

## The Analysis of Attitude in Emma Watson's Feminism Speeches

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**Abstract.** English has become an international language in the world. It becomes tool of communication for many people freely around the world either in spoken or written context, or direct or indirect interaction. One of the reason this phenomenon caused by the development of technology which has been spreading widely around the world. Therefore, it is important for people to learn, especially for English learner to learn deeper about language in both contexts. Data collection of this research used documentary and visual data or document analysis which is suitable to apply since it refers to describe the attitude through English speech which also related to transcript. This research used the ATLAS software. In 24, this software is useful in assisting the data analysis process of qualitative grounded theory research. And discourse analysis is one of appropriate study often used to analyse language use both in written and spoken context. The study of attitude also take part in analysing the language because language is also related to improve learner's interpersonal relationship. In this study will shows the relation of language use in society along with the emotional study based on the language use.

**Keywords:** Language, Appraisal Theory, Feminism, attitude, speech Act.

### 1. INTRODUCTION

Language is important thing that we have to learn and develop. Through language, we can interact and communicate with other people. Good conversation happens when both the speaker and listener have enough knowledge, have enough information of the topic and understanding how to use the language as well as how to response. People often missed to catch the meaning of what their speaking partner said, and that is when the misunderstanding happens. This might be occurred either both the speaker or listener lack of knowledge and information about the topic they are talking. However, missed understanding not only happen in spoken way, but also can happen in written.

There are some researchers have done the same in analysing appraisal especially attitude. In the 2016, Su Ting have analysed positive discourse analysis of Xi Jinping's Speech at the national university of Singapore under appraisal theory. This research aimed to explore and inform the reader the relation of English speech to achieve interpersonal negotiation between speaker and listener

Further discussion, Brown (1998) in Yule's fifth edition of the study of Language (2014) stated that "communication clearly depends on not only recognizing the meaning of words in an utterance, but recognizing what speakers mean by their utterances". It means that the meaning of the utterance also important to avoid misunderstanding during the process of

information. On the other hand, language and communication related to society which means also the expression in the language use also important to learn. And appraisal is theory that describe types of language used in communicating emotion and opinion (Valladares & Roux, 2015).

Another research also done by Li, Xiaqing this research analyzed the attitude of English song discourse from the perspective of appraisal theory. It used several English songs as the data which is still rare at that time and aimed to find language feature in English song so the reader will understand the emotion express and the importance of the attitude of the appraisal theory in building interpersonal relation (Li, 2016).

Meanwhile, emotional reactional reactions, judgements of behaviour, and evaluation of things, are types of attitudes (Martine and White, 2005). Not only those aspects mention above need to be learned for English learning, but also, there's relationship between language use and attitude in improving learner's interpersonal relationship skills (Ahmadi et al., 2018). Interpersonal relationship skills is one of important aspects to be learn to develop communication skill. As mention in Kinasih & Olivia, Duck and McMahan state that communication can develop many aspects of life, from personal areas such as families and friends until professional areas in workplace (Kinasih & Olivia, 2022).

Based on the definition above, it can be concluded that the expression can be seen through language. Those expression such as emotional reactions, behaviour and any other reactions either both positive or negative. Positive reaction can be seen when the language is use to give motivation, advice, asking or sharing opinion which build positive vibes or impact towards listener or reader. And negative reaction can be seen when the language is use to give disagreement statement, judging, or asking and sharing opinion which build negative vibes or impact to the listener or reader.

## **2. LITERATURE REVIEW**

### **1. Language**

Language is tool a for human to communicate each other. Gorys Keraf (1997:1) in Rabiah said that language is a means of communication between member of the community in the form of a symbol of sound produced by the speech organ (Rabiah, 2018). Another definition of language was mentioned by Chomsky in Qiu, which he sees it mainly as the unique development of human brain and mental faculty, also emphasizes the biological basis of human language (Qiu, 2014). In addition, Keraf (1997:3) stated that the language usage is depend on the purposes, and the role of the language are:

- a) Language as a tool to interact with others, which involved two or more persons to do the conversation as well as the feedback.
- b) Language reflects a person's level of education, means that the higher a person's education, the higher their speech wisdom. And in this case, this also will be related to environment the person's tend to.
- c) Indicates authority, the language usage in this tool as to present person's authority. Happens in work place especially between the leader to subordinates (giving an order, asking or giving ideas) which should be clear and to the point.
- d) As a force of law. This role needs speaking skill as well as language. In this case language will be used as defense or rival.
- e) Attract the customer. This language usage common in social environment which also need speaking skill to persuade people such as product promotion, advertising, influencer, and so on.
- f) Indicates a person's social standing. This language usage which represents who the person is in society. Related to language acquisition since related to social environment which make people have high diversity of languages.

