AN APPRAISAL ANALYSIS IN DALIA MOGAHED SPEECH ENTITLED
"WHAT IT'S LIKE TO BE A MUSLIM IN AMERICA?"

A GRADUATING PAPER

Submitted in Partial Fulfillment of the Requirements for Gaining
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A FINAL PROJECT STATEMENT

I certify that this graduate paper is definitely my own work. I am completely responsible for the content of this graduating paper. Other researcher's opinion or finding included in this research is quoted or cited in accordance with ethical standards.

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Saya menyatakan bahwa skripsi tersebut sudah dapat diajukan pada sidang Munaqosyah untuk memenuhi salah satu syarat memperoleh gelar Sarjana Sastra Inggris.

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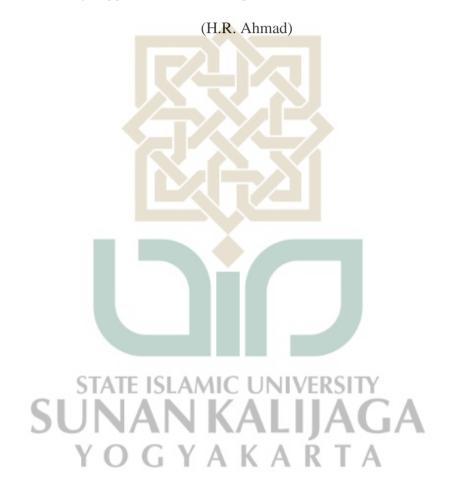
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MOTTO

"The best way to predict your future is to create it."

"The secret of happiness lies in 3 things: Patience, Gratitude, and Sincerity."

(H.R. Ahmad)

DEDICATION

I dedicate this final graduation paper to:

My beloved parents, Mulyadi and Mufidah

My beloved brother, Irfan Taufikkurahman

And my beloved husband, Dimas Yogi Pratama

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ABSTRACT

Humans as linguistic creatures use various methods to convey their ideas, knowledge and experiences to share with other humans. One way that humans can use is to convey it verbally, such as making a speech. Speech is used by society to be conveyed and known by other people with certain aims and purposes. This research aims to explore the Appraisal theory in Dalia Mogahed's speech on the TED Talk YouTube channel entitled "What It's Like To Be a Muslim In America?". In this research, the author took data from Dalia Mogahed's speech on the TED Talk YouTube channel entitled "What It's Like To Be a Muslim In America?". The data was analyzed using Appraisal theory by Martin & White (2005). This research is included in the descriptive qualitative method because this research discusses about the social phenomeon of a Muslim woman who gave a speech in front of Americans. The research result shows that all types of Appraisal material are applied in Dalia Mogahed's speech. Apart from that, Dalia applied the Appraisal material by raising categorical issues to convey her experience. The categorical issues are : (1)Introducing her identity and mentions how the media portrays Islam, (2) Explaining about how she became a Muslim, and her relation to God based on her perception, (3) Talking about the 9/11 tragedy that caused by Muslim terrorists, and how the impact of this tragedy on other Muslims nor Americans, (4) Portraying radical Islamic terrorism, and Islamophobia among Americans, (5) Talking about the tolerance of religions interfaith, and equal rights in worship.

Keywords: Appraisal Theory, Dalia Mogahed's speech on the TED Talk YouTube channel entitled "What It's Like To Be a Muslim In America?", Attitude, Engagement, Graduation.

