



Attitude Perspective in BBC News' Article: An Appraisal Analysis

Entika Fani Prastikawati^{a*}

^aEnglish Education Department, Universitas PGRI Semarang

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*Correspondence Address:

entikafani@upgris.ac.id

Abstract

Appraisal has been regarded as a way of negotiating the social relationship that also reflects how people feel about people and things. This current study presents the appraisal analysis through the system of meaning (attitude) in an article taken from BBC News. A discourse analysis was applied by evaluating the meaning behind discourse towards attitudinal perspective to figure the feelings out behind the discourse. The findings of this study revealed that effect of unhappiness was the most controlling attitude subsystems utilized and used in the BBC News' article to convey the feeling of people and phenomena/events presented in the BBC News' article. It was then followed by the realization of other attitude subsystems; judgment and appreciation. Point to the findings, those can be used as a teaching material of reporting news. Students may be taught how to write news using attitude words to show feelings.

INTRODUCTION

The demand for information will always be essential no matter how fast the course of time goes. Moreover, the advancement of technology also follows and foreshadows the impact of both communication and such demand where spatial factors such as distance will not be a boundary that separates one person away from another (R. Wu & Zhao, 2018). The technological advancement gives a major influence on communication, which can be inferred and witnessed that the media, up to now, is carried on turning digital media for the means of business, news, and entertainment. For the means of news, technology has turned the traditional news platforms into online. Online news platform is easier to be accessed. People may read any news everywhere and every time. In addition, survey shows that more than 50% people gain news and information through online media. (Abbasi & Huang, 2020).

The news is commonly defined to possess an even-handed and a clear answer to the public's facts that remain transparent (Jakaza & Visser, 2016). Reporters gather materials that are considered factual right from the very source and then report them objectively. What they deliver to the people is conception's verity. Besides, the news also owns a particular origin to be social, and the news report happens to possess a specific property of being selective (Abdullah et al., 2009). Due to being introduced to the ones accessing the online portals as a means of the formation of language, then language in the news is a social representation. So that, in reporting news items, the entailment of the content of the news discourse is assured explicit.

News media and journalism scopes all around the variable of heterogeneity of discourses put inside not only those of emergency services, the law, and the politics, but also the ones of economic aspects, governmental issue, faith matters, sciences in any means, entertainment, the education, and lastly humanities (Luthfi, 2018). For some people news reporting is seen as a crucial information center. They may find out what is happening in the community. Moreover, news media is considered as a substantive discourse. What are presented are facts and trustable. Accordingly, the reporters of the news should be able to convey the condition and the situation of the moments carefully. They have to use language which can be accepted by the readers and make the readers not take it for granted. Through this way, readers are take into account and the purpose of the text is revealed to readers (Bednarek, 2006; Chaerunnisah, 2020). Therefore, an evaluative use of language through an appraisal analysis is one of the ways in achieving the conveyance of the news to readers.

According to (White, 2015), appraisal is a system of interpersonal meaning that particularly tries to provide exploration, description, and explanation on how the language is intended to give an evaluation, to embrace the stances, to build the textual personas, and to control positioning and relationships. The theory of appraisal pertains to the resources of linguistic in which a speaker or even a text derives to bring off, naturalize, and express inter-subjective specifically (Wei et al., 2015; Tallapessy, 2015). Within the extensive range, the theory is more concerned in particular to the means of emotion, evaluation, and attitude, with a fixed resource which positions a text's proposals explicitly and in interpersonal propositions (Hadidi & Mohammadbagheri-Parvin, 2015; Young & Harrison, 2004). It has pertained with the meanings which variegate the terms of the speaker's participation with their

utterances, which motley what is at stake in an interpersonal way both in single utterances and as the texts stretch out cumulatively.