Based on the explanation above, can be conclude that language is needed in every single of human activities. Language is necessary to use to communicate everywhere and anywhere, whether in social or educational context.

## 2. Appraisal Theory

According to Martin, appraisal is one of three major discourse semantic resources which related in constructing interpersonal meaning. Martin and White mention that appraisal theory is the concept of attitude and voice. And this theory is interested in linguistic markers which reveal the subjective presence of the speaker in a text, his position with regards to the receiver and his evaluation system (Lian, 2018).

In addition, Martin explained that appraisal theory as evaluation, negotiation of attitude, intensity of emotion and alliance with readers. It means that appraisal theory aimed to analyse and evaluate attitude use in language whether in spoken or written context (Su, 2016). On the other hand, Martin mentions that appraisal theory is new development of interpersonal function in systemic- functional grammar (Jing & Lihuan, 2021). This the reason language, functional grammar and linguistics related each other. This can be seen by the use of appraisal theory applied in translation, English teaching, social phenomenon research rhetoric research discourse analysis theory, discourse analysis practice, news report and so on. As mention also appraisal theory itself contains three subsystems, namely attitude, engagement and gradation

(Luo et al., 2022). Based on the statement above, can be conclude that appraisal theory is the study about attitude use, expression, and evaluation in linguistics also grammatical function in communication.

### 3. Attitude

Martin & White mention there are three aspects in attitude there are affect, judgement and appreciation. Martin sees attitude through a set of words of discourse which concerns on feeling. Attitude is categorized into affect, judgement and appreciation. The three-subsystem explained in detail that affect deals with people's emotion such as positive and negative feelings, pleased or miserable, assured or worried and excited or weary (Ngan & Lan, 2020). And judgement deals with people's behaviour are evaluated in the terms of admiration, criticism, praise or condemnation. Meanwhile appreciation deals with an evaluation of all things which shoes reactions of actions or things, such as natural phenomena, performances or objects made by human (Marsakawati & Ragawanti, 2022). Based on the explanation above, can be conclude that attitude study is concerns with emotions and human behaviour in language use. And it is divided by three aspects there are affect, judgement and appreciation, those aspects also needed to be learned for language learner especially English learners.

### 4. Feminism

Feminism is the study about women's right. On the other hand, the issue of feminism also shown in education filed as mention by Philcer and Whelehan that early feminism was concerned with the education and employment right of women and with improving the legal right of married women (Permatasari, 2016). Based on the explanation, clearly stated education plays important role again women's discrimination to have good education and career. In this case, women also have the right to have equal education as well as man to build career (William, 2023). Based on the explanations above, it can be concluded that feminism and gender equality in this era is necessary to be taught in order to fight again discrimination and women's right. In this case, education plays important role to educate both genders to have equal right in any aspects in live and society.

