



THE APPRAISAL ANALYSIS OF JOE BIDEN'S WINNING SPEECH IN THE WASHINGTON POST

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I. INTRODUCTION

Analyzing Political Discourse is considered to be a knowledgeable field which pays attention to study political communication within the society, whether by text, discourse, images, signs, symbols or other marks (Bolinaga, 2017). It aims to answer some specific questions, including "how political discourse works? And how it performs its functions, which are often related to the acquisition, legitimization, and retention of power?" "Analyzing Political Discourse focuses on analyzing its linguistic structure, performance, distribution, reception, influence, and responsiveness" (Hamood, 2019). Political discourse causes a large attendance, due to their influence on economic, cultural and societal (Abdulameer and Noor, 2019). As Anggraini (2018) states that Analyzing Political Discourse is a

Abstract--- The purpose of this study was to describe and analyze winning speech by US President Biden on, November 7, 2020 in the presidential American elections, by the Appraisal System Analysis. The discourse analysis was applied by breaking down the discourse into several sentences and analyzing them to find out the Appraisal Devices and the types of Attitudes used. From the data Analyzing, it could be inferred that the speech employed three kinds of Attitudes; Affect, Judgment, Appreciation. These can be traced in 46 clauses which contained 20 for affects, 10 for judgments, and 16 for appreciations. The findings reveal that affect is most commonly used by Biden. On the other hand, he mostly used positive sentences within explicit attitude in The Washington post. On the other hand, he called to unity of America and rebuild the relations with world and promised America for better life and faced the COVID 19 at the same time.

winning speech by president Biden's on November 7, 2020, considers to be a new style for political discourses that seem in the broadcasting in the present time to refer to provoke



international theory about plans and intentions of the new government. Therefore, the political discourse needs good audience to analyze it (Fairclough, 1995).

As one kind of appraisal resources, attitude plays an important role in the expression of interpersonal meanings of language. When you show how you feel towards someone or her/his behavior in a particular situation we can call attitude. According to (Martin and White, 2001) "Attitude refers to values by which speakers pass judgment and associate emotional/affective responses with participants and processes". Appraisal Framework (attitude) provides an analytical tool for us to evaluate Biden's victory speech in The Washington Post newspaper.

II The framework: of Appraisal System (Attitude)

Analysis of the political speech of Biden's winning speech bases on Appraisal system. It's a part of the theoretical apparatus of Systemic Functional Linguistics (Halliday, 1985; Halliday & Matthiessen, 2014).

Martin & White, 2005, "state the Appraisal framework is referring with "how evaluation is established, amplified, targeted and sourced". The interpersonal dimension and is concerned with "the subjective presence of writers/speakers in texts is referring to appraisal system and they adopt stances towards both the material broad field of study involving politics, communication studies, sociology, psychology, cognitive science, anthropology, and others. Therefore, it can be said that analysis of political discourse considers to be understood, by any intellectual, political, economic or cultural subject through published in media. When the politicians have purpose to achieve or a specific goal for an individual, or organization in which it includes economic, cultural and social implications. The context of the political discourse distinguishes to understand it and in which the discourse is delivered. It mostly refers to ambiguity, inclusion and sometime show direct meanings in indirect methods. Which helps to achieve communication with audience to influence them.

Throughout history in several countries have used many tools to market their program. One of the most important tools and means are Political discourses. So, the parties deliver messages and ideas through the political discourse. Through their messages seek to achieve their objectives, and goals to obtain the support of the political elite for public policy and its directions (Aschale, 2013). It considers most important tools that deals with texts, policies and political decisions related to regional and international relations of the ruling power of the state. It considers a source of ideological, intellectual and political approaches based on the content and objectives. It helps to formal authority resorts to legitimize its decisions and encourage its people to participate in general life (Aschale, 2013). They were analyzed using tool from Systemic Functional Linguistics (SFL), Appraisal. Texts were downloaded and then copied and pasted into a widely available word processing software package. They were then divided into clauses, and embedded clauses were identified. Then, the clauses were pasted into a widely available spreadsheet software package for appraisal analysis.



Attitude Analysis

A study applied procedure for the analysis of Attitude in *Washington post* newspapers. In identifying the attitude, the sentences were divided not into clauses but into sentences in the word processor and then transferred into separate spreadsheets (Washington). After identifying the attitude, the social actor speech of the appraised (target) the results of the attitude analysis were put into a separate spreadsheet to be counted. This was done manually, tallied and placed in different spreadsheets. The numbers of attitude of each sub-type, positive or negative, were put in specific columns.

