide emotional support. Also, they provide a psychological relief to the eulogist by freeing the suppressed emotions and feelings that are caused by the loss of a loved one. Remembering the dead helps in lessening the agony or in changing the pain of loss and misery into another form even if this was for a short time. The aim of the eulogist is to increase the listener's feeling of love, appreciation and respect (p.2).



### **3. Appraisal Theory in psychology**

Appraisal theory is originated as a psychological theory which conveys the fact that emotions are elicited from our appraisals (evaluations) of certain situations that induce particular response in different people (Schonpfulg, 1992). When an event is appraised, it will lead to an emotional reaction which will be built on that appraisal. Schonpfulg also clarified that when a situation is apprehended positively, one is likely to feel happy, excited, etc... because the person has appraised the situation in a positive way. Appraisal theory has progressed as a notable theory in the fields of psychology and communication by examining affect and emotions. Historically, the basic ideas and beliefs regarding affect and emotions date back to prominent philosophers such as Plato, Aristotle, Hume and Spinoza (as cited in Ayvidleog, 2014, p.1).

The theory has been developed enormously with the work of two notable researchers: Magda Arnold and Richard Lazarus among others who have contributed to the development of the theory. Arnold was among the first to introduce the theory of cognitive emotions in modern psychology, and she argued that “emotions are generated by an appraisal process”. Arnold (1950) introduced the idea of emotion differentiation by postulating that emotions such as fear, anger and excitement could be distinguished by different excitatory phenomena. Arnold (1960a) evolved a cognitive theory which argued that the appraisal of the situation is the first stage in emotion. Arnold emphasized that a definitive theory of emotion should not only be concerned with emotional experience, but also with emotional action and emotional expression. Furthermore, the complete theory of emotion should speak about the consequence of emotions, and not just how emotions are evoked. For instance, when a student studies hard and gets high scores in the exam, the emotions of happiness will encourage the student to continue studying hard (as cited in Reisenzein, 2007, p.920).

### **4. Appraisal Theory in Discourse**

Investigating the appraisal theory in linguistics requires a consideration of how language is structured in order to present attitude. This process needs our attention to the language structures that are applied in a text, and which express attitude and emotions. The idea that language is used to analyze affect was considered in Halliday's systemic functional linguistics theory (Halliday, 2004). He has explained that an appraisal is elicited by two linguistic features: grammar and semantic meaning. Systemic functional linguistics highlights the syntactic structures of language which explain what language does (the function of language), and how language structures achieve several purposes of communication. This can be viewed as one of the merits of SFL in linguistics (as cited in Dong, 2009, p.112).

Until 1990, the interpersonal function of language in SFL was more concerned with interaction and social relations rather than feelings. This was due to Halliday's work on the grammar of mood and modality (Halliday, 1994), and then it expanded to



include the analysis of turn-taking which was introduced in (Halliday 1984, Martin 1992b, Eggins & Slade 1997). Martin and White (2005) started developing a more lexically-based perspective in the early 1990s due to the need for better and richer understanding of interpersonal meaning in monologic texts. At first, Martin and White dealt with Affect in narrative, and then progressed to take into consideration evaluation in literary criticism, print media, art criticism, administrative discourse and history discourse ( Iedema, Feez & White 1994, Idema 1995, Martin 2000a, Martin 2001b) (as cited in Martin & white, 2005, p.8).

The term appraisal is defined by Martin as a “system of semantic resources for reacting emotionally (affect), judging morally (judgment) , and evaluating aesthetically (appreciation), as well as resources for amplifying and engaging with these evaluations” (Martin, as cited in Hart,2014,p.44). The objective of appraisal theory is to describe how interpersonal meanings are recognized through several linguistic ways. Appraisal theory pays attention to the ways in which writers/speakers establish certain identities, and how they place themselves, and those they are addressing. As a result, the interpersonal functionality was developed (Orwenjo, Oketch & Tunde, 2016, p.130).

Martin and Rose (2007) explained that the appraisal theory consists of three subcategories: attitude (emotional or affective evaluation), engagement (resources for positioning the author’s voice with respect to proposition, and proposals conveyed by a text, (e.g., by means of modals of probability, attribution, reality phases), and graduation (intensifying or weakening the degree of force or focus). These three systems can be further sub-divided. Attitude is divided into three domains of feelings depending on the nature of appraisal, these are: affect, judgment and appreciation. Engagement consists of two subsystems: monoglossia and heteroglossia. Graduation also has two subsystems: force and focus (p.25).