### 5. Speech acts

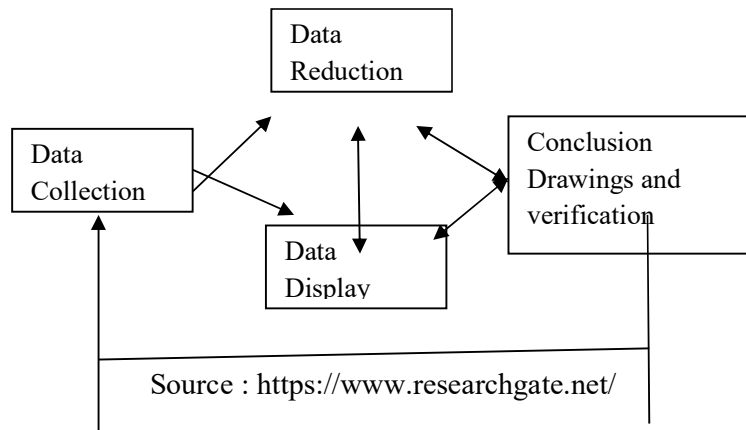
Speech acts theory as mention in was first introduced by Austin (1962) and Searle (1969). This theory express people's various actions through the words and when the utterances are made, and a particular act performed called speech act (Dylgjeri, 2017). According to Austin it is classified into three classes, which are locutionary which refers to producing the utterance, illocutionary which become the core of speech acts and perlocutionary which refers to the effect of influence of the human's feeling, thoughts or actions (J. Singh et al., 2023).

Austin (1962) in Martin (2013) said that language can be used not only to describe reality but also to perform actions. Besides, the level of emotions also related to every utterance which also depends on the emotional state of the speaker. In conclusion, speech act is the expressed word or utterance in communication. It is performed language in the terms of particular actions which refers to request, command or advice. Not only expressed the utterance in communication, but also expressed the emotions during the interaction such as politeness, empathy, apology, complaint, compliment, invitation, request, questioning or even promise.

### 3. METHOD

This thesis used qualitative descriptive method. The data source taken from an English Speech presented by an activist as well as an English actress. The data include the video and transcript of the videos which suitable according to the research. Data collection of this research used documentary and visual data or document analysis which is suitable to apply since it refers to describe the attitude through English speech which also related to transcript (Basias & Pollalis, 2018). According to Miles and Huberman stated that qualitative approach usually gives answer to the research questions such as what, how, when and where which describe as a word based research approach. So, based on the explanation, to answer research questions, there will be some steps to follow, there are :

(Miles & Huberman, 1994)



### 4. RESULT AND DISCUSSION

#### 1. Research Finding

**a. Common attitude found in Emma Watson's speeches**

This research finding written in detail related to the frequencies of common attitude found in the speeches through the table below:

**Table.1**

No	attitude	Text 1		Text 2		Text 3	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1.	Affect	28	61%	34	49%	9	47,3%
2.	Judgement	13	28%	33	48%	5	26,3 %
3.	Appreciation	5	11%	2	3%	5	26,3 %

Based on the provided table, here's an appropriate interpretation: Overall, Affect is the most prevalent attitude subsystem across all three texts, as evident from its dominant frequencies and percentages 61% in Text 1, 49% in Text 2, and 47.3% in Text 3. This indicates that speakers tend to express emotions or feelings more frequently in their speeches. Conversely, Judgement also appears with significant frequency, particularly in Text 2 (48%) and Text 1 (28%). This suggests a tendency to offer evaluations of behavior or character within the speeches. Meanwhile, Appreciation shows the lowest frequency in Text 2 (3%), but surprisingly holds the same percentage as Judgement in Text 3 (26.3%) and a notable presence in Text 1 (11%). This implies that expressions of appreciation or evaluation of objects/processes are less dominant than Affect and Judgement, but still contribute to the overall communication.

**b. The actualization of attitude in Emma Watson's speeches**

- 1) An in-depth analysis of the text of Emma Watson's 1 feminist speech reveals a clear pattern in her use of attitudinal aspects. The data shows that affect dominates with a score of 29, significantly surpassing judgment with 14, and appreciation with only 3. This explicitly indicates that affect is the most prevalent element at the core of her speech. In the context of this speech, the dominance of affect serves as the primary means for Watson to express deep feelings and personal experiences related to the struggle for gender equality and feminism. Through the delivery of emotions and personal narratives, she seeks to establish an emotional connection with the audience, effectively encouraging them to reflect on and take action regarding these important issues. On the other hand, the judgment comes as a representation of Watson's opinions and critical views on various feminism issues in society. This section allows her to present her arguments and perspectives in a more structured manner, inviting the audience to understand the complexities and challenges faced in achieving gender equality. Meanwhile, appreciation,

albeit at a lower frequency, plays a crucial role in conveying Watson's gratitude and appreciation to the audience for attending and paying attention. This aspect creates a positive atmosphere and rewards audience engagement, reinforcing her overall message with a grateful tone. All in all, the combination of these three aspects, with affect as the main pivot, forms a speech that is not only informative but also highly persuasive and touches the emotions of the audience.

