

THE REALIZATION OF POWER THROUGH APPRAISAL SYSTEM OF ENGAGEMENT OF BARACK OBAMA'S VICTORY SPEECHES

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ABSTRACT

This thesis, entitled "The Realization of Power through Appraisal System of Engagement of Barack Obama's Victory Speeches", has two objectives: finding the realization of appraisal device of Engagement and investigating the realization of power in Barack Obama's 2008 and 2012 victory speech. The analysis is based on the theory of appraisal by Martin and White (2005) and power by Fairclough (1989). The researcher used descriptive method since he described the realization of Engagement and power in every major clause of the written transcription of the video of Barack Obama's 2008 and 2012 victory speech. There are a total of 193 sentences that were analyzed in 2008 and 2012 victory speech with 269 Engagement consisting of 24 monoglossic (17.91%) and 30 ones (22.22%) respectively, and heteroglossic at the number of 110 (82.09%) and 105 (77.78%) respectively. In terms of gradability, there are 7 low-graded heteroglossic, 51 medium-graded heteroglossic and 52 high-graded one in 2008 victory speech; and, there are 9 low-graded heteroglossic, 39 medium-graded heteroglossic and 57 high-graded one in 2012 one. The researcher used monoglossic and high-graded heteroglossic as the indicator to measure power with the parameter that the higher the gradability of the Engagement, the more powerful the power of that Engagement. Entertain comes as the most dominant Engagement used by Obama and more than 50% of the Engagement in both speeches were graded as high to show that Obama is a powerful person.

Keywords: *Appraisal System, Barack Obama, Engagement, power, victory speech*

INTRODUCTION

There is a bound to do our role as a speaker and a hearer in every speech community, as everybody would not be doing the speaking at the same amount of time in occasion given. For this line of reasoning, there is a necessity for every community to have a leader who could represent the voice of the whole community in a larger scale. Leaders, most often than not, communicate to the people he/ she represents with their subjects through speeches. To be able to derive meaning from any speech in a more appropriate way, there is the necessity to use the Systemic Functional Linguistics (SFL) and Critical Discourse Analysis (CDA) approach, especially the realization of Power through Appraisal System, especially Engagement, to overcome the difficulties in understanding the meaning and context of the speech.

According to Baker and Ellece (2011), unlike many other forms of linguistic analysis, CDA is not only concerned with words on a page but also involves examining social context. This approach was first developed by Norman Fairclough. According to Fairclough (2003), discourse is a way of representing aspects of world, processes, relations and structures of material world, mental world of thoughts, feelings, beliefs, and social world. Meanwhile as Van Dijk (1993) states, there is a direct relation between discourse and social power, in which power is an abstract concept holding an infinitely important influence on peoples' lives. Fairclough (1995) defines power not only as

asymmetries that exist between individuals participating in the same discursive event but also in terms of how people have different capacities to control how texts and thus discourses are produced, distributed and consumed.

Martin and Rose (2003: 22) state that Appraisal is concerned with evaluation: the kinds of attitude that are negotiated in a text, the strength of the feeling involved and the ways in which values are sourced and readers/ hearers aligned. It is focused on the attitude of the feelings and values that are negotiated with readers or hearers.

In this study, the researcher would like to know how people acknowledge or ignore the diversity of points of view through their utterances and negotiate their own position within that diversity. Through SFL and CDA, the researcher wants to explore the realization of power through the language the people use. The researcher used Appraisal, especially Engagement, as the heading on how the realization of that language use is; and then, the researcher further examined and described how the correlation of that language use through Engagement proposed by Martin and White and the realization of the power as Norman Fairclough suggests took place.

The object of this study is the victory speeches of Barack Obama on his two terms of presidential election on 2008 and 2012. Within his two victory speeches, Barack Obama has successfully persuaded the people of the United States to believe that choosing him is a right decision. In his speeches, he also emphasized an engagement on how the people of the United States viewed the minority of African-American people and used it to convince the people that it is the meaning of the United States. He recognizes that there may be a group of Americans and in this context, global citizens, who do view the political process of this democracy as more of a farce than anything else. He knows the cynics are quick to downplay the significance of the campaigning efforts but he shifts the focus not unto himself nor the grandeur or might of his future Obama plans, but the conviction and beliefs shared by the common people you will see on the streets who are likewise involved in the campaigning efforts. Based on the reasoning above, those speeches were selected as the data to further examine and describe the phenomenon of Engagement proposed by Martin and White (2005) which made him win the presidential election of the United States twice.