#### **4.1. Attitude**

Attitudes are concerned with evaluating things, people’s characters and their feelings. The evaluations can be either more or less intensive, and the attitude can be the writer’s or speaker’s, or it might be ascribed to someone else. There are three major kinds of attitude: “affect, “judgment” and “appreciation (Martin & Rose, 2007, pp.26-28). The system of “affect” deals with the expression of emotions (e.g. happy, sad, angry, etc...). The system of “judgment” focuses on the individual’s character and behavior (e.g. he is bad, he is good, she is brave, etc...). Finally, the third system of “appreciation” evaluates objects (e.g. it is an amazing sunset, what a beautiful picture, etc...) (Bloom & Argamon, 2010, p. 250).

#### **5. Methodology**

The researcher applied Martin and White’s appraisal system (2005) in analyzing the attitudes of eulogists. Since eulogies feature human behavior and emotional experience, the attitudes of eulogists can be best interpreted by means of appraisal model. The appraising items or sentences of each eulogy are marked, and then placed





under the sub-system of affect, judgment or appreciation. Each appraising item is specified as either explicit or implicit, and either positive or negative by using (+, -)<sup>1</sup>.

Qualitative analysis is adopted in the present study. First, the evaluative resources which eulogists use in their expression of feelings, judgments and appreciation are chosen. Then, these evaluative elements are analyzed according to the system of attitude to find out how they contribute in conveying the interpersonal meaning and attitudes of eulogists. The evaluative lexis will be classified under the sub-systems of affect, judgment or appreciation, and then the researcher will determine what category in each of these three sub-systems the evaluative lexis best fits in<sup>2</sup>. After that, the evaluative elements will be collected and presented in the form of tables which are classified into evaluative items, the sub-systems of attitude, and the thing or human which is being appraised. The researcher analyzes the following eulogies to arrive into results.

## 5.1 George Bush's Eulogy for Ronald Reagan

### 5.1.1 Attitude: Analysis of Affect

1. We lost Ronald Reagan only days ago, but we have **missed** him for a long time.

'Miss' is a positive affect that belongs to the variable of "inclination: desire". The affect in the above sentence is realized as mental disposition, and it is expressed directly. It is recognized as an authorial affect because the emotions belong to the author and the mourners who came to mourn the loss of Ronald Reagan.

2. We have **missed** his kindly presence, that reassuring voice and the happy ending we had **wished** for him.

Positive instantiations of "inclination: desire" occur in the sentence above. Both 'miss' and 'wish' convey direct positive affect. The feelings are realized as mental disposition, and the affect is authorial.

3. It has been 10 years since he said his own farewell, yet it is still very **sad** and **hard** to let him go.

Sentence (3) reveals emotions of sadness. 'Hard' and 'sad' are negative affect which is expressed directly. The feelings are included within the category of "unhappiness:

<sup>1</sup> + stands for positive attitude

- Stands for negative attitude

<sup>2</sup> 'Affect' has four categories: un/happiness (hap.), in/security (sec.), dis/satisfaction (sat.), and desire (des.)

'Judgment' is classified into five categories: normality (norm.), capacity (cap.), tenacity (ten.), veracity (ver.), and propriety (prop.).

'Appreciation' is divided into three categories: reaction (reac.), composition (comp.), and valuation (val.)



misery”, and are realized as mental disposition. Again, the eulogist was referring to his feelings and those of the audience, so it is an authorial affect. Bush and the mourners felt very sad, and it was very difficult for them to say goodbye to Ronald.

4. He **believed** that people were basically good and had the right to be free. He **believed** that bigotry and prejudice were the worst things a person could be guilty of.

Expressions of security occur as positive instantiations in the sentence above. ‘Believe’ conveys direct positive affect which falls into the category of “security: trust”. The feelings are seen as mental disposition, and the affect is non- authorial. Ronald had a trust and confidence in certain beliefs and actions.

5. President Reagan was **optimistic** about the great promise of economic reform, and he acted to restore the rewards and spirit of enterprise.

There is a positive affect which is revealed directly in sentence (5). The adjective ‘optimistic’ means hopeful and confident about the future. ‘Optimistic’ falls into the category of “security: confidence”, and the affect is realized as mental disposition. Ronald was an optimistic person who expected that good things will happen in the future. It is a non-authorial affect that describes Ronald’s feelings.