- 2) Based on the second transcript of the feminist speech, it was revealed that affect and judgment were the two most prominent aspects with scores of 37 and 22 respectively, indicating a relatively close range of occurrence. Meanwhile, appreciation only appears twice, making it the least used aspect. In the context of this speech, the high number of affection indicates that the speaker conveys a lot of emotions and thoughts directly related to an organization within the scope of feminism. This could mean expressions of support, concern, or other personal views. On the other hand, judgment indicates that the speaker actively shares her views and analysis of relevant feminism and gender equality issues in society. This section may contain criticisms, suggestions, or the speaker's interpretation of existing conditions. Finally, the appreciation aspect, although minimal, is still important to convey the speaker's gratitude to the audience for their presence and attention, building a positive relationship even if on a limited scale.
- 3) Based on the third transcript of Emma Watson's feminism speech, it can be concluded that the aspect of affect is the most dominant with a score of 9. This indicates that Watson significantly conveys her personal feelings and pride in certain achievements in the context of feminism. In addition, appreciation also has a fairly high score (6), indicating that Watson gives sincere appreciation to the audience present as well as the organizational team involved. Finally, appraisal, with a score of 4, reflects Watson's thoughts and views on the achievement, perhaps including her personal analysis or evaluation.

**c. The Implementation of attitude in Emma Watson's Speeches**

Data analysis answered the research question why is the implementation of the actualization of attitude in Emma Watson's feminism speeches are needed as it is. The actualization in Emma Watson's speeches, mostly, affect refers to the expressing and sharing emotion, opinion, thoughts, personal experiences, private life which aimed to encourage the audience related to feminism, gender equality and women's right as well as the introduction of a campaign called HeForShe to world and society. As mentioned in (Su, 2016) by Martine, stated that affect refers to various emotions towards certain things or people according to

individual or personal standard which concern with positive or negative feelings such as un/happiness, in/security and dis/satisfaction. To support the data, there are some phrases which represent affect during Emma Watson's speeches:

- a) My best hopes and my worst fears were confirmed all at once." This phrase expressed mixed speaker's emotions which refers to insecurity in the same time.
- b) "I am reaching out to you because I need your help." This phrase expressed dissatisfaction of the speaker towards something which related to society (gender inequality).

Second, common data is judgement refers to expressing and stating the fact situation in society which concerned with people's attitude, admiration or critique, even praise or condemn. In this case, it refers to feminism, gender equality and women's right which involves people or group of people behaviour in society. To support the data, there are some phrases which represent judgement during Emma Watson's speeches:

*"This is a community of artists, spiritual teachers, dreamers, thinkers, doers, who work together and support each other."* This statement reflects the speaker's profound appreciation for a community of like-minded individuals, particularly one focused on feminist issues. Meanwhile Appreciation refers to expression of gratitude by using language towards certain people, things, and behaviour. In this context, appreciation refers to greeting, appreciation towards audience, distinguished guests, and people in the world who see her speeches about gender equality and feminism. To support the data, there are some phrases which represent appreciation during Emma Watson's speeches: *"I appreciate it. It is truly an honour to be here with you all."* that phrase expressed her feeling and gratitude towards audience who came to the event. The actualization of the common attitude is necessary in Emma Watson's speeches. It's aimed to encourage the audience about feminism and gender equality. In this case, language and attitude is necessary to be implemented through speech acts aspect to encourage people and audience.

## 2. Discussion

As mentioned in research findings, the common attitude found in the research is affect which refers to Emma Watson's personal feelings and emotions towards certain people, things, issues or phenomena related to woman's right, gender inequality, woman discrimination, and stereotype. There are 61% showed in the first transcript which mostly emphasised on feeling and emotions towards specific things and certain people.