In a democratic nation, the general election is something that is usually done by its citizen to vote for the people who are going to represent them in government. These people—the candidates—are going to win the heart of the people they are going to represent through campaigns and debates. Therefore, it is normal to have the winner on this platform. The speech delivered after the general election to show the people how these candidates commented on the election is very important. The victory speech performed by the winning candidate will show the people how he/ she reacts against the election.

Senator Barack Hussein Obama is the 44th President of the United States of America (U.S.A.) and the first African-American president on the Democrats platform. He began his presidential campaign in 2007 and, after a close primary campaign against Hillary Rodham Clinton in 2008, he won sufficient delegates in the Democratic Party primaries to receive the presidential nomination. He then defeated a Republican nominee John McCain in the general election, and was inaugurated as president on January 20, 2009. He was then re-elected to continue his presidency for the second term in November 2012, defeating a Republican nominee Mitt Romney, and was sworn in for a second term on January 20, 2013. He delivered both of his victory speeches in Chicago following the result of the election.

Barack Obama is the politician who is the product of a democratic nation. Therefore,

his speeches, especially after he won the general election, are the key to show his determination on preserving the democracy in his nation. Specifically, in his speech, he expressed gratitude toward the people of America for their participation in the election.

This study discusses the victory speech of Barack Obama in 2008 and 2012 as the subjects. This study is limited to appraisal devices of Engagement in the victory speech and deciding how power is realized in Barack Obama's victory speeches. The researcher also uses the gradability as the heading in analyzing the realization of power. The gradability is explained in Appraisal's Graduation by Martin and White (2005), however the researcher does not use the deeper part of the Graduation's constituents. The researcher only uses the gradability that is explained in the earlier part of the Graduation in Martin and White (2005) as the heading in analyzing the realization of power. The analysis is based on the theory of Appraisal proposed by Martin and White (2005) and Language and Power proposed by Norman Fairclough (1989).

Here, the researcher made preliminary parameter that the higher the gradability of the Engagement, the more powerful the power of that Engagement. The researcher, therefore, uses monoglossic and high-graded heteroglossic as the indicator to measure how powerful the victory speeches of Barack Obama is.

RESEARCH METHOD

Data and Subject

The data of this study were the video of victory speeches of Barack Obama in 2008 and 2012.

Unit of Analysis

The unit of analysis of this study is the major clause sentences of the transcribed video of Barack Obama's victory speech of 2008 and 2012. The minor clauses were not analyzed. There are 98 of 102 sentences of Obama's 2008 victory speech and 95 of 99 sentences of Obama's 2012 victory speech that were analyzed in this study.

Technique of Data Collection and Analysis

Before analyzing the data, the researcher collected the video of Barack Obama's victory speeches from the YouTube website. These videos were selected carefully in order to achieve the objectives of the study, that is finding the realization of power through appraisal system of Engagement. These videos then were manually transcribed in order to obtain the written text of the spoken speech in both victory speeches.

After the data had been collected, they were analyzed in six steps. First, the researcher reads the written transcription to get comprehensive understanding. Second, he segmented the transcription into sentences. Third, he identified the realization of appraisal system of Engagement in each sentence, whether it is a monoglossic or heteroglossic. The sentences that were identified as heteroglossic then were analyzed further to identify its gradabilities which led to the realization of power. Fourth, he categorized the classified elements of the sentence under Engagement System's table and the gradability of Engagement System's constituents' table to make it easier to read. Fifth, he interpreted the meaning of the finding and why the phenomenon occurred. Sixth, he provided the conclusion of the analysis. This conclusion is used as the result of the research.

Example of analysis:

It's the answer told by lines that stretched around schools and churches in numbers this nation has never seen, by people who waited three hours and four hours, many for the first time in their lives, because they believed that this time must be different, that their voices could be that difference. (2008 Victory Speech, sentence 3)

(Analysis → Engagement's constituent : Gradability)

It's the answer told by lines that stretched around schools and churches in numbers this

Pronounce: HIGH

nation has never seen, by people who waited three hours and four hours, many for the

Denial: HIGH

first time in their lives, because they believed that this time must be different, that their

Entertain: MED

Entertain: HIGH

voices could be that difference.