6. In the end, through his belief in our country and his **love** for our country, he became an enduring symbol of our country.

The affect in the sentence above is non-authorial since the feelings are attributed to Ronald Reagan. ‘Love’ is a positive affect which is included within the category of “happiness: affection”. The affect is realized as mental disposition, and the feelings are conveyed explicitly.

7. We know, as he always said, that America's best days are ahead of us, but with Ronald Reagan's passing, some very fine days are behind us, and that is worth our **tears**.

Explicit emotions of sadness occur in the above sentence. ‘Tears’ conveys direct negative affect which is realized as behavioral surge. The feelings fall into the category of “unhappiness: misery”, and the affect is authorial since it involves the author indicating how he and the mourners have responded emotionally.

8. And we look for that fine day when we will see him again, all weariness gone, clear of mind, strong and sure and **smiling** again.

‘Smiling’ falls into the category of “happiness: cheer” in which the feelings are recognized as behavioral surge. The affect in the sentence above is authorial.

### 5.1.2 Attitude: Analysis of Judgment

1. America honors you, Nancy, for the **loyalty** and **love** you gave this man on a wonderful journey and to that journey's end.



When Bush says *America honors you, Nancy*, he is implying something praiseworthy about Nancy's character. 'Honor' conveys positive social sanction judgment, "propriety", and it is expressed implicitly. 'Loyalty' is an explicitly positive social esteem judgment that belongs to the category of "tenacity". 'Love' is an implicitly positive social sanction judgment that falls into the category of "propriety". Nancy, Ronald's wife, is admired as being a faithful and caring woman who loved her husband deeply.

1. And out of that circumstance came a young man of **steadiness, calm**, and a cheerful confidence that life would bring good things.

'Steadiness' and 'calm' are positive social esteem judgment. The judgment is expressed explicitly, and it is included within the category of "tenacity". The eulogist admires Ronald's constancy and steadiness.

2. As a sports announcer on the radio, he was the **friendly voice** that made you see the game as he did.

Sentence (2) reveals an explicit social sanction judgment. It is expressed positively, and it belongs to the category of "propriety". The eulogist tells the audience that the deceased was a kind and sensitive person.

3. As an actor, he was the handsome, all-American **good** guy, which in his case required knowing his lines--and being himself.

Bush admires Ronald's ethics by describing him as *all American good guy*. 'Good' is a positive social sanction judgment of "propriety" that is expressed explicitly.

4. Along the way, certain convictions were formed and fixed in the man.

The eulogist implicitly admires Ronald as having certain beliefs and opinions. The sentence above expresses positive social sanction judgment, "propriety". The beliefs and convictions that he held stem from his inner goodness and fairness.

5. From Dixon to Des Moines to Hollywood to Sacramento to Washington, DC, all who met him remembered the same **sincere, honest, upright** fellow.

The adjectives that were used to describe Ronald's character indicate positive judgment. 'Sincere', 'honest' and 'upright' are considered as explicit social sanction judgment of "veracity". Ronald is described as an honest man.

6. There came a point in Ronald Reagan's film career when people started seeing a future beyond the movies.

Sentence (6) reveals an invoked social esteem judgment. It is conveyed positively, and it falls into the category of "capacity". Bush implies admiration by telling the audience that Ronald was a successful and productive man. This was obvious in his personality, and later on he became the 40<sup>th</sup> president of the United States.



7. He took ideas and principles that were mainly found in journals and books and turned them into a broad, hopeful movement ready to govern.

Ronald is admired implicitly for his ability and competence to do things successfully. The judgment is expressed positively, and it is considered as social esteem judgment of “capacity”.

8. And Ronald Regan believed in the power of truth in the conduct of World affairs

The sentence above implies a positive social sanction judgment that falls into the category of “veracity”. Bush implicitly says that Ronald was an honest and a truthful man.

9. Ronald Reagan believed instead in the courage and triumph of free men, and we believe it all the more because we saw that **courage** in him.

‘Courage’ is an explicitly positive social esteem judgment, “tenacity”. Bush admires Ronald’s bravery.

10. Ronald Reagan carried himself, even in the most powerful office, with a **decency** and attention to small kindnesses that also defined a good life. He was a **courtly, gentle, and considerate** man, never known to slight or embarrass others.

