

CHAPTER I

INTRODUCTION

1.1 Background of the study

People communicate with those who surround them in society, but in general, many people utilize language as a form of communication without being aware that they use the concept of metadiscourse markers. Metadiscourse markers are important because Metadiscourse markers help us in guiding and structuring communication, making it more coherent and effective. Where, communication is the transmission and reception of information between a source and a receiver using a signaling system (Major & Crystal, 1992). Metadiscourse markers provide cues to the reader or listener about the speaker's or writer's intentions, attitudes, and engagement with the discourse. Understanding and using these markers can help convey meaning more clearly and facilitate better understanding between communicators.

Metadiscourse is a broad term used in discourse analysis to conceptualize the relationship between the author, the text, and the reader. Simply put, it indicates that metadiscourse is concerned with the language used to organize the discourse within the text and to engage the audience (Hyland, 2005). Additionally, according to Hyland's (2005) definition, the term "metadiscourse" refers to an encounter that is purposefully produced by a writer or speaker using written or spoken language to involve the audience. It refers to how the author or speaker tries to engage the listener while speaking. According to Hyland (2005) there are two types of metadiscourse markers, that is interactive metadiscourse markers and interactional metadiscourse markers.

Interactive metadiscourse markers concern with the awareness of the author's target audiences and how to effectively represent them through proportional information. Meanwhile, interactional metadiscourse markers are used to develop a relationship between the readers and the writers to be more intimate

and attached dialogue with the readers. Here are some the examples of metadiscourse markers that we might encounter in daily life:

- a. “I think...” - This marker indicates that the speaker is expressing their personal opinion or belief about a topic.
- b. “Well, you know...” - This marker serves to signal that the speaker is about to provide some common knowledge or shared understanding.
- c. “To be honest...” - This marker suggests that the speaker is about to share something sincere or genuine.

Metadiscourse markers and appraisal theory are related in the sense that both contribute to the analysis and understanding of language use and communication. Both metadiscourse markers and appraisal theory involve the expression of attitudes, evaluations, and subjective stances. Metadiscourse markers, such as *in my opinion*, *clearly*, or *unfortunately*, signal the writer's or speaker's stance towards the content they are presenting. These markers can express positive or negative evaluations, certainty or uncertainty, and other subjective judgments. Appraisal theory, on the other hand, focuses on the cognitive processes and linguistic resources involved in the evaluation of experiences, events, or objects, including the expression of emotions, judgments, and assessments. metadiscourse markers and appraisal theory are distinct concepts, they intersect in areas related to expressing attitudes and evaluations, self-presentation, coherence and discourse organization, and audience engagement. Both concepts contribute to the analysis and understanding of language use and communication, albeit from different perspectives.

Appraisal theory is important for understanding and analyzing how individuals perceive and evaluate various aspects of their experiences, including events, objects, people, and ideas. Appraisal theory refers to the ways that writers or speakers express approval or disapproval for things, people, behavior or ideas (Martin & White, 2005). The appraisal theory also addresses three different areas. It includes attitude, which deals with the expression of feelings, engagement,

which refers to the speaker's perspective, and graduation, which has to do with rating something. Appraisal theory is important because it provides insights into the cognitive processes underlying emotions, decision-making, social interactions, stress, and coping. By understanding how individuals evaluate and appraise their experiences, researchers and practitioners can gain valuable knowledge for improving emotional well-being, decision-making, interpersonal relationships, and stress management. Here are some the examples of appraisal theory that we might encounter in daily life:

- a. When receiving a compliment, you might appraise it positively, leading to emotions such as happiness or pride.
- b. During a conversation with a friend, you might appraise their supportive and attentive behavior, resulting in feelings of warmth and closeness.
- c. If someone makes a sarcastic remark towards you, you might appraise it as disrespectful, leading to feelings of anger or hurt.

Speech is usually conducted in a formal speech by the speaker to express their thoughts or summarize a need factor or case (Santoso & Aji, 2021). Speech activities involve two or more people participants as hearers and speakers. Although there are several definitions of public speaking in addition to the one given above, speaking in front of the public is the only one that applies to all of them.

In this research, the researcher analyzed the transcription of Barack Obama's speech about disinformation's threat to democracy on April 21, 2022. The speech is available on the CNBC Television Youtube Channel and the transcript available on the transcription menu on YouTube video. The researcher interested to analyze this speech because it consists of a lot of the data that researcher needs to fulfill the research question, the data is words, phrases, and sentences that contain types of interactive metadiscourse, interactional metadiscourse, and appraisal theory that portrayed in Barack Obama's speech.

1.2 Research Question

The researcher investigates the issues listed below to simplify this study and consider the background information provided in the study above:

- 1.2.1 What are the types of interactive metadiscourse markers used in the Barack Obama's speech?
- 1.2.2 What are the types of interactional metadiscourse markers used in the Barack Obama's speech?
- 1.2.3 What are the types of appraisal theory used in the Barack Obama's speech?

1.3 Objective of the Study

The purpose of this study is to respond to the question posed by the research question. This research has three main objectives that need to be met, as follows:

- 1.3.1 To describe types of interactive metadiscourse markers used in the Barack Obama's speech.
- 1.3.2 To describe types of interactional metadiscourse markers used in the Barack Obama's speech.
- 1.3.3 To describe the types of appraisal theory used in the Barack Obama's speech.

1.4 The Significances of The Study

It is crucial to conduct this research since it will result in theoretical and practical understanding. The theoretical purpose of this study is to enhance linguistic information, particularly that which is pertinent to the researcher's interpretation of the study of how language is expressed in speeches. The researcher will show what type of interactive, interactional metadiscourse markers and how appraisal theory portrayed in the Barack Obama's speech. The researcher expects that the readers and other researchers who are interested in learning more about the field of metadiscourse markers and appraisal theory can use this research as a reference.

1.5 The Scope and Limitation of the Study

The researcher focused to analyze the interactive and interactional metadiscourse marker, and how appraisal theory contributes to the metadiscourse markers in the Barack Obama's speech. In conducting this research, the researcher uses a book entitled *Metadiscourse: Exploring Interaction in Writing* (2005) which the theory of Metadiscourse is represented by Ken Hyland and appraisal theory by Martin & White (2005) in their book entitled *The Language of Evaluation: Appraisal in English*.

The researcher limits this research where only on discovering what types of interactive and interactional metadiscourse markers based on Hyland's theory, and how appraisal theory contributed to the metadiscourse markers that are portrayed by Barack Obama in his speech about disinformation's threat to democracy on April 21, 2022. The title video used by the researcher is Former President Obama speeches on disinformation's threat to democracy and available on the CNBC Television YouTube Channel or at this link <https://youtu.be/ExEApwbhfqQ>. The speech is in the form of a video and the researcher tries to find the speech in the transcript version and match it with the existing video on the CNBC Television YouTube channel. So that is what was used as the main source of data in this research.