On the other hand, there are 49% affect showed in the second transcript which mostly refers to personal experiences and hopes towards certain things. Meanwhile, 47,3% affect



showed in the third transcript which emphasised the feeling of grateful towards certain thing. To support the data and statement, as stated in (WU & ZHAO, 2018) by Hu (2005) mentioned that affect concerns with human's positive and negative feelings or emotions. In addition, as mentioned in (Su Ting, 2016) Martin (2004) stated that attitude system explains the emotion of language users towards behavior.

According to research findings and experts' explanations, there are some reasons the importance of the implementation of affect in Emma Watson's speeches followed by specific aspects as :

1. The purpose of the speeches

The purpose of Emma Watson's speeches was clear enough. Those speeches aimed to persuade or encourage audience in the conference and world-wide audience towards specific issue happening in society which related to feminism.

2. Language usage

During the process of the speech, language usage also necessary to be analysed in order to understand the context and situation where and when the language used. In this context, speaker mostly used formal style, tone, diction, and intonation to express emotions through language such ideas, thoughts, personal feelings and experiences during the speech action. The importance of affect and language usage to express can be seen from the research finding such as :

*"My hope for you, while you are here, is that you will find some of your tribe too. I really needed mine"*. In this context, Emma Watson expressing her own experience while informing audience that tribe is needed to fight against women discriminations refers to group or people or community which has the same purpose and goals. The tone and expression conveyed through the language expressed in serious manner according to the situation and topic.

However, as mentioned by Gorys Keraf (1997) in Rabiah (2018) stated that language usage depends on the purposes and roles of language. Apart from language usage as a tool in communication, language also use to reflects speaker's level of education. This presented in Emma Watson's speeches during the speech process which supported by the quality of the language used. In addition, the way Emma Watson's delivered her ideas, thoughts, emotions, and feeling clearly and straightforward which indicates authority of the speaker towards the audience as well as the force of low also clearly seen as the language implemented as an ability or communication skills in public aimed to attract audiences' attention.

Data occurred in the speeches is judgement which showed there are, 28% showed in the first transcript, 48% showed in second transcript, and 26,3% showed in third transcript.

Martin (2005) stated that judgement deals with people's behavior are evaluated in the term of admiration, criticism, praise or condemnation. In this case, language mostly used in the speeches to express :*"While women still only make up such a small percentage of political leadership, to quote the awesome Michelle Obama, because of these women, girls and boys all over the world will have real life examples that women are leaders."*

Attitude occurred in Emma Watson's speeches is appreciation which presents there are 11% showed in first transcript, 3% showed in second transcript, and 26,3% showed in third transcript. In these speeches, language used in appreciation mostly to address audience both in the conference hall or even world-wide audience and special or specific guests who are coming to the event. Therefore, the expression of language used and attitude to address them completely different and more polite rather than only saying "*thank you*".

Based on the explanation above, the relation and the implementation of attitude in appraisal theory and language usage is clearly seen in Emma Watson's speeches which aimed to encourage world-wide audience especially a group of people, community, feminists or activists who have the same goals to fight against women discrimination, gender inequality in society.

In conclusion, attitude in Emma Watson's aimed to encourage audience and people towards feminism, gender inequality, women discrimination, women's stereotype and women's right in society. Additionally, the implementation of attitude in her speeches mostly stated her personal experiences, feelings and emotions related to the issues.

## 5.CONCLUSION

Based on research finding and discussion, the result presented that the common attitude occur in Emma Watson's speech is "attitude" which the data occur followed by several aspects to be considered, such as :

- 1) The purpose of the speeches which those are aimed to encourage people and audience of certain phenomena (feminism) happening in society.
- 2) Attitude use to encourage people and audience related to the phenomena.
- 3) Affect which the common data occur aimed to share Emma Watson's personal feelings and emotions related to the phenomena.
- 4) Judgement mostly aimed to state Emma Watson's opinions related to phenomena.
- 5) Appreciation aimed to greet, to give appreciation and to show respect towards certain people, audience and people.

Therefore, the implementation of attitude aspects is needed in Emma Watson's speeches which the purpose was to encourage audience and people related to phenomena of feminism happening in society. By the implementation of attitude, not only in all Emma Watson's speeches or other speeches but also those attitude aspects are needed to be implemented in our daily life. People will have the ability to express and share their feelings, emotions, experiences in a good way without offending other's feeling

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