



**APPRAISAL ANALYSIS OF *THE TEXAS CHAINSAW MASSACRE (2003)*
MOVIE REVIEW BY ROGER EBERT**

A JOURNAL ARTICLE

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by:

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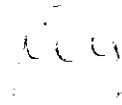
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Appraisal Analysis of *The Texas Chainsaw Massacre (2003)*

Movie Review by Roger Ebert

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ABSTRACT

This thesis analyzes the appraisal system of *The Texas Chainsaw Massacre (2003)* movie review by Roger Ebert. This study is aimed at analyzing the evaluation given by the reviewer toward the movie. The data of this research are all clauses containing appraising items toward the movie. The data were analyzed by using descriptive qualitative method and frameworks of Martin and White (2005) and Martin and Rose (2003). Based on the analysis, the researcher found that the kind of appraising item mostly used by the reviewer is attitudinal lexis (35%) and the least used items are relational process (1%) and modality clause (1%). The attitude, used by the reviewer, is mostly appreciation (59%), followed by affect (26%) and judgment (15%). For the engagement, the evaluations are classified as monogloss (99%) and heterogloss (1%). For the graduation, the evaluations are classified as down-scaled (76%) and up-scaled (24%). It can be concluded that the reviewer's tends to use attitudinal lexis in his evaluation. The evaluations are mostly sourced from the reviewer himself. The reviewer tends to evaluate things more than people, and his evaluations are mostly to be negative toward the movie

Keywords: *The Texas Chainsaw Massacre (2003), Appraisal, Attitude, Engagement, Graduation*

INTRODUCTION

Language is a crucial part in society. In everyday life, humans use language as a communication tool. As stated by Sapir (1921: 8), language is a purely human and non-instinctive method of communicating ideas, emotions and desires by means of a system of voluntarily produced symbols. Language enables humans to exchange information and ideas, deliver a message, etc.

Since language becomes a part of society, language can be learned. There is a scientific study about language, it is called Linguistics. Linguistics, as the scientific study of language, necessarily covers all aspects and uses of language, and all styles (Hill, 1969:196). It means that linguistics concerns with the use of language by humans and the components in the language.

One of the uses of language that can be learned in linguistics is the action of giving evaluation. This action can be learned through Systemic Functional Linguistic (SFL) framework. The theory about evaluation is called Appraisal. It is developed from one of the three metafunctions, which is interpersonal meanings.

According to Martin & Rose (2003: 22), appraisal is concerned with evaluation, the kinds of attitudes that are negotiated in a text, the strength of the feelings involved and the ways in which values are sourced and reader aligned. The theory of appraisal proposes a taxonomy which includes the systems of attitude, engagement, and graduation (Martin & White, 2005: 35). Attitude is associated with expressing affect, judgment and appreciation. Engagement is concerned with the source of the attitude. Graduation refers to force and focus.

Appraisal theory can be used to analyze all types of evaluation. One type of evaluation is in the form of review. Nowadays, review can be easily found on the internet because everything on the internet can be accessed by people around the world and may be useful for certain purposes. There are some types of review, for instance, movie review.

Movie review is someone's opinion or judgment toward a particular movie that he has seen without spoiling the end part of it. Presently, there are many websites providing movie reviews. One of them is rogerebert.com. This website is owned by a famous movie reviewer Roger Ebert. One of the movies he has reviewed is *The Texas Chainsaw Massacre (2003)*, which becomes the data in this research. The review of *The Texas Chainsaw Massacre (2003)* is chosen because Ebert seems to have strong opinion towards the movie.

The Texas Chainsaw Massacre (2003) is a remake version of *The Texas Chainsaw Massacre (1974)*. Ebert posted the review of *The Texas Chainsaw Massacre (2003)* on his website in October 2003. In presenting the movie review,

Ebert uses appraising items to give evaluation toward the movie. He uses various appraising items in his text.

This research is aimed at analyzing the appraising items in the review of *The Texas Chainsaw Massacre (2003)* by Roger Ebert based on three aspects of the appraisal theory. The attitude of the reviewer may help the reader to get some information about the movie. Moreover, the researcher chooses rogerebert.com as the source of data because this website is owned by Roger Ebert himself, who is a well-known and professional movie reviewer.