Entertain: LOW

Table A. The Realization of Engagement

Engagement Type			2008	
			Σ	%
Monoglossic			0	0
Heteroglossic	Dialogic Expansion	Entertain	3	60
		Acknowledge	0	0
	Dialogic Contraction	Denial	1	20
		Counter-Expect	0	0
		Pronouncement	1	20
Total			5	100

Table B. The Gradability of Engagement

Engagement's Realization		2008 Victory Speech			Total
		Gradability			
Heteroglossic		Low	Medium	High	
Dialogic Expansion	Entertain	1	1	1	3
	Acknowledge	0	0	0	0
Dialogic Contraction	Denial	0	0	1	1
	Counter-Expect	0	0	0	0
	Pronouncement	0	0	1	1
Total		1	1	3	5

FINDING AND DISCUSSION

Finding

The analysis on Barack Obama's 2008 and 2012 victory speeches found the realization of Appraisal System's Engagement as described in Table 1.

Table 1 shows that heteroglossic is used more often than monoglossic. It means that Obama gives spaces for the voters to argue whether they agree or not with his statements. He also emphasized a lot of promises, as victory speech often proposed,

about what Obama would and would not do in his leadership. The general reason why Obama chose to use more heteroglossic statements rather than monoglossic one is because he wanted to unify the people that just went through the election by putting aside whom they were voting for and building the same perspective on moving the nation forward. By giving space for the people to argue whether they were against or in favor with his statements, Obama showed that his governance is tolerant and willing to listen to critics and opinions, which would make the Americans not disappointed on entrusting him as their representative in government.

Table 1. The Realization of Engagement of Barack Obama's 2008 and 2012 Victory Speeches

Engagement Type			2008		2012	
			Σ	%	Σ	%
Monoglossic			24	17.91	30	22.22
Heteroglossic	Dialogic Expansion	Entertain	57	42.53	53	39.26
		Acknowledge	1	0.75	0	0.00
	Dialogic Contraction	Denial	15	11.19	29	21.48
		Counter-Expect	21	15.67	22	16.30
		Pronouncement	16	11.94	1	0.74
Total			134	~100	135	~100

In both victory speeches of 2008 and 2012, "Entertain" is used as the most preferred heteroglossic's constituent by Obama than any other constituents. It happens because Obama was making promises to Americans about what he will and will not do during his role as a president, as often happened in any other victory speeches that were done before Obama was elected. Besides, he also emphasized his subjectivity on how democracy has changed into the better side and how progress in every aspect of democracy's life could help the betterment of the Americans.

"Denial" and "Counter" are used by Obama as the second and the third most preferred heteroglossic's constituents. In his 2008 victory speech, Obama emphasized the meaning of his successful election by countering the stereotype that ethnic minorities like African-American and other black and colored-skins people cannot come as president in the United States. The slogan "Yes We Can" that was mentioned several times by Obama also emphasized in countering the cynical and doubtful view upon the democracy in the United States. It gave a clear message that change is happening in the United States. Seeing Obama was elected as the first African-American president in the United States gave a clearance that all the past-time racial issues are no longer part of the United States. In his 2012 victory speech, Obama emphasized the meaning of participation in politics which could change the face of the United States into its ideal by denying the cynical view that politic is only a contest of egos or domain of special interest. He was countering the cynical propositions by saying that politics is big and important and how politics could change the life of its people into a betterment.

"Pronouncement" and "Acknowledge" follows in the fourth and the fifth position respectively as the most preferred heteroglossic's constituents used by Obama in his two victory speeches. Obama used a reasonable number of "Pronouncement" in order to show his subjectivity by becoming the person who is responsible for the truth value of the statement that he stated. Obama mostly used "Pronouncement" in his 2008 victory speech because his first victory election brought a lot of meaning to him as a citizen of

the United States and also as government. He mainly focused on the campaign and the election's victory issues. Obama also lacked in inserting some outside voice through his speeches with only using 1 "Acknowledge" constituent in his victory speeches.

In terms of Engagement, Barack Obama's 2008 and 2012 victory speech, there is no significant difference in monoglossic, acknowledge, entertain and counter-expect. However, there are significant differences in denial and pronouncement. Comparing to 2008 victory speech, there is an increase of 12.28% in terms of denial and a decrease of 11.18% in terms of pronouncement in 2012 victory speech. As explained above, in his second term speech, Obama used a lot of negation to contrast the cynical view against the government and politics which he believed made the citizen tend to not vote and mistrust the government, which influenced the increase in Engagement's denial. Through Engagement's denial, Obama tried to justify again to the hearers some of administration policies he made in the first term of his presidency. He also emphasized how significant the meaning of participation in election to the hearers and to the nation by denying all the cynical view that underestimate the election as non-significant matter. There are some implied messages addressed by Obama to the hearers by using this type of Engagement: he asked for a positive cooperation from all American about the policies he is going to made in his second term and he also asked the American that mistrust the government to start their participation in the next election by giving their vote.