The eulogist praises Ronald’s propriety using a number of adjectives. The deceased is praised explicitly as being honorable, kind, respectful and modest person. ‘Decent’, ‘courtly’, ‘gentle’, ‘considerate’ indicate positive social sanction judgment which falls into the category of “propriety”.

11. Many people across the country cherish letters he wrote in his own hand to family members on important occasions, to old friends dealing with sickness and loss, to strangers with questions about his days in Hollywood.

Bush implicitly praises the deceased’s kindness and care towards other people. Thus, it is a positive social sanction judgment of “propriety”.

12. He became an enduring **symbol** of our country.

Ronald was important and famous. ‘Symbol’ is an explicitly positive social esteem judgment that belongs to the category of “normality”.

### 5.1.3 Attitude: Analysis of Appreciation

1. We have missed his **kindly** presence, that **reassuring** voice and the **happy** ending we had wished for him.

Bush evaluates Ronald’s existence and appearance through the use of the adjectives *kindly* and *reassuring*. These adjective convey positive appreciation, and they belong





to the category of “reaction: quality”. ‘Happy’ is also a positive appreciation that belongs to the category of “reaction: quality”. The appraised is the ending that the eulogist and the mourners had wished for him.

2. In a life of **good** fortune, he valued above all the **gracious** gift of his wife, Nancy.

‘Good’ is a positive appreciation of “valuation”. The evaluated is Ronald’s wealth. ‘Gracious’ conveys positive appreciation, and it presents “valuation”. The appraised is Ronald’s wife, Nancy, whom he regarded as an important and valuable gift.

3. America honors you, Nancy, for the loyalty and love you gave this man on a **wonderful** journey and to that journey's end.

Positive appreciation occurs in the sentence above. ‘Wonderful’ is included within the variable of “reaction: quality”. The deceased’s journey was evaluated as a splendid one thanks to his wife, Nancy.

4. When the sun sets tonight off the coast of California and we lay to rest our 40th President, a **great** American story will close.

‘Great’ is a positive appreciation, “valuation”. The aesthetic quality of Ronald’s story is appraised as being important and worthwhile.

5. He believed that the gentleman always does the **kindest** things. He believed that people were basically good and had the right to be free.

The above sentence reveals positive appreciation. The appraised are the things that every gentleman needs to do, and these things must be helpful, kind and purposeful. ‘Kindest’ falls into the category of “valuation”.

6. Reagan's **deepest** beliefs never had much to do with fashion or convenience.

‘Deepest’ is positive appreciation, and it presents “valuation”. The evaluated are Ronald’s beliefs which are characterized as profound and wise.

7. The **clarity** and **intensity** of Ronald Reagan's convictions

The deceased’s opinions and beliefs are evaluated positively in the sentence above. ‘Clarity’ is positive appreciation, and it belongs to “composition: complexity”. Ronald’s convictions were clear and easy to follow. ‘Intensity’ conveys positive appreciation, and it is included within the category of “valuation”. His convictions were not only clear, but they were intense, acute and great.

8. Many people across the country cherish letters he wrote in his own hand to family members on **important** occasions.

‘Important’ is positive appreciation, it belongs to the category of “valuation”. The evaluated are the events which are described as important.



9. We know, as he always said, that America's **best** days are ahead of us, but with Ronald Reagan's passing, some very **fine** days are behind us, and that is worth our tears.

‘Best’ and ‘fine’ are positive appreciations which are included within the category of “reaction: quality”. The appraised are America’s finest and pleasant days which are yet to come as Ronald always said.

10. And we look for that **fine** day when we will see him again.

‘Fine’ is a positive appreciation. “Reaction: quality”. The appraised is the day the eulogist and the mourners will meet the deceased again.

Table (1): Explicit and implicit attitude in the eulogy for Reagan

Appraising items	affect	judgment	appreciation	appraised
lost	-hap.			Bush and the mourners
missed	+des.			Bush and the mourners
kindly			+reac	presence
reassuring			+reac	voice
happy			+reac	ending
wished	+des.			Bush and the mourners
sad	-hap.			The situation
hard	-hap.			The situation
good			+val.	fortune
gracious			+val.	gift
wonderful			+reac.	journey
great			+val.	American story
steadiness		+ten.		Ronald
calm		+ten.		Ronald
Friendly voice		+prop.		Ronald
good		+prop.		Ronald