IV FINDINGS AND DISCUSSIONS OF Biden winning speech IN the Washington post NEWS

Biden used all the types of the attitude systems in his speech as seen in Table 1 below:

Table 1: Distribution of Attitude Resources in Biden Discourse they present and those with whom they communicate" (Martin & White, 2005, p. 1).

According to Martin & White, 2005, "the Appraisal theory consist of three main domains: Attitude, Engagement and Graduation. Our concern in this study Attitude system it is concerned with positive and negative emotional reactions, feelings, and evaluation of things. Attitude divided into three types are Affect contains the resources for construing feelings and emotional reactions (like happiness/unhappiness, satisfaction/insatisfaction, security/insecurity).

The second Judgement is related to resources to evaluate behaviour according to different normative principles (social, moral, etc.).

Finally, Appreciation includes resources to capture aesthetic valuation. Attitude is often seen as the central system within Appraisal, the way in which we can express feelings and evaluation of both people and things.

Methodology

Evaluation in our corpus is analyzed through the annotation of structures and words presented in the discourse of the Biden. This analysis is fundamentally focused on adjectives (for Appraisal) which carry high positive/negative evaluative loads. In this section, we discuss the corpus collection methodology and the annotation of the relevant linguistic features.

Attitude resources	Appreciation	Affect	Judgment
			III Data Analysis The dataset comprised 2,698 words
NO.	16	20	10 from one publication, and these data

positive terms more than negative and he mostly use explicit attitude as for table 2 as seen in some excerpts below:

" President-elect Joe Biden emphasized unity in his first address to the nation since securing the White House on Nov.7". (The Washington Post)

" Folks, the people of this nation have spoken. They've delivered us a clear victory, a convincing victory, a victory for we, the people".

" And for that is what America, I believe, is about. It's about people. And that's what our administration will be all about. I sought this office to restore the soul of America, to rebuild the backbone of this nation: the middle class. And to make America respected around the world again. And to unite us here at home."

The division of attitude system in the Biden system

" It's the honor of my lifetime that so many millions of Americans have voted for that vision. And now the work of making that vision is real. It's a task, the task of our time."

In excerpts above, the president Biden utilized positive words to attributing his winning in the elections as 'victory' and 'rebuild the backbone of this nation'. These expressions indicate that Biden very happy because he wins the elections and in the same time intent to unite America. As well as rebuild the relation with world. Whereas Biden mentioned in his winning speech that Trump destroy the relation of America with world but indicate as seen in some excerpts above.

CONCLUSION

This study has discussed the findings of the Attitude analysis, of Biden victory

Percentage	%35	43%	%22
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The division of attitude system in the Biden system

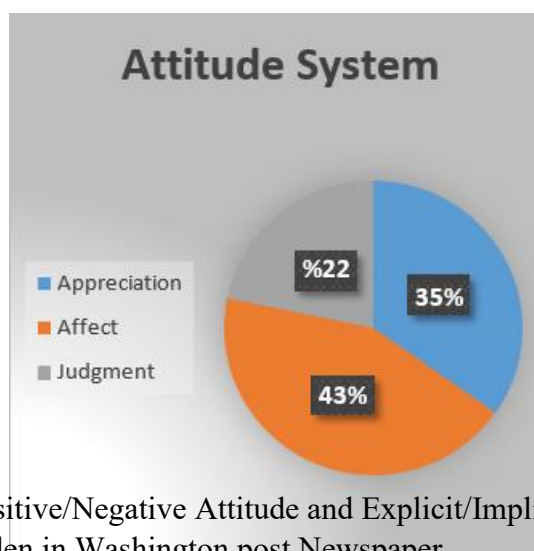


Table 2: Distribution of Positive/Negative Attitude and Explicit/Implicit Attitude in Discourse of Eastern of Biden in Washington post Newspaper.

Polarity/explicitness	No	Percentage
Positive	46	%100
Negative	0	0
Explicit	40	%85
Implicit	6	%15



As can be seen in Table1, Affect subsystem was mostly represented with (N=43% or 20) followed by the Appreciation and Judgment systems with 35.3% and 22.6% respectively. Besides, as shown in Table 2 Biden in his winning speech mostly used Evaluation: Appraisal in English. New York: Palgrave Macmillan.

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- speech in Washington post. The findings revealed that attitude if affect is most commonly used by president Biden to express his victory. As well as he used positive reaction explicit to refer to the objectivity of his reaction regarded his winning in presidential elections. On the other hand, he called to unity of America and rebuild the relations with world and promise America for better life and faced the COVID-19 in the same time. Besides the qualitative analysis proves that the Appraisal analysis in systemic functional linguistics are an effective method in political speech.

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