He also reduced the use of Engagement's pronouncement in his 2012 victory speech to minimize his subjectivity and authorial voice. It happens because Obama will no longer take part in the next election since the constitution forbid the same person to become the president more than twice. There is also a great possibility that most of the American already recognized him as a powerful person, given the status and the position he took in the politics, so by minimizing the authoritative voice in his speech, the American will see the objectivity of his speech and also will not see him as a figure that abuses power.

This study also discusses the realization of Power through the gradability of the Engagement System. The sentences that had been analyzed its heteroglossic constituents then were reclassified in a different table to differentiate its gradability. The mapping of the Engagement System's gradability is described in Table 2.

Table 2. The Gradability of Engagement of Barack Obama's 2008 and 2012 Victory Speeches

Engagement's Realization			2008			Total	2012			Total
			Gradability				Gradability			
			Low	Med	High		Low	Med	High	
Heteroglossic	Dialogic Expansion	Entertain	7	44	6	57	9	39	5	53
		Acknowledge	0	0	1	1	0	0	0	0
	Dialogic Contraction	Denial	0	0	15	15	0	0	29	29
		Counter-Expect	0	0	21	21	0	0	22	22
		Pronouncement	0	7	9	9	0	0	1	1
Total			7	51	52	110	9	39	57	105

Table 2 shows that in his 2008 victory speech, Obama used 7 low-graded heteroglossic, 51 medium-graded heteroglossic and 52 high-graded one; while in his 2012 victory speech, there is a slight change with 39 medium-graded heteroglossic, 57 high-graded heteroglossic and only 9 low-graded one.

In his 2008 victory speech, Barack Obama preferred to use medium-graded heteroglossic rather than the low-graded heteroglossic and high-graded one. It happens because beside giving some promises to the citizen of his governmental action that he would do, in his 2008 victory speech, Obama also focused mainly on his successful presidential election campaign highlighting that no matter who they are-black, white, Hispanic, Asian, Native American, gay, straight, disabled and not disabled-they can make their chance in the United States if they are willing to try.

However, Obama's 2012 victory speech brought a slight change in terms of its gradability. As many as 57 of 105 or about 54.28% heteroglossic that were graded belong to high-graded heteroglossic, compared to 52 of 110 or about 47.27% in his 2008 victory speech. It happens because there is a significant increase in "Denial" from 15 in Obama's 2008 victory speech to 29 in Obama's 2012 one. Denial in this study is considered as high-graded heteroglossic because Obama used a negation within a clause or sentence that has a potential to be a monoglossic.

There is also a significant decrease in "Pronouncement" from 16 in Obama's 2008 victory speech to only 1 in Obama's 2012 one. It happens because Obama used his subjectivity on his first election victory in 2008 which mainly focused on the meaning of his election's victory, while in his second term, he restricted his subjectivity to show the citizen of the United States his objectivity on the case that matters.

From Table 2, it can be seen that, in terms of power, Obama shows himself as a powerful person. He put a distance between him and the hearers where his position was higher than the hearers. It shows that the role as president is a position that need to be respected by all the Americans. It can also be seen from the sum of monoglossic and high-graded heteroglossic in both victory speeches: 24 monoglossic and 52 high-graded heteroglossic in 2008 victory speech and 30 monoglossic and 57 high-graded heteroglossic in 2012 ones; totaling the sum at the number of 76 of 134 Engagement (about 56.72%) and 87 of 135 Engagement (about 64.44%). These numbers indicate that more than 50% of the content of both victory speeches was intended to persuade and control the Americans' perspective on certain matters that were mentioned in both of victory speeches so that they can pursue the goals together.

Monoglossic and high-graded heteroglossic are used as the indicator to measure the realization of power in both of Obama's victory speeches since they are closing down any dialogic alternatives that might arise to support or against the proposition he stated. While medium-graded heteroglossic and low-graded heteroglossic still give spaces for the hearers to argue whether they are in favor or against his statements in his victory speeches.