believed	+sec.			Ronald
kindest			+val.	thing
sincere		+ver.		Ronald
honest		+ver.		Ronald
upright		+ver.		Ronald
deepest			+val.	beliefs
There came a point in Ronald Reagan's ... beyond the movies		t, +cap.		Ronald
clarity			+comp.	Ronald's convictions
intensity			+val.	convictions
He took ideas and principles... ready to govern		t, +cap.		Ronald
optimistic	+sec.			Ronald
Ronald Reagan believed in the power of truth		t, +ver.		Ronald
courage		+ten.		Ronald
decency		+prop.		Ronald
courtly		+prop.		Ronald
gentle		+prop.		Ronald
considerate		+prop.		Ronald
Many people across.... In Hollywood		t, +prop.		Ronald
love	+hap.			Ronald
symbol		+norm.		Ronald
best			+reac.	America's days
fine			+reac.	America's days
tears	-hap.			Bush and the mourners
smiling	+hap.			Bush and the



				mourners
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## 5.2 Rosalyn Carter's Eulogy for Betty Ford

### 5.2.1 Attitude: Analysis of Affect

1. Betty Ford was my friend, and I'm honored to be here today to help **celebrate** the life of this truly remarkable woman.

Rosalynn opens the speech by expressing positive emotions. She acknowledges a significant event in which she is going to celebrate and honor the life of the deceased. 'Celebrate' is a positive affect that is expressed directly. The feelings are realized as behavioral surge, and they fall into the category of "happiness: cheer". The affect is authorial since the eulogist was referring to her feelings, and those of the mourners.

2. She also helped me recover from Jimmy's **loss** in 1980.

'Loss' indicates a negative affect that is expressed directly. The affect is authorial since Rosalynn is referring to her own feelings after she has lost her husband. The feelings are realized as mental disposition, and they fall into the category of "unhappiness: misery".

3. We found that our **interest** in addictive diseases and mental health came together in many ways, and that we could be a stronger force if we worked as partners, and we did for many years.

Both the eulogist and the deceased shared common interests. 'Interest' refers to positive instantiations of "satisfaction: interest" in which the affect is expressed directly and positively. The affect is authorial, and it is recognized as mental disposition.

4. Sometimes traveling to Washington to lobby for our causes, especially parity for mental health and substance use disorders in all health insurance plans, and I'm so **glad** she lived to see this happen.

'Glad' is an explicit positive affect that is included within the category of "happiness: cheer". The emotions are expressed as mental disposition, and the affect is authorial. The eulogist expresses her happiness when she said that Betty had time to see the effect of her achievements.

5. We didn't get everything we wanted, but we got a good start.

6. I know that made her as **happy** as it made me.

Sentence (5) is considered as a positive affect. The affect is expressed implicitly, and it belongs to the variable of "satisfaction: pleasure". The emotions of satisfaction are recognized as mental disposition, and the affect is authorial. Rosalynn implicitly says that she and Betty were contented although they didn't receive everything they wished for, but they were on the right track.





‘Happy’ in sentence (6) is a direct positive affect in which the feelings are experienced as mental disposition, and they belong to the category of “happiness: cheer”.

7. Her **love** of her children, Michael, Jack, Steven, and Susan, was unbounded and her grandchildren were a source of constant **pleasure**.

Love’ is a direct positive affect which belongs to the variable of “happiness: affection”. The appraisal is realized as mental disposition. ‘Pleasure’ is a positive affect that is expressed explicitly. The affect belongs to the variable of “happiness: cheer”, and it is recognized as mental disposition. In the sentence above, the affect is realized as non-authorial, the deceased’s love of her children was limitless, and her grandchildren caused her much delight and happiness.

8. Jimmy and I extend our most sincere sympathies and want you to know of the deep **love** and **respect** we have for this extraordinary woman.

‘love’ and ‘respect’ on the other hand express direct positive affect that is included within the category of “happiness: affection”. The feelings are realized as mental disposition, and the affect is authorial.

### 5.2.2 Attitude: Analysis of Judgment

1. Betty Ford was my friend, and I'm honored to be here today to help celebrate the life of this truly **remarkable** woman.

‘Remarkable’ is an explicitly positive social esteem judgment; it presents “normality”. Betty is regarded as a special and unique woman.