Research on appraisal system has also been conducted in the previous study. The researcher who has done the similar research is Kris Ardianto (2014). He analyzed the appraisal system in Kurt Cobain's suicide letter.

RESEARCH METHOD

Data and subject

The data of this research were *The Texas Chainsaw Massacre (2003)* movie review by Roger Ebert.

Unit of Analysis

In this research, the researcher analyzed every clause containing appraising item toward *The Texas Chainsaw Massacre (2003)*.

Technique of Data Collection and Analysis

The researcher collected the data by doing a few steps. First of all, the researcher visited rogerebert.com, which is the official website of Roger Ebert the movie reviewer. Then, the researcher searched and chose movie review of *The Texas Chainsaw Massacre (2003)*. After that, the researcher read the movie review and printed it. After the researcher got the printed version of the movie review, the researcher began to read and select the clauses containing appraising items toward the movie. For the last step, the researcher underlined the appraising items in each clause.

After the data had been collected, the researcher analyzed the data. First of all, the researcher inserted the clauses containing appraising items toward the movie into tables. Then, the researcher classified the types of appraising items under the appropriate categories. After that, the kinds of appraising items were determined. Next, the researcher explained about attitude, engagement, and graduation according to the analysis. After being analyzed, the data were interpreted. For the last step, the researcher made a conclusion.

FINDING AND DISCUSSION

The findings of this research are presented in the following tables:

Table 1 Findings of the appraisal analysis

No	Attitude			Engagement		Graduation	
	Affect	Judgment	Appreciation	Mono-gloss	Hetero-gloss	Force	Focus
1	23	13	52	87	1	82	6
Total Items	88			88		88	

According to table 1, it can be seen that there are 88 appraising items in total which have been analyzed through attitude, engagement, and graduation. For the attitude aspect, appreciation has the highest number which means that the reviewer tends to evaluate things more than people. For the engagement, the appraising items are mostly monogloss, which means the reviewer tends to use his own opinion to evaluate. For the graduation, the appraising items are mostly force which means the reviewer tends to intensify feelings.

The following table is the findings based on the data analysis of attitude:

Table 2 Category of attitude in *The Texas Chainsaw Massacre (2003)*

No	Category of attitude	Total item of each category	Percentage
1	Affect	23	26%
2	Judgment	13	15%
3	Appreciation	52	59%
Total attitude		88	100%

According to table 2, appreciation makes 59% of the total attitude out of 52 appraising items which is the highest number and judgment makes 15% which is the lowest number. It shows that the reviewer tends to evaluate things more than people.

The following table is the findings of the kinds of appraising items used in the movie review based on the data analysis of attitude:

Table 3 Kinds of appraising item *The Texas Chainsaw Massacre (2003)*

No	Kinds of appraising item	Total of each kind	Percentage
1	Attitudinal lexis	31	35%
2	Epithet	21	24%
3	Mental process	8	9%
4	Grammatical item	7	8%
5	Modality clause	1	1%
6	Metaphor	9	10%
7	Behavioral process	3	4%
8	Adjective phrase	3	4%
9	Relational process	1	1%
10	Modal Adjunct	2	2%
11	Minor clause	2	2%
Total kinds of appraising item		88	100%

According to table 3, it can be concluded that the most used form of appraising item is attitudinal lexis. There are 35% appraising items classified as attitudinal lexis.

The least used forms are relational process and modality clause. There are only 1 % for relational process and 1% for modality clause. The example of each kind of appraising item is explained in the discussion of affect, judgment, and appreciation.

The following table is the findings based on the data analysis of attitude under the category of affect:

Table 4 Category of affect in *The Texas Chainsaw Massacre (2003)*

No	Category of affect	Total item of each category	Percentage
1	Inclination	4	17%
	Disinclination	1	5%
2	Happiness	3	13%
	Unhappiness	7	30%
3	Security	3	13%
	Insecurity	3	13%
4	Satisfaction	-	-
	Dissatisfaction	2	9%
Total appraising item		23	100%

According to the result shown in table 4, there are 23 appraising items classified as affect. Affect is the resources by which a writer encodes their emotional disposition with regard to people, things, processes, or states of affair (White, 2005:42). The followings are the examples of each category:

a. Inclination

Proceeds from nothing more than a *desire* (page 1, paragraph2, line 4).