The content of both victory speeches are ranging from politic, economy, domestic issues to worldwide situation at present (during the time of the speech). Some of this issues are facts (as monoglossic categorized for), and the others are stereotypes that was being countered and denied by using Engagement's counter and denial. The issue of the lack of energy and the United States as the wealthy nation that attracts immigrants, for instance, are the case that were factual. In both of 2008 and 2012 victory speeches, monoglossic, counter and denial are Engagement's constituents that dominate the high-graded Engagement that signify Obama's power. The use of monoglossic, counter and denial successfully lengthen the distance between Obama and the hearers, which made Obama's position is higher than his hearers, because he is pointing himself as the person who is responsible for the contents of the speeches.

In addition, the use of pronoun I and you also signify the disparity of position of Obama and his hearers. He used the pronoun I not only to refer to himself, but also the

government, which made his position also higher than the hearers. However, Obama also used the pronoun we in both victory speeches so that he could reduce the gap between him and the hearers. It is essential because it could help him persuade the American to accept and support his policies.

Discussion

According to the finding, there are 6 Engagement's constituents that were realized in Barack Obama's 2008 and 2012 victory speech. These Engagement's constituents consist of monoglossic and 5 heteroglossic constituents, namely Entertain, Acknowledge, Denial, Counter-expect, and Pronouncement. In the analysis, the researcher gives some examples of the realization of appraisal system of Engagement alongside with its gradability that entails the realization of power in Barack Obama's 2008 and 2012 victory speeches.

a. Monoglossic

The monoglossic type is the simple declaration without any variation. Obama used monoglossic system when the events that he experienced were factual or no other dialogistic alternatives were needed to be recognized in order to challenge those events warrantabilities.

Excerpt 1:

Even as we stand here tonight, we know there are brave Americans waking up in the deserts of Iraq and the mountains of Afghanistan to risk their lives for us. There are mothers and fathers who will lie awake after the children fall asleep and wonder how they'll make the mortgage or pay their doctors' bills or save enough for their child's college education. There's new energy to harness, new jobs to be created, new schools to build, and threats to meet, alliances to repair. (2008 Victory Speech: sentence 42-44)

The underlined sentence above (sentence 44) describes what were the goals that need to be achieve by Obama's government after the election. Also, in two preceding statements (sentence 42-43), Obama acknowledged the challenge that Obama's government and the citizen would have to face, such as war in Iraq and Afghanistan, education bill and financial crisis. This underlined sentence is considered as monoglossic since the hearers also perceived the common sense that there was a new energy that need to be harness, new jobs to overcome the jobless people in the United States, improvement in education (by building a new school), threats from outside (terrorism, for instance), and bonding a good alliance with other nations. It happens since the hearers also understand that the issue on energy, employment, war, education, and alliances' agreement are the cases that factual and needed to be overcome by the government to ensure the stability of the United States in its domestic and foreign affairs.

Gradability Analysis

The underlined sentence describes the goals that Obama's administration would pursue during his first term of presidency. It is considered as monoglossic since there is no modality existed that might lower the truth value of the proposition, so there is no space given to the hearers to argue the truth value of the proposition that Obama stated regarding the issue. By not allowing other

alternatives to alter the proposition, the gradability of the underlined sentence is considered as high. Therefore, since the underlined sentence is a high-graded monoglossic, it shows Obama's authoritative role and gives more impact toward the hearers to accept the proposition no matter what.

Mainly, the underlined sentence mentions four goals that Obama's administration would pursue: providing a sufficient energy, creating fields of jobs, making betterment in education, and strengthening the alliances. Mostly, Obama put more interest in domestic affairs rather than foreign ones. In sentence 42 to 43 prior to the underlined sentence, Obama indirectly entailed the war in Afghanistan and Iraq that costed the United States billions of dollars each year with the people's struggle in getting health insurance and education fee. This entailment appeared because Obama and his predecessor, Bush, came from different government party: Bush is a president from Republican Party, which put more interest in foreign affairs rather than domestic ones, while Obama is a president from Democratic Party, which put more interest in domestic affairs rather than foreign ones.