2. She was the **leader** in the fight for women's rights.

Rosalynn explicitly admires the deceased by describing her as a leader who had the ability to guide women in the quest for their rights. ‘Leader’ indicates positive social esteem judgment of “capacity”.

3. But when she arrived, she was so **warm** and **friendly** that she immediately put me at ease, and we had a good time together.

4. I know from personal experience that it was a difficult time for her, yet she was just Betty, as **gracious** as always.

Social sanction judgments of “propriety” occur in sentences (3) and (4). The words ‘warm’, ‘friendly’, and ‘gracious’ express direct positive judgment. The eulogist indicates that Betty was a loving and kind person.

5. Her public disclosure of her own battle with breast cancer lifted the veil of secrecy from this terrible disease.

6. And she was never afraid to speak the truth, even about the most sensitive subjects, including her own struggles with alcohol and painkillers.



The sentences above are considered as implicit positive social esteem judgments that are included within the category of “veracity”. The eulogist implies admiration by telling the audience that the deceased was candid and concerning her addiction, and her battle with breast cancer.

7. Her **honesty** gave hope to others every single day.

‘Honesty’ expresses positive social sanction judgment, “veracity”. The deceased is admired explicitly as being a truthful and sincere woman.

8. She was a tireless advocate for those struggling, some struggling alone, ashamed to seek help.

The sentence above conveys implicit positive social sanction judgment of ‘propriety’. Betty showed care and awareness of others’ struggles.

9. She worked tirelessly as former first lady to **establish** the Betty Ford Center and showed me that there is life after the White House, and it can be a very full life.

Sentence (9) conveys an explicit social esteem judgment. It is regarded as positive judgment that presents “capacity”. Betty was an active, vigorous and hardworking woman.

10. Isn't this the most appropriate description of Betty, someone who was willing to do things a bit differently than they had been done before, someone who had the **courage** and **grace** to fight fear, stigma, and prejudice wherever she encountered it.

‘Courage’ is an explicitly positive social esteem judgment that is included within the category of “tenacity”. ‘Grace’ reveals an explicit social sanction judgment. It is expressed positively, and it falls into the category of “propriety”. Betty is admired as being courageous and courteous who behaved in a polite and dignified way and who tried her best to end fear stigma and prejudice.

### 5.2.3 Attitude: Analysis of Appreciation

1. She had come to Georgia with the Michigan Art Train, a project taking six cars filled with **great** art to rural communities across the country.

‘Great’ is a positive appreciation that falls into the category of “valuation”. The evaluated is the art in which the cars were filled with.

2. She was so warm and friendly that she immediately put me at ease, and we had a **good** time together.

The sentence above conveys positive appreciation. ‘Good’ is included within the category of “reaction: quality”. It evaluates the pleasant time that Rosalynn had spent with Betty when she first met her.

3. It might have been a very **awkward** moment. I know from personal experience that it was a **difficult** time for her.



The eulogist is evaluating the second time she met Betty. Betty was in a difficult and uncomfortable situation. 'Awkward' and 'difficult' are negative appreciation of "valuation".

4. Her public disclosure of her own battle with breast cancer lifted the veil of secrecy from this **terrible** disease.

'Terrible' is a negative appreciation, "valuation". The appraised is Betty's breast cancer (disease).

5. She worked tirelessly as former first lady to establish the Betty Ford Center and showed me that there is life after the White House, and it can be a very **full life**.

The eulogist is appraising the life that Betty had lived after leaving the white house. This life is described as worthwhile and valuable one. 'Full life' refers to positive appreciation, and it presents "valuation".

6. We didn't get everything we wanted, but we got a **good** start.

'Good' is a positive appreciation that belongs to the category of "reaction: quality". Betty and Rosalynn got a find and good beginning when they started working together. The evaluated is their start.

7. Isn't this the most **appropriate** description of Betty, someone who was willing to do things a bit differently than they had been done before, someone who had the courage and grace to fight fear, stigma, and prejudice wherever she encountered it?

'Appropriate' is a positive appreciation that presents "valuation". The description of Betty's character is real and appropriate. What Betty has done was unique and original.

8. Her love of her children, Michael, Jack, Steven, and Susan, was **unbounded**.

'Unbounded' is a positive appreciation of "valuation". Rosalyn evaluates the love that Betty had for her children, and says that is was a lasting and absolute love.

9. Her grandchildren were a source of **constant** pleasure.

The happiness and pleasure that Betty got from her grandchildren was consistent and unchangeable. Thus, 'constant' refers to positive appreciation which falls into the category of "composition: balance".