ABSTRAK

Manusia sebagai makhluk bahasa menggunakan berbagai cara untuk menyampaikan, ide, pengetahuan, maupun pengalaman untuk dibagikan ke manusia yang lain. Salah satu cara yang digunakan manusia adalah menyampaikannya secara verbal seperti berpidato. Pidato digunakan oleh masyarakat untuk disampaikan dan diketahui oleh masyarakat yang lain dengan memiliki maksud dan tujuan tertentu. Penelitian ini bertujuan untuk mengeksplorasi teori Appraisal dalam pidato Dalia Mogahed pada saluran YouTube TED Talk yang berjudul "*What It's Like To Be a Muslim In America?*". Dalam penelitian ini penulis mengambil data dari tuturan pidato Dalia Mogahed di saluran YouTube TED Talk yang berjudul "*What It's Like To Be a Muslim In America?*". Data tersebut dianalisis menggunakan teori Appraisal oleh Martin & White (2005). Penelitian ini termasuk dalam metode deskriptif kuaitatif karena penelitian ini membahas tentang fenomena sosial mengenai seorang wanita Muslim yang berpidato di depan orang Amerika. Hasil penelitian menunjukkan bahwa semua jenis materi Appraisal diterapkan di dalam pidato Dalia Mogahed. Selain itu, Dalia menerapkan materi Appraisal tersebut dengan mengangkat isu-isu kategoris untuk menyampaikan pengalamannya. Adapun isu-isu kategorisnya adalah: (1)Memperkenalkan identitasnya dan menyebutkan bagaimana media menggambaran Islam, (2) Menjelaskan bagaimana dia menjadi seorang Muslim dan hubungannya dengan Tuhan menurut persepsinya, (3) Membicarakan tentang tragedi 9/11 yang disebabkan oleh teroris Muslim dan bagaimana pengaruh dari tragedi ini terhadap Muslim maupun warga Amerika yang lain, (4) Menggambarkan terorisme Islam radikal dan Islamofobia di kalangan orang Amerika, (5) Berbicara tetang toleransi antar umat beragama dan persamaan hak dalam beribadah.

Kata Kunci : Teori Appraisal, Pidato Dalia Mogahed di saluran YouTube TED Talk berjudul "What It's Like To Be a Muslim In America?", Attitude, Engagement, Graduation.

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CHAPTER I

INTRODUCTION

1.1   Background of Study

Language is one of the most important elements in life. Ideas, opinions, or thoughts can be delivered through language. As stated by Edward Sapir (1921:3), Language is purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols. As the human being, we need language to communicate with others in order to deliver messages, understand other humans, and make relations. Language can be written or spoken. The example of spoken language can be found as a conversation, and speech. Delivering messages through language can be both spoken and written. One of the examples about the way how information or messages can be delivered is by using a speech. Speech is spoken words that are delivered by a speaker in order to give information, messages or idea, and spread out the speaker's thoughts and feelings. According to Sharynne McLeod, and Jane McCormack, speech is the means by which we communicate and deliver messages to other people by orally.

As the speakers of speech, they usually want their ideas and feelings to be easily reached by a lot of people in the societies. Speech can be more effectively and quickly spread among society if it is delivered through media. In the modern era, people nowadays take the advantages of media internet in order to get any information. There are various kinds of media in internet that are beneficial

among users. One of those media is YouTube. Based on techterm.com, YouTube is a video sharing service that allows users to watch videos posted by other users and upload videos of their own. YouTube is a website video sharing where users can load, watch, and shares any video clips. Videos on YouTube can be video clips that are made by its own users. (Tjanatjantia. Widika, 2013).

Speakers can also share their speech through YouTube by using a channel. TED Talks channel is one of the channels that have million subscribers in YouTube. TED Talks are the influential videos from expert speakers on education, science, business, technology, and creativity. TED Talks channel already have 4.700 video with 24,9 million subscribers all around the world. As the result, there are information from TED Talks that can easily reached by the people regardless country and nationality.

Dalia Mogahed is one of the people who had the opportunity to give a speech in TED Talks. She is the first Muslim woman wearing a veil who worked at the White House, USA. Dalia Mogahed speech on TED Talks channel has been watched by more than five million people all over the world since the video uploaded in March, 16th 2016. In the video, Dalia talks about what she is feeling for being a Muslim in America after the tragedy that happened in September 11th, 2001 that is well-known as 9/11 attack in New York City.

Based on the explanation before, the researcher chooses Dalia Mogahed's speech in TED Talks YouTube channel because Dalia Mogahed is the first Muslim woman who had worked under the leadership of President Barack Obama in the White House, USA. This is a good opportunity for Islam to make

achievements in the eyes of the world. Dalia was delivered her thoughts and feelings to be a Moslem in America through her speech in TED Talks YouTube channel. She talked about how she feels to be a Moslem in America because she already experienced how 9/11 tragedy affect her life and also other Muslims. People all around the world are know that 9/11 was a tragedy that was detrimental for all parties in America, the tragedy that claimed many lives which required their family to lose their loved ones, and the tragedy that caused by some Moslems. Dalia speech can be delivered in order to shows how Moslem truly is. Her speech was delivered in front of Americans who were attended TED Talks program.