The governmental policies and actions that Obama took during his term was actually in the same line with the majority of the people of the United States who thought that war in the Middle East had made their nation suffer financially and morally. The conspiracy that the case of 9/11 was made by their own government to grant the fund to go to war was also became the factor why the people of the United States prefer the Democratic Party's candidate rather than the Republican Party's one. Obama's preferences in putting the problems of domestic affair more than foreign ones also become a strong reason why he was selected again for the second term.

b. Heteroglossic: Entertain

Entertain is the utterance which articulates an opinion with regard to the truth value of the proposition. It is expressed through modal auxiliaries (may, might, could, etc.), modal adjunct (probably, perhaps, certainly, etc.), modal attribute (it is possible that ..., it is likely that ..., etc.), circumstances of the 'in my view' type, mental verb/ attribute projection (I believe, I think, I suppose, etc.), and conditional sentences.

Excerpt 2:

Let us remember that, if this financial crisis taught us anything, it's that we cannot have a thriving Wall Street while Main Street suffers. (2008 Victory Speech: sentence 62)

The sentence above is an invitation for the people of United States to learn from the financial crisis that made thousands of people in United States jobless. The underlined words cannot shows the realization of entertain. It shows the degree of ability. The description of degree of ability is explained further in Gradability Analysis section.

Gradability Analysis

The word cannot in sentence 62 is considered as entertain, instead of denial, for it shows the ability of Americans to have a thriving Wall Street while Main Street suffers, not denying that they have such conditions. The word not in cannot still gives spaces for the hearers to argue against the proposition since the word can

denotes the probability of ability of subject of proposition that Obama meant. It means that there is a 50% probability whether the subject wants to do the action or not. Therefore, the gradability of the word cannot be considered as having medium gradability.

Obama's intention of stating this statement is not to give the people the chance to choose what kind of action they want to perform in such condition. Instead, Obama wanted to show that even though they were having a positive and strong stock market during previous presidency term, the real condition in the street was not as positive and strong as the stock market suggested. Some cases of jobless people in the United States and insufficient energy that caused some blackouts in big cities are the examples of it. Obama contended that they have the ability to change this particular condition and asked the people to join the betterment that his government would do.

c. Heteroglossic: Acknowledge

According to Martin and White (205:112) acknowledge shows the locutions where there is no overt indication as to where the authorial voice stands with respect to the proposition. Reporting verbs such as say, report, state, declare, announce, believe and think are the example of this type. It has no specification as to where the authorial voice stands with respect to the proposition, which means the locutions are still open to be questioned.

Excerpt 3:

And while the Democratic Party has won a great victory tonight, we do so with a measure of humility and determination to heal the divides that have held back our progress. As Lincoln said to a nation far more divided than ours, we are not enemies but friends. (2008 Victory Speech: sentence 67-68)

The sentence 68 above shows that Obama acknowledged what has been stated by his nation's founder, Abraham Lincoln. In the preceding statement in sentence 67, Obama talked about the Democratic Party and the Republican Party that ruled the governmental parties. In the statement of sentence 68, Obama tried to use some external voices, that is Abraham Lincoln, in order to acknowledge the proposition we are not enemies but friends. The use of external source indicates the realization of acknowledge.

Gradability Analysis

The realization of acknowledge in sentence 68 above also shows that there is no modality that might lower the truth value of the proposition, so it possesses a possibility of becoming a monoglossic. It means the gradability of sentence 68 is high. Therefore, acknowledge realized in sentence 68 is considered as having a high gradability.

Here, the hearers was being told by Obama that even though Republican Party and Democratic Party might have some differences in realizing the betterment in the United States, they are not enemies but friends. In order to make the statement more justified, Obama used the respected founding father, Abraham Lincoln, as the source of the statement stated in sentence 68. Here, Obama was trying to reduce the gap between the Republican and Democratic Party's followers in order to make both followers pursue the same goal together.

d. Heteroglossic: Denial

Denial is a resource for introducing the alternative positive position into the dialog, and hence acknowledging it and engaging with it, and then rejecting it. It can be said that denial is a negative response to a proposition.

Excerpt 4:

We want our children to live in an America that isn't burdened by debt, that isn't weakened by inequality, that isn't threatened by the destructive power of a warming planet. (2012 Victory Speech: sentence 41)

The sentence 41 above talks about the desire of the people of the United States and their government upon certain matters, such as financial crisis, equality issues, and the case of global warming. The United States, despite its consideration as a powerful nation, also suffered from debt, which made its financial balance went imbalance. That is why some cases of jobless people spread throughout the states. The case against minority and majority also brought a lot of cynicism highlighting inequality that was still happening in United States, despite Obama's successful second-term election against Romney. The case of global warming also brought a catastrophic disaster. During Obama's term, there were several natural disasters occurred, such as tornado outbreak in April 2011 that hit Alabama, Tennessee, Mississippi, Georgia, Arkansas and Virginia and cost United States about \$11 trillions. The recent natural disaster that occurred prior to 2012 presidential election was Hurricane Sandy that hit most of the eastern coast of United States, causing 147 fatalities and cost the United States \$75 billions.