10. Jimmy and I extend our most **sincere** sympathies and want you to know of the **deep** love and respect we have for this extraordinary woman.

'Sincere' and 'deep' are positive appreciation, "valuation". The evaluated are Jimmy's and Rosalynn's compassion and love.



Table (2): Explicit and implicit attitude in the eulogy for Ford

Appraising items	affect	judgment	appreciation	appraised
celebrate	+hap.			Rosalynn
remarkable		+norm.		Betty
leader		+cap.		Betty
warm		+prop.		Betty
friendly		+prop.		Betty
good			+reac.	time
awkward			-val.	moment
difficult			-val.	time
gracious		+prop.		Betty
Her public disclosure... this terrible disease		t, +ver.		Betty
She was never afraid to speak the truth		t, +ver.		Betty
honesty		+ver.		Betty
loss	-hap.			Rosalynn
establish		+cap.		Betty
Full life			+val.	Life outside the white house
interest	+sat.			Rosalynn and Betty
glad	+hap.			Rosalynn
good			+reac.	start
happy	+hap.			Betty
appropriate			+val.	description
courage		+ten.		Betty
grace		+prop.		Betty
love	+hap.			Betty





unbounded			+val.	love
pleasure	+hap.			Betty's grandchildren
constant			+comp.	pleasure
mourn	-hap.			audience
loss	-hap.			Betty's death
Sincere			+val.	sympathies
sympathy	-hap.			Rosalynn and Jimmy
deep			+val.	love
love	+hap.			Rosalynn and Jimmy
respect	+hap.			Rosalynn and Jimmy

## 6 Findings and Discussions

As previously mentioned, the sub-system of “attitude” was picked out to analyze two eulogy texts for both deceased female and male. The results point out the positive and negative values of each attitudinal sub-system. Also; the results show the distribution of affect, judgment and appreciation. The total results of the analysis of the two eulogy texts reveal that positive attitude occurs more than negative attitude. The total number of attitudinal meanings in the eulogies for Ronald Reagan and Betty Ford is 79. The number of affect is 21, that of judgment is 32 , and appreciation 26 . The findings indicate that values of judgment occur more than affect and appreciation in the eulogies under study.



eulogy	Explicit affect								Implicit affect							
	positive				negative				positive				negative			
	hap.	sec.	sat.	des.	hap.	sec.	sat.	des.	hap.	sec.	sat.	des.	hap.	sec.	sat.	des.
Reagan	4	2	0	2	3	0	0	0	0	0	0	0	0	0	0	0
Ford	7	0	1	0	1	0	0	0	0	0	1	0	0	0	0	0
<b>Total number</b>	11	2	1	2	4	0	0	0	0	0	1	0	0	0	0	0
	<b>20</b>								<b>1</b>							

Table (3): Distribution of explicit and implicit affect in eulogies for Reagan and Ford

As shown in table (3) above, there are 20 explicit affectual values and one implicit affect. Explicit affect is the dominant kind of attitude compared with implicit affect. There are 16 positive explicit affect, 4 negative explicit ones, one positive implicit affect, and zero negative implicit ones. We found out that positive affect occurs more than negative affect in all in both eulogy texts. Also, there are 11 positive affect that belong to the variable of “happiness”. So, the variable of positive happiness is the dominant one compared with the other variables; namely, security, satisfaction and desire.



**Table (4): Distribution of explicit social esteem and social sanction judgments in eulogies for Reagan and Ford**

eulogy	Social esteem (explicit)						Social sanction (explicit)			
	positive			negative			positive		negative	
	norm.	cap.	ten.	norm.	cap.	ten.	ver.	prop.	ver.	prop.
Reagan	1	0	3	0	0	0	3	6	0	0
Ford	1	2	1	0	0	0	1	4	0	0
<b>Total number</b>	<b>2</b>	<b>2</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>10</b>	<b>0</b>	<b>0</b>
	<b>8</b>						<b>14</b>			

**Table (5): Distribution of implicit social esteem and social sanction judgments in eulogies for Reagan and Ford**

eulogy	Social esteem (implicit)						Social sanction (implicit)			
	positive			negative			positive		negative	
	norm.	cap.	ten.	norm.	cap.	ten.	ver.	prop.	ver.	prop.
Reagan	0	2	0	0	0	0	2	3	0	0
Ford	0	0	0	0	0	0	2	1	0	0
<b>Total number</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>0</b>
	<b>2</b>						<b>8</b>			

According to tables (4) and (5), it is to say that social sanction judgments are more used than social esteem judgments in the eulogies for Reagan and Ford. There are 10 (explicit & implicit) social esteem judgments and 22 (explicit & implicit) social sanction ones. There are 14 judgment values that belong to the variable of propriety, thus, “propriety” is the prevailing variable in both of the eulogies.