The aim of this research is to analyze how Dalia Mogahed's words in her speech deliver her idea and message as a Muslim politician to Americans through her speech on TED Talks. Dalia Mogahed delivers her feelings towards her words to show what she feels as a Muslim woman. The words "It was a trust and a slow surrender that deepened with every reading of the Quran." (2:30-2:35), conveys her emotional statement. The researcher uses appraisal theory in this research to analyze the clauses. Appraisal theory is a system in a language that determines how the speakers should express themselves in relation to their audiences (Martin and White, 2005:40). Appraisal theory consists of three main interactive parts. There are attitude (affect, judgement, and appreciation), engagement (heterogloss and monogloss), and graduation (force and focus). (Martin and White, 2005:35). The example of analysis can be seen in the table below:

Sentences (Appraising)	Attitude			Engagement		Graduation	
	Affect	Judge	Appreciation	Hetero	Mono	Force	Focus
1.) It was a trust and a slow surrender that deepened with every reading of the Quran	Peacefulness	Propriety			Entertain		Sharp

1.2 Research Questions

1. What kinds of Appraising items that are applied in Dalia Mogahed's speech entitled *"What it's like to be a Muslim in America?"* in TED Talks YouTube channel?

2. How are appraisal devices employed in Dalia Mogahed's speech entitled *"What it's like to be a Muslim in America?"* in TED Talks YouTube channel?

1.3 Objectives of Study

According to research questions above, the objectives of this research are:

1. To know how the appraisal devices employed in Dalia Mogahed speech entitled *"What it's like to be a Muslim in America?"* in TED Talks YouTube channel.

2. To know what kinds of Appraising items that are applied in Dalia

Mogahed's speech entitled *"What it's like to be a Muslim in America?"* in TED Talks YouTube channel.

1.4   Significances of Study

This research will produce conclusions based on the application of theories to the object of study. The results obtained from this research are expected to provide benefits as a reference and teaching resource for students, lecturers, other researchers, and the social environment. The benefit for the students and the lecturers from this study is that the students and the lecturers can use the results of this research to be included in the teaching and learning process about Appraisal analysis, especially in linguistic studies. The results of this research can be utilized by the social community to find out knowledge about how to evaluate speech correctly based on theories. Moreover, the results of this study can be used for other researchers in order to stimulate them to conduct research on the same topic despite having different views in researching.

1.5   Literature Review

The researcher's object is a speech spoken by Dalia Mogahed entitled *"What it's like to be a Muslim in America?"*. The theory that applied by the researcher in this research is Systemic Functional Linguistic within the appraisal theory (Martin and White, 2005: 7). As the bridge to reach the goals, the researcher found some previous researches which are related to the object and the theoretical approach of this research.

The first research is written by Suprihatin in 2016, entitled "Appraisal in Joko Widodo's And Susilo Bambang Yudhoyono's Speeches at APEC CEO

Summit". The writer's research discuss about how the Indonesian presidents deliver their idea by using English speech. The aim of her research is to reveal the similarities and differences between Joko Widodo and Susilo Bambang Yudhoyono's speeches. This research used descriptive qualitative method to analyze Joko Widodo and Susilo Bambang Yudhoyono's speeches at APEC CEO. The writer used Halliday's Systemic Functional Linguistic (SFL) especially in interpersonal function. The result of this research reveals that Joko Widodo and Susilo Bambang Yudhoyono use all types of attitude: affect, judgement, and appreciation. Both of the speeches are using positive attitude that is more dominant than the negative one.

The second research is written by Indria Haristyanti in 2015, entitled "Appraisal In The 2013 Inaugural Address of President Barack Obama". This research analyzes two problems that are became the main discussion from the writer. The researcher applies the theory of James Robert Martin and Peter Robert Rupert White. This research is using a qualitative approach to conduct the researcher's study. The result is the attitudinal positioning of Obama as the speaker function wants to share a positive perspective towards his own feeling, the behavior of American, and the phenomena that occurred in the United States of America.