The sentence 41 realizes the desire of the Americans and government against the case that happened. The existence of the word not in isn't burdened, isn't weakened and isn't threatened negates these positive propositions: is burdened by debt, is weakened by inequality, is threatened by the destructive power of a warming planet. The variations of modalities and adjectives that are not found in the sentence indicates a strong negation.

Gradability Analysis

The denial marker not in sentence 41 negates the statement that possesses a possibility to be a monoglossic if the denial marker is omitted from the statement. If the denial marker in the sentence 41 is omitted, the sentence will become We want our children to live in an America that is burdened by debt, that is weakened by inequality, that is threatened by the destructive power of a warming planet. This positive assertion is a monoglossic that possesses a high gradability since there is no modality to lower the truth value of this positive assertion. Therefore, the gradability of the denial marker not is considered as high.

By this sentence, Obama tried to represent the hopes and dreams of the people and the next generation of the United States. It implies that, at the moment of the speech, America was still burdened by debt, was weakened by inequality, and was threatened by global warming.

e. Heteroglossic: Counter-expect

Counter is concerned with replacing and supplanting a proposition which would have been expected in its place. The counter is typically conveyed via conjunctions

and connectives such as *although, however, yet* and *but*. It may also be realized via a small set of comment adjuncts/ adverbials such as *even, only, just* and *still*.

Excerpt 5:

I know that political campaigns can sometimes seem small, even silly, and that provides plenty of fodder for the cynics that tell us that politics is nothing more than a contest of egos or the domain of special interests. But if you ever get the chance to talk to folks who turned out at our rallies and crowded along a rope line in a high school gym, or saw folks working late in a campaign office in some tiny county far away from home, you'll discover something else. (2012 Victory Speech: sentence 22-23)

The sentence 22 and 23 above talk about politics and the people's perception about it in the United States. The word *but* in sentence 23 above counters the proposition that has been stated earlier in sentence 22: I know that political campaigns can sometimes seem small, even silly, and that provides plenty of fodder for the cynics that tell us that politics is nothing more than a contest of egos or the domain of special interests. The statement in sentence 22 that describes the cynical perception against politics and the proposition that you'll discover something else in sentence 23 provide two different ideas. The proposition you'll discover something else in sentence 23 counters the proposition in sentence 22 that deliberates the cynicism against politics. The word *but* is used as conjunction to connects these two different ideas and indicates a strong counter.

Gradability Analysis

The counter marker *but* in sentence 23 counters the proposition 'I know that political campaigns can sometimes seem small, even silly, ...' in sentence 22 and 'you'll discover something else' in sentence 23. The 'normal' expectation that arise when mentioned the cynicism against politics as sentence 22 stated is to provide further justification of the proposition. However, Obama countered the statement in sentence 22 by saying that you'll discover something else beside the cynicism against politics. The proposition in sentence 23 'defeats' the proposition in sentence 22, so sentence 23 possesses a higher position than sentence 22. Therefore, the counter marker *but* in sentence 22 is considered as having a high gradability.

Using these statements, Obama acknowledged that there was cynicism against politics from his people. However, even though Obama admitted the negative perspective of politics, he chose to use a positive perspective toward his people by saying that there was groups of people that still believed politics could make positive changes. The hearers was being persuaded implicitly by Obama that they need to follow what that groups of people did by participating more in politics; because without politics, the United States would not have a government, and without government, the United States would be in chaos.

f. Heteroglossic: Pronouncement

Pronouncement is concerned with the interpolation of writers/ speakers directly into the text as the explicitly responsible source of the utterances.