Martin & White (2005) asserted that theory of taxonomy-based appraisal includes three constellations of attitude, engagement, and graduation. Attitude stands for our feelings, including behavior, emotional reactions, judgments, and valuation of matters, while engagement covers documenting attitudes and acts of voices spinning on the opinions inside the discourse. On the other hand, graduation pays to heed placing developments or phenomena where feelings are expanded and categorized in a clouded manner. The taxonomy of the theory is as seen in the diagram below;

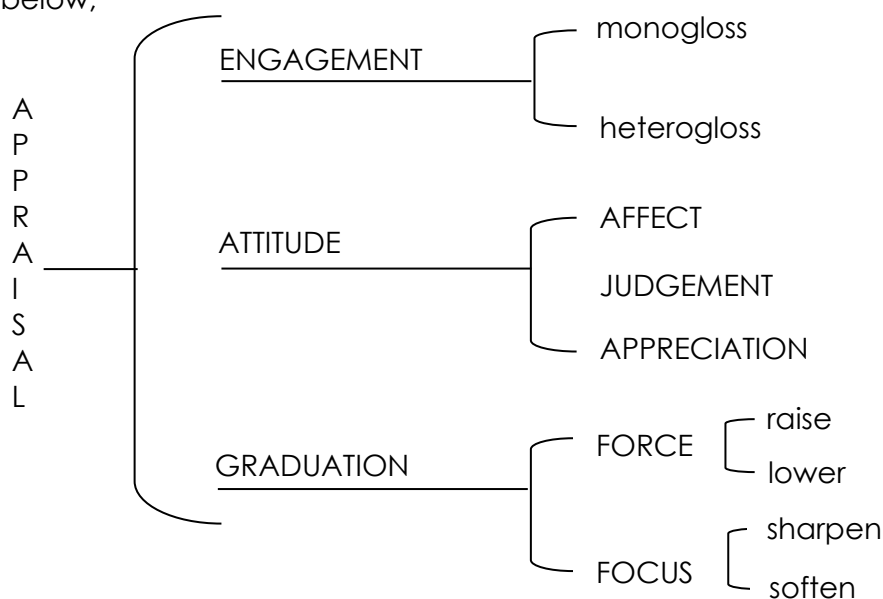


Fig.1 Taxonomy of Appraisal Resources (Martin and White, 2005)

Martin (2005) mentioned that appraisal sees the attitude through a set of words of discourse. The realization or actualization of attitude is in the category of the grammatical section such as an adjective (epithet), a verb (process), an adverb (comment adjunct), and the question of grammatical metaphor such as nominalization and modality is delivered. Taking concern on feeling, attitude is categorized into affect, judgment, and appreciation. Those three groups cover what the writers feel toward the topic they shared. On the attitude of affect, the writers tend to show positive or negative feelings, whether people get pleased or miserable, assured or worried, and excited or weary. All of these emotional feelings are classified into dis/inclination (someone's willing), un/happiness (feeling of like or dislike and pleased of sorrowful), in/security (feeling of being peaceful or worried),

and dis/satisfaction (feeling of pleasure or interest). Within the sub-system of judgment, people's behaviors are evaluated in the forms of admiration or criticism and praise or condemnation. The evaluation can be in the forms of normality (how unusual someone is), capacity (how capable someone is), tenacity (how determined someone is), veracity (how honest someone is), and propriety (how ethical someone is). Meanwhile, appreciation deals with an evaluation of all things, such as natural phenomena, performances, and objects made by a human. In appreciation, the writer shows a reaction of how something gives effects and quality involved; composition (balance and complexity of phenomenon), and valuation (involved values of things) (Martin & White, 2005).

Previous studies on attitude have been conducted by many researchers. Khoo et al., (2012) highlighted the attitudinal perspective on the online news text. The result found that attitudinal terms used in it, such as appreciation and judgment were the highest appraisal used. Further, Widiastuti (2015) attempted to describe how the appraisal system applied in the news items that also intended to present the evaluative language used by journalists. She revealed that peak dominance was claimed by the combination of amplification along with a negative attitude. The source aspect of assessment overridden by other forms more than the journalists did. Another similar study was carried out by Luthfi (2018) on the attitude device and its realization based on appraisal analysis on five news articles on the Forbes website portal. Positive judgment was predominantly occurring on those articles which concluded that the actualization of the devices of the attitude not only occurring fraudulence but building trustworthiness of the readers in determining unfeigned information and reference.

Another interesting study with a culture-based topic in the field of attitudinal perspective was conducted by Nurdiyani et al. (2019), in which the author analyzed the texts composed by the Indonesian migrants stayed in Hong Kong appointed to the mothers of the migrants. The result showed that affect claimed the throne with 46.4% of total findings, indicating that the writers' emotion in realizing their attitude toward written language is at peak.