The appraising item is *desire*. The appraised item is the film-maker of *The Texas Chainsaw Massacre (2003)*. It is classified as attitudinal lexis because it shows the attitude of the film-maker. This item is classified as inclination because it expresses that the film-maker just wants to create something with no special purpose.

b. Disinclination

The Texas Chainsaw Massacre doesn't want to exorcise anything (page 2, paragraph 5, line 2).

The appraising item is *doesn't want*. The appraised item is *The Texas Chainsaw Massacre (2003)* which indicates to the film-maker. It is classified as mental process because the appraising item is a process of mental act. This item is classified as disinclination because it expresses unwillingness of the film-maker to make a movie about exorcism.

c. Happiness

That can make you feel a little *happier*, smarter, sexier, funnier, more excited – or more scared (page 3, paragraph 8, line 2)

The appraising item is *happier*. The appraised item is the audience of *The Texas Chainsaw Massacre (2003)*. It is classified as attitudinal lexis because the appraising item carries the quality of movie that will affect the audience to be more cheerful. This item is classified as happiness because it expresses a joyful attitude.

d. Unhappiness

The filmmakers want to cause *disgust* and hopelessness in the audience (page 1, paragraph 2, line 6).

The appraising item is *disgust*. The appraised item is the audience of *The Texas Chainsaw Massacre (2003)*. It is classified as attitudinal lexis because the appraising item carries the attitude that will be targeted to the audience. This item is classified as unhappiness because it expresses a repulsive attitude.

e. Security

That can make you feel a little happier, *smarter*, sexier, funnier, more excited – or more scared (page 3, paragraph 8, line 2).

The appraising item is *smarter*. The appraised item is the audience of *The Texas Chainsaw Massacre (2003)*. It is classified as attitudinal lexis because the appraising item carries the quality of movie that will affect the audience to be more intelligent. This item is classified as security because it expresses a secure or confident attitude.

f. Insecurity

Confirmed my *suspicion* (page 2, paragraph 3, line 10).

The appraising item is *suspicion*. The appraised item is the reviewer of *The Texas Chainsaw Massacre (2003)*. It is classified as attitudinal lexis because the appraising item shows the attitude of the reviewer who is skeptical toward something in the movie. This item is classified as insecurity because it expresses an insecure or uncertain attitude of the reviewer toward the movie.

g. Dissatisfaction

Seeing this movie and then – *what?* (page 2, paragraph 5, line 4).

The appraising item is *what*. The appraised item is the audience of *The Texas Chainsaw Massacre (2003)*. It is classified as minor clause because the clause has no predicator or is incomplete. This item is classified as dissatisfaction because it

expresses a discontented attitude of the audience toward the movie. The reviewer tries to imply the reaction of the audience who feels discontented about the movie.

The following table is the findings of the data analysis of attitude based on the category of judgment:

Table 5 Category of Judgment in *The Texas Chainsaw Massacre (2003)*

No	Category of Judgment	Total item of each category	Percentage
1	Normality	4	31%
2	Propriety	5	38%
3	Tenacity	1	8%
4	Veracity	1	8%
5	Capacity	2	15%
Total appraising item		13	100%

According to the result shown in table 5, there are 13 appraising items classified as judgment. Judgment is the ‘institutionalization of feeling’ for it serves to appraise human behavior by reference to a set of institutionalized norms (Martin & White, 2005: 44). Propriety has the highest number among the other aspects. It means that the reviewer tends to evaluate the appropriateness of people.

a. Normality

I *think* of filmgoers on a date (page 2, paragraph 5, line 3)

The appraising item is *think*. The appraised item is the reviewer. It is classified as mental process because the appraising item shows a mental action. This item is classified as normality because it is a normal action of human.

b. Propriety

Then we plunge *directly* into the formula of a Dead Teenager Movie (page 1, paragraph 3, line 3).