Excerpt 6:

If there is anyone out there who still doubts that America is a place where all things

are possible, who still wonders if the dream of our founders is alive in our time, who still questions the power of our democracy, tonight is your answer. (2008 Victory Speech: sentence 2)

The sentence above is the opening statement of Obama's 2008 victory speech. Here, he emphasized the meaning of his election's victory by giving some possibilities of situation, such as whether America is a place where all things are possible, whether the dream of their founders is alive in their time, and whether there is a person who questions the power of their democracy. The final part of his statement gave a strong answer by, as derived in the video, stressing on the word 'tonight' on tonight is your answer. This placed stress on the sentence constitutes Obama's personal perspective toward those possibilities of situations that were mentioned earlier. It also indicates that Obama is insisting upon the value or warrantability of the proposition that he stated. Such insisting implies the presence of some resistances and contrary pressures of doubts against what Obama asserted. Accordingly, although Obama acknowledges the diversity of perception of his people through some possibilities of situation, he used his authorial role as the speaker of the speech to against that diversity, presenting his perception as a challenge toward other perception from his people.

Gradability Analysis

The pronouncement realized in the underlined sentence possesses a possibility of being considered as a monoglossic since there is no modality that might lower the truth value of the proposition. It means that the gradability of the underlined sentence is high. Therefore, the pronouncement realized in the underlined sentence is considered as having a high gradability.

The hearers was being convinced by Obama that all the questions regarding the power of their democracy has been answered through Obama's appearance as the winner of the election. It showed the people and the world that the United States has progressed further in their democracy than other democratic nations did by allowing the person from part of the society that is considered as minority to represent their nation and lead the government. Through this underlined sentence, Obama also convinced the hearers that change has come into the United States and this positive moment has to be maintained.

CONCLUSION

This research analyzed the Appraisal System's Engagement in two victory speeches delivered by Obama in 2008 and 2012. There are a total of 193 sentences that were analyzed, consisting 98 sentences in 2008 victory speech and 95 sentences in 2012 ones. There are 269 Engagement System used by Barack Obama to deliver his victory speeches in 2008 and 2012. They consist of 24 monoglossic (17.91%) and 30 ones (22.22%) respectively, and heteroglossic at the number of 110 (82.09%) of 2008 victory speech and 105 (77.78%) of 2012 one. It can be seen here that heteroglossic is used more often than monoglossic.

The distribution of heteroglossic in 2008 and 2012 victory speech of Barack Obama consists of 57 Entertain (51.82%) in 2008 and 53 Entertain (50.48%) in 2012, 15 Denial (13.64%) in 2008 and 29 Denial (27.62%) in 2012, 21 Counter (19.10%) in 2008 and 22 Counter (20.95%) in 2012, 16 Pronounce (14.54%) in 2008 and 1 Pronounce (0.95%) in 2012, and 1 Acknowledge (0.91%) in 2008 and none in 2012.

In terms of Engagement, Barack Obama's 2008 victory speech and 2012 ones, there is no significant differences of monoglossic, acknowledge, entertain and counter-expect. However, there are significant differences in denial and pronouncement. Comparing to 2008 victory speech, there is an increase of 13.98% in term of denial and a decrease of 13.59% in term of pronouncement in 2012 victory speech.

In terms of power, Obama is showing himself as a powerful person. It can be seen from the sum of monoglossic and high-graded heteroglossic in both victory speeches: 24 monoglossic and 52 high-graded heteroglossic in 2008 victory speech and 30 monoglossic and 57 high-graded heteroglossic in 2012 ones; totaling the sum at the number of 76 of 134 Engagement (about 56.72%) and 87 of 135 Engagement (about 64.44%). These numbers indicate that more than 50% of the content of both victory speeches was intended to persuade and control the Americans' perspective on certain matters that were mentioned in both victory speeches.

Monoglossic and high-graded heteroglossic are used as the indicator to measure the realization of power in both of Obama's victory speeches since they are closing down any dialogic alternatives that might arise to support or against the proposition he stated. While medium-graded heteroglossic and low-graded heteroglossic still give spaces for the hearers to argue whether they are in favor or against his statements in his victory speeches.

In both of 2008 and 2012 victory speeches, monoglossic, counter and denial dominate the realization of high-graded Engagement that signify Obama's power. It also successfully lengthen the distance between Obama and the hearers, which made his position higher than his hearers, because he is pointing himself as the person who is responsible for the contents of the speeches. The use of pronoun I and you also signify the disparity of position of Obama and his hearers. He use the pronoun I not only to refer to himself, but also the government, which made his position also higher than the hearers. However, Obama also use the pronoun we in both victory speeches so that he could reduce the gap between him and the hearers. It is essential because it could help him persuading the American to accept and support his policies.

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