Attitudinal perspectives of appraisal theory are also interesting to be evaluated through the discourse used in the context of political events or situations. Lian (2018), in his study, believed that from the point of view of the building of the nation's discourse, a positive effect has been drawn by diplomatic speeches in one way on

the contagion of incontrovertible vibes to the nations and have an essential core point in the building of nation's discourse.

With numerous conducted research related to this study aforementioned, it happened that this study is interesting and worthwhile to be implemented. While the previous studies taking a lot of the attention into the news of heated up politics, culture, and economic aspects, this study tries to surely address the gap by analyzing the most updated news related to humanity based on the appraisal analysis. From the recent journals gathered by the researchers, the appraised topic of the humanity genre in news item is not explored. To specify the aim of the study, the following are the constructed research questions;

1. What is the most finding of attitude distribution of the BBC news item?
2. How are the attitudinal of appraisal analysis realized in the BBC online news source?
3. What is the significance of attitudinal of appraisal analysis pedagogically?

RESEARCH METHODOLOGY

Since this study's aim is to investigate the attitude and its resources in BBC News' article, written discourse analysis was used as the design of the study. This design is chosen for it is a way of getting insight a text. Moreover, discourse analysis is considered as a study beyond the boundaries of the sentences that explore daily used conversations, written texts, and even spoken texts (Celce-Murcia & Olshtain, 2000).

The data were taken from an article posted on an online world wide-scaled newspaper named British Broadcasting Corporation (BBC) on November 2nd, 2020 that was accessible and could be visited on the official website in <https://www.bbc.com/news/world-asia-54759868>. BBC was chosen since it is one of the reputable online news source and crowned as the most trusted news brand in the US according to the new Reuters Institute year 2020. Among all articles posted on BBC News, this article is the only one that focused on the humanity issue in line with the concern of the study. The title of the news article is 'Typhoon Goni: Philippines hit by year's most powerful storm'. Appraisal theory from Martin & White (2005) was used to analyze the data. The data were divided into clauses or sentences as unit of analysis. They were analyzed and classified as the appraising items that were included into appraisal resources. After the analysis finished, the

researcher estimated or calculated the occurrence of each subsystem of attitude appraisal found in the BBC online news item. Then, the researcher put the findings into tables and interpreted them into paragraphs. However, this study gave limit to the valuation specifically on the attitudinal perspective only to discover the diversity of kinds of feelings in making rendition and interpret the functional meaning. The three classifications namely affect, judgment and appreciation go inside the realm of the psychological and emotional world, as well as ethics and human also nonhuman behavior.

FINDINGS AND DISCUSSION

The data that had been transcribed and categorized were then examined based on the categorization of attitude classification proposed by Martin & Rose (2007) while taking a good look on the appraisal theory proposed by Martin & White (2005). The classification of the findings along with the discussion that follows is explained below.

Figure 2 presents the frequency of words showing attitude in the text. As mentioned that appraisal is used to negotiate relationship between speakers and listeners or writers and readers. The writers or speakers have intention to share their feelings, judgment, and value on people or things. Hence, the analysis is done by selecting words showing such features. Accordingly, it was revealed that the predominance of attitude is affect that appoints 25 times of the total findings (78.125%), followed by Judgment (4 or 12.5%) and Appreciation (3 or 9.375%). The similarity of this particular finding can be found in Horrarik (2003) and Fitriati et al. (2018). They analyzed the use of attitude words in narrative text. It was revealed that the writers of the text predominantly used affects in writing the story. The use of affect as a part of attitudinal aspects of appraisal analysis is that the news presents the conveyed feelings or the manifestation of emotional affect of the Philippines society to the readers so that the readers may understand the sadness and sorrow of the people.