The third research is a thesis research entitled "Appraisal, And Speech Structure of Contestant' Speeches In Speech Contest of ESA WEEK Competition" by Betari Irma Ghasani and Ahmad Sofwan. This research aims to explain the appraisal and the speech structure on the speeches from Students in

Speech Contest of ESA WEEK Competition. The researchers are using appraisal theory to analyze the use of attitude, engagement, and graduation that applied on the speeches. The result of the research provides suggestions about the teaching of the speech structure and how to reassure the listener that using appraisal technique is needed to make better speeches.

The fourth research is a journal research entitled "Systemic Functional Linguistics as Interpersonal Semantics: Appraisal And Attitude in the Stylistic Analysis of an English Novel" by Yaser Hadidi and Leila Mohammad bagheri from the University of Tabriz, Iran. The object of this study is a novel entitled "Great Gatsby" written by F. Scott Fitzgerald. The researchers are using appraisal theory which concludes attitude, engagement, and graduation. Furthermore, the researchers are focus in analyzing the whole text that employing attitude. The aim of this study is to demonstrate a set of practical uses for which is assessment is aimed a framework that can be put in various types of analysis that feasible through its subsystems; attitude, engagement, and graduation.

The fifth research is a journal entitled "Identifying interpersonal stance in threatening discourse: An appraisal analysis" by Tammy Gales from the University of Wisconsin, Oshkosh, USA. The researcher tries to examine the ways of interpersonal stances or speaker commitment of attitude that manifested in a realization of a threat of violence. The researcher analyzes a threatening letters by Eric Robert Rudolph to the media outlets under the name The Army of God (AG) in the early 1997 which was followed by the bombing tragedy in women's health clinic and alternative lifestyle nightclub in Birmingham,

Alabama. The purpose of this analysis is to reveal that the speaker who use threaten text was use rhetorical strategy to convey interpersonal meaning and this research demonstrates the need for future research on analyzing threatening discourse. Systemic Functional linguistic that focus on appraisal by Martin and White (2005) are used in this research.

The sixth research is a journal research entitled "Analysis of Political Language based on Appraisal Theory: The Mutual Construction of Language and Power-Taking Xi Jinping and Donald Trump's Speeches at World economic Forum as Examples" by Zhang Siyou and Pei Zhongwen from the Wuhan University of Science and Technology. This study based on Martin's appraisal theory tries to make contrastive analysis between Xi Jinping and Donald Trump speeches on World Economic Forum. The aim of this study is to reveal how Xi Jinping and Donald Trump convey their ideology through their speeches. The researcher also wants to elaborate how Xi Jinping and Donald Trump use their language to conform emotions, judgements, and appreciation.

The last research is a thesis entitled "Appraisal Theory of Attitude in Michelle Obama Speech Towards Presidential Candidates of The United States 2016" by Wicak Dewa Sangka from Syarif Hidayatullah State Islamic University, Jakarta. This research aims to elaborate the appraisal devices that used in Michelle Obama's speech, and to reveal how she express her feeling, attitude, and judgement towards her speech by applying appraisal theory from Martin and White (2005). Her speech brought positive judgements because she believed that Hillary Clinton was able to be the President. The result of this study shows that

Michelle Obama was a good speaker that has capability in public speaking.

The research above has the similarity for this research. The similarity of each research with this research is using appraisal theory of Linguistic from Martin, and White (2005). Most of the researches that already explain above, they are using appraisal theory that focused on the attitude of the speakers. This research is using a speech from Dalia Mogahed that had delivered in TED Talks program. She was the first Muslim woman who had worked in the White House, USA. Her speech represents her feelings and power as a Muslim after the 9/11 tragedy. The researcher will analyze the data by whole text and identify the appraisal devices from each clause. The theory of appraisal from Martin and White (2005) contains attitude (affect, judgement, and appreciation), engagement (heterogloss and monogloss), and graduation (force and focus).

1.6   Theoretical Approach

This research paper has purpose to analyze the speech from Dalia Mogahed in TED Talks YouTube channel. The speech that the researcher chose is entitled "What it's like to be a Muslim in America?". The theory that the researcher apply is the appraisal theory in Halliday's Systemic Functional Linguistic. The researcher uses the theory because it can be used to analyze the English speech of the first Muslim woman wearing a veil who worked at the White House, USA.

Appraisal theory is the development in interpersonal function from Halliday's Systemic Functional Linguistics (SFL). Appraisal theory in Halliday's SFL is developed by James Robert Martin and Peter Robert Rupert White.