Table (6): Distribution of Appreciation in Eulogies for Reagan and Ford

eulogy	Appreciation					
	positive			negative		
	reac.	comp.	val.	reac.	comp.	val.
Reagan	6	1	7	0	0	0
Ford	2	1	9	0	0	0
<b>Total number</b>	<b>8</b>	<b>2</b>	<b>16</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>26</b>			<b>0</b>		

As revealed in table (6), there are 26 positive appreciation, and zero negative ones of eulogies for Reagan and Ford. In addition to that, the variable of valuation is frequently used in comparison with other variables.

Table (7): Attitude totals in the eulogies for Reagan and Ford

Eulogy	Appraisal system	Sub- system			F
Reagan, Ford Ford	attitude	affect	21	positive	17
				negative	4
		judgment	32	positive	32
				negative	0
		appreciation	26	Positive	26
				negative	0
Total			79		79

Table (7) illustrates the total numbers and percentages of affect, judgment, and appreciation in eulogies for two American figures. The findings in both of the eulogies demonstrate the frequency of judgment is 32 occurrences, whereas that of affect is 21 occurrences, and that of appreciation records 26 occurrences. Moreover, the data revealed more positive than negative findings.

## 7. Conclusion

The importance of this study lies in the fact that it is the first attempt which examines the appraisal analysis in the discourse of eulogies. The researcher analyzed the evaluative strategies that are used by eulogists in their expressions of emotions, judgments and appreciation As a result of the investigation of eulogies data, and based on the results discussed in the previous sections; the researcher has come up with the following conclusions:

1. The results showed that more attitudinal values occur in the sub-system of judgment rather than affect and appreciation for both of the deceased political figures.





This indicates that the discourse of eulogy is interested in human character and behavior since appreciating the deceased and praising him/her highly is one of the main characteristics of a eulogy. Eulogists most often aim at presenting the unique traits or talents that the deceased had, as well as their achievements in life.

2. The analysis of altitudinal meanings in the two eulogies revealed that positive evaluations (appraisals) are most frequently used than negative ones. It is clearly shown that the category of 'happiness' is the dominant one in the sub-system of affect. That's to say, positive emotions occur more than negative ones. The reason behind this is that although a eulogy expresses the pain and sorrow of loss, yet it celebrates the person's life. Eulogists try to ease the grief of the deceased family, and lift the spirit of mourners, so they avoid using a melancholic tone in their eulogies. Also, there were zero negative judgments and appreciation because the appraised is the deceased with certain situations or objects related to him/her.

3. It has been found out that most attitudinal values are explicit. This explains that eulogists tend to be direct and straightforward by using a vivid and a simple language that is understood by everyone. Eulogies are written in prose forms as opposed to elegies, for instance which are usually written in poetry. Due to this fact, the language of eulogies is characterized by simplicity, and it includes few implicit evaluations or metaphorical expressions.

4. The analysis of the values of judgment showed that the eulogies of politicians focused more on social sanction judgment in which the category of 'propriety' is the dominant one. This implies the fact that politicians emphasize words and expressions that speak about the ethics, honesty and truthfulness of the deceased politician rather than focusing on the deceased's appearance or how fashionable, famous or successful they were in their career.

5. The investigation of eulogies data showed no reference to beliefs of Christianity concerning the Almighty God, Christ, death and life after death. This denotes that eulogies have undergone several changes since their emergence. Early eulogies focused more on the subject of religion unlike modern eulogies which focus on celebrating the person's life and his/her merits and traits. Thus, modern eulogies do not follow the traditions of early eulogies as predicted in the hypothesis.

6. The results also reveals that the interpretation of eulogist's feelings, opinions and appreciations can be best explained in terms of appraisal theory. This is because the appraisal theory deals with evaluative language, and it refers to the semantic resources including words, phrases and structures that speakers use to express emotions, judgments and valuations.

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