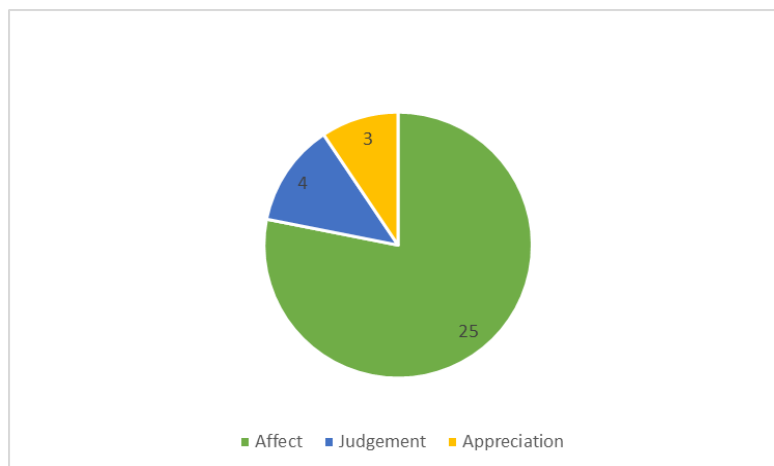


Figure 2. Attitude Distribution

Meanwhile, table 1 contains detailed categories and the samples of attitudinal data points presented. Beneath the table, the data is mapped and described in details.

Table 1 The Distribution of Affect

Attitude	Sub-types	Feelings	Frequency	Percentage
Affect	Un/happiness	(+)	-	-
		(-)	12	37.5%
	In/security	(+)	2	6.25%
		(-)	2	6.25%
	Dis/satisfaction	(+)	3	9.375%
		(-)	2	6.25%
	Dis/inclination	(+)	-	-
		(-)	4	12.5%

Regarding the affect analysis, table 1 shows the highest result is claimed by Unhappiness (37.5%) which is followed by Disinclination (12.5%) and Satisfaction (9.375%). It is revealed that the news reporter tried to imply the unhappiness or in equivalent, the misfortune undergone by the people of the Philippines accurately in order for the readers to figure out and build empathy towards the victims. The examples of appraising items for affect are conveyed in numerical order as follows;

- 1) Typhoon Goni is barrelling across the Philippines, bringing with it

"**catastrophic**" [Affect: Insecurity (-)] winds and rain. (L. 1)

The point above shows that the lexis *catastrophic* is considered as insecurity in the grouping due to *catastrophic* in this context means disastrous. The people in the Philippines feel insecure knowing that such a dangerous Typhoon in history will engulf the country in a strong wind and rain that it brings along with. The lexis *catastrophic* also contributes to real affection classification because it demands reaction of the people and serves function to strengthen the word after it as well. This goes hand in hand with the research conducted by Chalimah et al. (2018), stating that '*danger*' as a lexis that draws off negative effect on the situational context in that research.

2) At least **10 people have died** [Affect: (-)Unhappiness] amid reports of storm surges, flash floods, power outages and blown-off roofs. (L. 2)

The next point to discuss is the lexis *died* which trigger the reaction for the readers. The negative affect shows negative reaction of unhappiness as the result of the lamentable news of the loss, with reports of another misfortune like what has been mentioned in the realization of the lexis on the table above. This confirms Chalimah's (2018) work as the lexis '*died*' draws off negative reaction.

3) But this year preparations have been **complicated by the Covid-19 virus** [Affect: (-) Unhappiness], which has already caused 380,739 infections and led to 7,221 deaths in the Philippines. (L. 31)

The lexis *complicated* is also believed as unhappiness that belongs to the category of feeling due to *complicated* in this context means dilemmatic. The people in the Philippines were unhappy knowing that such a dangerous Typhoon in history will engulf their country while many countries in the world are surviving from the outbreak of the covid19 which makes 380,739 infections and 7,221 deaths. To add, the lexis *complicated* contributes to real affection because it demands response of the people as well having a function to strengthen the word after it as well. The is similarly in meaning lexis, '*perplexed*' that belongs to the negative buff in the research conducted by Jonkman et al. (2020).

4) "People affected by Typhoon Goni **were still reeling** [Affect: (-)Unhappiness] from the impacts of three previous cyclones that came in October," said

Robert Kaufman of the International Federation of Red Cross and Red Crescent in the Philippines. (L.45)

Feeling of unhappiness is also reflected in the lexis *reeling* since *reeling* in this context means helpless. The Philippines sadly know that they have to survive for such a dangerous Typhoon after three cyclones that came in the previous October. This affirms the research conducted by Azlan et al. (2020) that implement the same-meaning lexis '*staggering*' as negative affection. The lexis *reeling* also contributes to real affection because it demands response of the people and serves such function to strengthen the word after it as well.