According to James Robert Martin and Peter Robert Rupert White, that appraisal is one of the three major discourse semantic resources that explaining the interpersonal meaning. In the Halliday's Systemic Functional Linguistic, appraisal consists of three main interactive parts. There are attitude, engagement, and graduation. This research of appraisal theory cannot be separated from the knowledge of writer and reader or speaker and listener. The listener and the reader may have different interpretation with each other even they listen or read the same texts.

1.7 Methods of Research

This section explains the type of research, data source, data collection technique, and data analysis technique.

1.7.1 Type of Research

This research is using descriptive qualitative method. According to Nawawi, descriptive qualitative is effective for obtaining culturally specific information about the values, opinion, behaviors, and social context of a particular population. This research is included in descriptive qualitative method because this research discusses about the social phenomena about a Muslim woman who gave a speech in front of Americans. The form of data in this research is clauses. In analyzing the data, the researcher uses appraisal theory.

According to Nasir, library research is the technique of collecting data by studying deeply in the books, literatures, notes, and reports which related to the problems will be solved." (2003:27). this kind of research method is fit to this research because the data sources are from the script of Dalia Mogahed speech.

1.7.2 Data Sources

There are two sources of the data in this research, the main data and supporting data. The data of this research are taken from the script and the video of the speech by Dalia Mogahed speech entitled "*What It's Like to be a Muslim in America?"* in TED Talks YouTube channel. The main data is the utterances of Dalia Mogahed that contain appraisal devices: *attitude*, *engagement*, and *graduation*. The form of the data is a script of Dalia Mogahed speech. Besides, the supporting data is the whole speech, and the additional data.

1.7.3 Data Collection Technique

The researcher uses some techniques of collecting data. First, the researcher tries to find interesting video to be researched through appraisal theory. Second, the researcher watches and listens to the video attentively. Third, the researcher writes the speech from the video into a script. Fourth, the researcher finds the data in the form of words, phrases, and clauses that contain of appraisal devices.

1.7.4 Data Analysis Technique

This research will analyze the data by using Linguistics framework, especially in Systemic Functional Language. The appraisal theory is used by the researcher as the main analysis technique. After collecting the data that contained of appraisal devices, the researcher analyzes the data by following several steps to analyze the data. The researcher classifying the clauses, word, and phrases contained of appraisal devices: attitude (affect, judgement, and appreciation), engagement (heterogloss, and monogloss), and graduation (force, and focus),

analyze the data that related to the research questions, and make the conclusion based on analysis.

1.8 Paper Organization

This research is written in four chapters. The first chapter of this research is an introduction of the research which discusses about background of study, research questions, objectives of study, significances of study, literature reviews, theoretical approach, method of research, and the last is paper organization. The second chapter of this research contains the exploration of the theories, and how the researcher applies the theories in this research. The third chapter of this research contains the main analysis of the research. Moreover, in this chapter the complete analysis of the data will be served. The last chapter will give the conclusion of the research which is completed by the suggestion for the future research.

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

To analyze the data in this research, the researcher applies Appraisal theory by Martin and White (2005) based on their book titled *The language of evaluation: appraisal in English.* According to Martin and White, Appraisal theories are including Attitude, Engagement, and Graduation. This theory is also used to find the aims about how Dalia Mogahed delivers her message and her feelings towards the 9/11 tragedy.

Furthermore, based on the findings and discussion in chapter II, the researcher concludes that all the Appraisal devices are found in the Dalia Mogahed speech. There are Attitude (Affect, Judgement, and Appreciation), Engagement (Monogloss and Heterogloss), and Graduation (Force and Focus). The categorial issues that are found in Dalia Mogahed's speech are: (1)Introducing her identity and mentions how the media portrays Islam, (2) Explaining about how she became a Muslim, and her relation to God based on her perception, (3) Talking about the 9/11 tragedy that caused by Muslim terrorists, and how the impact of this tragedy on other Muslims nor Americans, (4) Portraying radical Islamic terrorism, and Islamophobia among Americans, (5) Talking about the tolerance of religions interfaith, and equal rights in worship.

4.2 Suggestion

The researcher realizes that the data obtained in this research is still can be

developed further. The object and the theory can be more detail analyzed by using other theory such as ideology theory to make larger research. In addition, the object n this research can be compared to other speech from the other speaker to reveal the comparison between them.

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