The appraising item is *directly*. The appraised item is the audience. This appraising item shows the action of the audience who has to follow the immediate changes of the scene in the movie. It is classified as attitudinal lexis because the appraising item shows the attitude of the audience. This item is classified as propriety because it is related to how inappropriate someone is. In this case, *directly* is considered inappropriate way that should not happen.

c. Tenacity

This new version, made by a man who has *previously* directed music videos
(page 1, paragraph 2, line 4)

The appraising item is *previously*. The appraised item is the film-maker. It is classified grammatical item because it is an adverb which shows that the film-maker has done similar job before. In this case, *previously* is considered as tenacity because it means that the film-maker is resolute in his job field.

d. Veracity

Certainly they will not be frightened by it (page 2, paragraph 6, line 1)

The appraising item is *certainly*. The appraised item is the audience. It is classified as modal adjunct because it shows certainty. In this case, *certainly* is considered as veracity because the reviewer is certain about the attitude of the audience.

e. Capacity

That the movie was made by, and for those with no *attention span* (page 2, paragraph 3, line 11)

The appraising item is *attention span*. The appraised item is the film-maker and the audience of *The Texas Chainsaw Massacre (2003)*. It is classified as attitudinal lexis because *attention span* shows attitude that the film-maker and the audience do not have. In this case, *it* is considered as capacity because it is a about the capability of the film-maker and audience to pay attention to the movie.

The following table is the findings based on the data analysis of attitude under the category of appreciation:

Table 6 Category of Appreciation in *The Texas Chainsaw Massacre (2003)*

No	Category of Appreciation	Total item of each category	Percentage
1	Reaction (Quality)	29	55%
2	Reaction (Impact)	5	10%
3	Composition (balance)	5	10%
4	Composition (complexity)	4	8%
5	Valuation	9	17%
Total appraising item		52	100%

According to the result shown in table 6, there are 52 appraising items classified as appreciation. Appreciation examines the resources that have the potentiality to construct and evaluate an object (Martin & White, 2005:36). Reaction as quality has the highest number among the others, it means that the reviewer tends to evaluate the quality of things.

a. Reaction (Quality)

The new version of “The Texas Chainsaw Massacre” is a contemptible film:

vile, ugly, and brutal (page 1, paragraph 1, line 2)

The appraising item is *vile*. The appraised item is *The Texas Chainsaw Massacre (2003)*. It is classified as attitudinal lexis because it shows the negative attitude of the film. In this case, *vile* is considered as reaction classified as quality because the attitude of the film can indicate the quality of the movie.

b. Reaction (Impact)

This movie, strewn with blood, bones, rats, fetishes, and *severed* limbs (page 1, paragraph 3, line 6).

The appraising item is *severed*. The appraised item is the movie. The appraising item is considered as epithet because it is a pre-modifier. In this case, *severed* is considered as reaction classified as impact because the word *severed* reflects something that is influenced by something else.

c. Composition (balance)

It is not a commentary on anything except the marriage of slick technology with the materials of a *geek show* (page 1, paragraph 1, line 6).

The appraising item is *geek show*. This appraising item is considered as metaphor because the reviewer does not use the literal meaning of the word. This is a metaphor to mention that the material used in the movie is not good or incompatible.

d. Composition (complexity)

The device of loud sudden noises to underline the movements of *half-seen* shadows (page 2, paragraph 6, line 4).

The appraising item is *half-seen*. The appraised item is the shadows. This appraising item is considered as an intensifier epithet because it is the pre-modifier for *shadows*. It is considered as composition classified as complexity because *half-seen* in this clause means that the shadow is not clear enough or less complex.

e. Valuation

This movie is made with venom and *cynicism* (page 3, paragraph 7, line 7).

The appraising item is *cynicism*. The appraised item is the movie. This appraising item is considered as an attitudinal lexis because it shows the attitude that is put into the movie. It is considered as composition classified as valuation because *cynicism* shows the bad value of the movie.