- 5) Coronavirus patients being treated in isolation tents **had been evacuated** [Affect: (+)Satisfaction], officials said. (L.35)

The sentence above shows that the lexis *evacuated* is considered as satisfaction due to *evacuated* in this context means saved. The news writer shows that the people in the Philippines are positive knowing that the patients suffering from covid19 had been evacuated or saved into safety. The lexis *evacuated* also contributes to real affection because it demands responses of the people and having a function to strengthen the word after it as well.

- 6) Ports and airports were **shut** [Affect: (-) Dissatisfaction], Relief goods, heavy machinery and personal protective equipment were being moved into areas of need. (L. 35)

The lexis *shut* is considered as dissatisfaction due to *shut* in this context means being stopped from operation, unable for the people to access the place. Through this sentence, it is revealed that the people in the Philippines are dissatisfied knowing that they cannot go travelling. They must give their hands to stop the spread of covid19. The lexis *shut* also contributes to actual affection because it demands responses of the people and has a function to strengthen the word after it as well.

- 7) "The winds are **fierce**. We can hear the trees being pummelled. It's very **strong** [Affect: (-) Disinclination]," Francia Mae Borrás, 21, told AFP from her home in Albay's coastal city of Legazpi. (L.22)

In the sample [7], feeling of discilantion is displayed in the lexis *fierce* and *strong*. Those two lexis in this context stand for the storm that came and more to come, making the people trembling in fear. The people in the Philippines are fear knowing as the damage from the storm was described in details like how fierce the wind is and how the trees are getting pummelled. The lexis *fierce* and *strong* also contributes to real affect because they involves reaction of the people and has a function to strengthen the word after it as well. This is confirmed in the previously published research by Chalimah et al. (2018) and Jin (2019), mentioning *strong* and *fierce* as two of the lexes that were also used in the news report she analyzed regarding the conflict of the Palestinian and Israeli, also indicating that those two lexes draw off negative affection on the attitudinal perspective.

The next attitude to be presented is judgment. The following table shows how judgments are applied in the news analyzed.

Table 2 The Distribution of Judgment

Attitude Perspective Types (Appraisal Theory, Martin 2005)	Sub-types	Feelings	Frequency	Total (Percentage)
Judgment	Normality	(+)	-	-
		(-)	-	-
	Capacity	(+)	-	-
		(-)	1	3.125%
	Tenacity	(+)	-	-
		(-)	-	-
	Veracity	(+)	0	-
		(-)	-	-
	Propriety	(+)	3	9.375%
		(-)	-	-

In table 2, it can be seen that only a few findings of judgment coexist in the news article. The findings consist of Propriety (+) by the percentage of 9.375% and Capacity(-) (3.125%). This indicates that the reporter of the news tends to appreciate the procedural management of the calamity mitigation conducted by the President of Philippines and the local governments and authorities. The

following sentences are taken as the samples of the findings in terms of appraisal study; judgement.

- 8) "Evacuating people is more **difficult** [Judgment: (-) Capacity]at this time because of Covid-19," Bicol regional civil defence spokesman Alexis Naz told AFP on Saturday. (L.37)

It depicts that the lexis *difficult* is believed as judgment in term of capacity due to *difficult* in this context stand for the evacuation of the affected people, either people suffering from the typhoon aftermath, the covid19 or both. The people in the Philippines are fear knowing as the damage from the storm was described in details. The lexis *difficult* also contributes to real affect because they involve reaction of the people and has a function to strengthen the word after it as well, as Nurdiyani et al. (2019) also connoted that the lexis belongs to the negative judgment in the classification.

- 9) President Rodrigo Duterte is **monitoring** [Judgment: (+) Propriety] **the disaster response from his home** in Davao city, a presidential spokesman said. (L.6)

Sample [9] shows that the lexis *monitoring* as considered as judgment in term of propriety due to *monitoring* in this context stand for the caring of the affected people, either people suffering from the typhoon aftermath, the covid19 or both. The people in the Philippines are rest assured knowing as the damage from the storm was described in details, their leader keeps the watch in order to make everything goes on track. The lexis *monitoring* also contributes to real affect because they involve reaction of the people and has a function to strengthen the word after it as well.

On to the next, the table below is the distribution of appraising items of appreciation in the news analyzed.