The following table is the findings based on the data analysis of engagement:

Table 7 Category of engagement in *The Texas Chainsaw Massacre (2003)*

No	Category of Engagement	Total item of each category	Percentage
1	Monogloss	87	99%
2	Heterogloss	1	1%
Total appraising item		88	100%

Based on the table 7, it can be seen the engagement or sources of the evaluation of the data. There are 99% appraising items classified as monogloss, it means that the reviewer tends to use his own opinion to give an evaluation.

a. Monogloss

The new version of “The Texas Chainsaw Massacre” is a *contemptible* film: vile, ugly, and brutal (page 1, paragraph 1, line 1)

The appraising item in this clause is *contemptible*. The source of evaluation in this clause is from the reviewer himself. Therefore, it is called monogloss. There is no any word that indicates the evaluation is from another source.

b. Heterogloss

One critic writes, “*Best* of all, there was not a single case of ‘She’s only doing that (falling, going into a scary space, not picking up the gun) because she’s not in thriller.’ (page 2, paragraph 6, line 6)

The source of evaluation in this clause is from another source, which is another critic. The indication of the evaluation becomes heterogloss because the beginning of the clause says *one critic writes*.

The following table is the findings based on the data analysis of graduation:

Table 8 Category of Graduation in *The Texas Chainsaw Massacre (2003)*

No	Category of Graduation	Total item of each category	Percentage
1	Force (up-scaled)	19	22%
2	Force (down-scaled)	63	72%
3	Focus (sharpen)	2	2%
4	Focus (soften)	4	4%
Total appraising item		88	100%

Graduation is concerned with values which act to provide grading or scaling White (2001: 52). Based on the table 8, it can be seen that force (down-scaled) has the highest percentage.

The following table is the findings based on the data analysis of graduation based on the value:

Table 9 Category of Value of Graduation in *The Texas Chainsaw Massacre (2003)*

No	Value of Graduation	Total item of each category	Percentage
1	Positive (up scaled and sharpen)	21	24%
2	Negative (down-scaled and soften)	67	76%
Total appraising item		88	100%

According to table 9 it can be seen that 76% of the evaluations are valued as negative. It can be concluded that the evaluations in the review text are mostly negative. The followings are the examples of each category:

a. Force (up-scaled)

There were times when I wanted to walk out of the theater and into the *fresh* air (page 1, paragraph 3, line 8).

The appraising item in the clause is *fresh*. It is classified as force in the form of attitudinal lexis as quality. The appraising item is up-scaled because *fresh* carries positive evaluation of quality.

b. Force (down-scaled)

The movie begins with *grainy* “newsreel” footage of a 1974 massacre (page 1, paragraph 3, line 1)

The appraising item in the clause is *grainy*. It is classified as force in the form of attitudinal lexis as quality. The appraising item is down-scaled because *grainy* carries negative evaluation of quality.

c. Focus (sharpen)

This new version, made by a man who has *previously* directed music videos (page 1, paragraph 2, line 4)

The appraising item in the clause is *previously*. It is classified as focus in the form of sharpen intensifier. The appraising item is up-scaled because the meaning of *previously* carries positive evaluation toward *the man*.

d. Focus (soften)

Photographed in *murky* darkness (page 1, paragraph 3, line 6)

The appraising item in the clause is *murky*. It is classified as focus in the form of soften attitudinal lexis. The appraising item is down-scaled because the meaning of *murky* carries negative evaluation.

CONCLUSION

Based on the data analysis, it can be concluded that the kind of appraising item that is mostly used by the reviewer is attitudinal lexis. There are 31 (35%) attitudinal lexis in total. The least kinds of appraising item are relational process and modality clause. There are only 1 (1%) relational process and 1 (1%) modality clause.

For the attitude aspect, the attitude that is mostly used in the movie review are appreciation (59%) which reaction quality (55%) becomes the most used category of appreciation. It can be concluded that the reviewer tends to give evaluation toward things, especially in the term of quality, more than people.

For the engagement aspect, The engagement that are used in the movie review are monogloss (99%) and heterogloss (1%). It can be concluded the reviewer tends to give the evaluation by himself.

For the graduation aspect, the graduation used in the movie review are down-scaled or soften (76%) and up-scaled or sharpen (24%). It can be concluded that the reviewer tends to give negative evaluation toward the movie.

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