Table 3 The Distribution of Appreciation

Attitude	Sub-types	Feelings	Frequency	Total
Perspective Types (Appraisal Theory,				(Percent-age)

Martin 2005)				
Appreciation	Composition: Balance	(-)	1	3.125%
	Composition: Complexity	(-)	1	3.125%
	Valuation	(+)	1	3.125%

Table 3 shows the findings of the appreciation type goes balance for the three of sub-types found in the news items. They are namely; Composition: Balance, Composition: Complexity and the last is Valuation. The three findings equally shares 3.125% of the percentage which turned to be 9.375% when all of the findings are counted in total. The findings of appreciation shows that the news reporter wanted to imply the impact of the disaster and quality of disaster management system in the Philippines with the readers. Thus, the reader may engage the lamenting news in deeper comprehension.

- 10) Typhoon Goni is barrelling across the Philippines, bringing with it "**catastrophic**" [Appreciation: (-) Composition] winds and rain. (L.2)

The lexis *catastrophic* is not only regarded in the group of feelings as an un happiness affect but also as appreciation in term of composition, branching to the sub-part; balance, due to *catastrophic* in this context stand for the negative view of order to the affected people suffering from the typhoon aftermath. The people in the Philippines are not rest assured knowing as the upcoming storm is to be catastrophic and disastrous as well. The lexis *catastrophic* also contributes to real affect because they involves reaction of the people and has a function to strengthen the word after it as well.

- 11) Goni - known as Rolly in the Philippines - is the most **powerful** [Appreciation: (+) Composition] storm to hit the country (L.12)

To add, the feeling of appreciation is also displayed in the news as in the sampel [11] that the lexis *powerful* is viewed in the group of feelings as appreciation in term of composition, branching to the sub-part; complexity due to *powerful* in this context stand for the negative view of order of the affected

people, either people suffering from the typhoon aftermath. The people in the Philippines are not rest assured knowing as the damage from the storm was described in the passage. This is considerably connected with the other lexis 'fear' that wore off negative vibes as Chalimah et al. (2018) expressed the lexis 'powerful' to describe how frightening the military power of Israeli is. The lexis *powerful* also contributes to real affect because they involves reaction of the people and has a function to strengthen the words after it as well.

After defining and evaluating the representative existing data, it is revealed that the highest findings of the study is Affect; unhappiness with numbers of findings reaching 12 in the passage whilst the lesser finding are judgement; tenacity, appreciation; balance, appreciation; complexity and appreciation; valuation with just one single finding. The total findings presented recently, associated with the other previous researchers' findings, are necessary to present the shares in clear perspective. The study has given an insight of information that appraisal, sorted out in attitudinal perspective, may be evaluated, carried on and analyzed as well on the online-based news item that differs from the previous research to view the variety of affects to encourage the people worldwide in paying attention to the feelings that are felt by the victims in this context (Philippines). It also goes hand in hand with the statements uttered by Wu (2013) as one of the evidences that appraisal is one of the suitable tools to examine the attitude and interpersonal meanings both in discourse similar to what have been examined thoroughly by Khoo et al. (2012); Chalimah et al. (2018); Luthfi (2018); Nurdiyani et al. (2019); Jin (2019); Azlan et al. (2020); Jonkman et al. (2020) and in discourse in cultural context conducted by Faot (2019) on the wedding procession Natoni, in South Timor.

CONCLUSION AND SUGGESTION

Based on the findings above, the forms of feelings or affect can be clearly shown by the appraisal analysis. The findings indicate how tragic the disaster happening in Philippine is. There, Philippines are trembling in fear upon the typhoon striking their country. Many people are died due to this typhoon. Moreover, Covid19 is still spreading out that makes the evacuation difficult. Somehow, the citizen felt grateful because helps and aids never stop coming.

The findings of the study may pedagogically give implications. The result of

the analysis of the news items about Typhoon Ghoni that hit the Philippines can be a reference to teach news items for students of senior high school. It can be a material source to be taught how students should write the news. Teachers may give instruction to students to write news using attitude words to describe feelings so that they can get their readers' feelings involved in the text. Somehow, some challenges may be faced in teaching this to students. Students may get difficulty in reporting news. They possibly get confused to use a variety of attitude words due to their lack of lexical resources. Since this study only focused on the attitudinal analysis on the news dealing with humanity, it is suggested to next researchers to put such analysis on the online news dealing with other fields, such as politics, social, education, etc. so that it can acknowledge the use of attitudinal aspects on the news report.

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