

**APPRAISAL ANALYSIS OF VLADIMIR PUTIN ON PUTIN'S
70TH BIRTHDAY TOPIC BY X NETIZENS**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

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THESIS

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In Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra (S.S.)

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2023

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I certify that the thesis, "**Appraisal Analysis of Vladimir Putin on Putin's 70th Birthday Topic by X Netizens**" is my original work. Except for those identified as references and stated in bibliography, I do not incorporate any already written or published items by any other person. As a consequence, if there is an objection or claim, I am the one person liable for it.

Malang, December 6th, 2023

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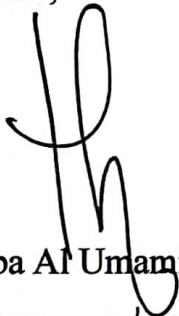
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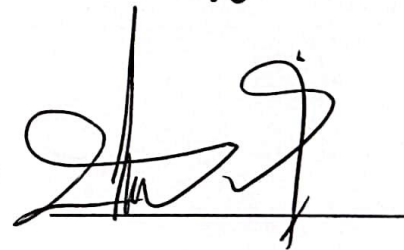
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MOTTO

وَابْتَغِ فِيمَا آتَاكَ اللَّهُ الدَّارَ الْآخِرَةَ وَلَا تَنْسَ نَصِيبَكَ مِنَ الدُّنْيَا وَأَحْسِنْ كَمَا أَحْسَنَ اللَّهُ إِلَيْكَ وَلَا تَبْغِ الْفُسَادَ
فِي الْأَرْضِ إِنَّ اللَّهَ لَا يُحِبُّ الْمُفْسِدِينَ

“Rather, seek the ‘reward’ of the Hereafter by means of what Allah has granted you, without forgetting your share of this world. And be good ‘to others’ as Allah has been good to you. Do not seek to spread corruption in the land, for Allah certainly does not like the corruptors.”

[Q.S. Al-Qasas: 77]

DEDICATION

I humbly dedicate this thesis to my father, mother, and sister who have incessantly supported me and given me strength. Also, I want to appreciate myself for not giving up during the hardest times.

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Alhamdulillah, immense thanks is offered to the Almighty, the Most Merciful Allah SWT, for His innumerable blessings bestowed upon me, allowing me to accomplish my thesis entitled Appraisal Analysis of Vladimir Putin on Putin 70th Birthday Topic by Twitter netizens. Sholawat and salam are presented to the Prophet Muhammad SAW, who has led us from the darkness era of ignorance to the light of Islam. May we be counted among his people and among those who are blessed to receive his intercession.

This thesis was created in part to complete the requirements for a bachelor's degree in literature at UIN Maulana Malik Ibrahim Malang's Faculty of Humanities. I would like to thank Prof. Dr. H. M. Zainuddin, MA, as the rector of the UIN Maulana Malik Ibrahim Malang, Dr. M. Faisol, M.Ag, as dean of the Faculty of Humanities, Ribut Wahyudi, M.Ed, Ph.D., as the head of English Literature Department and Staff of Humanities Faculty of Universitas Islam Negeri Maulana Malik Ibrahim Malang, who promote the implementation of many different academic agendas as well as events up to the trial of this thesis.

I am aware that working on this thesis can be accomplished with all prayers, motivation, advice, and cooperation from various sources. Hence, it is with great humility that I appreciate my advisor, Habiba Al Umami, M.Hum, for patiently guiding me through the writing process of this thesis. I am also grateful for her helpful input, which has helped to enhance the quality of this thesis. In addition, I express my gratitude and admiration to my academic advisor, Asni Furaida, M.A.,

and all lecturers in the Department of English Literature who have imparted lessons and knowledge to all of us. With honest intents, may all their efforts be part of worship to achieve the pleasure of Allah SWT.

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I recognize that my thesis is far from ideal. Nonetheless, it is meant to be useful to readers and to provide fresh insights into the linguistics profession. Thus, criticism and suggestions are appreciated.

Malang, December 6th, 2023

The researcher

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ABSTRACT

Lestari, Ema Bina. (2023). *Appraisal Analysis of Vladimir Putin on Putin's 70th Birthday Topic by X Netizens*. Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Habiba Al Umami, M.Hum.

Keywords: *Appraisal, Vladimir Putin*

Social media X has become a means for social communities to express their feelings, opinions and assessments, especially assessments of social actors. Vladimir Putin's involvement in the war between Russia and Ukraine, which resulted in many casualties, has made society views President Vladimir Putin negatively. Many people express their feelings and assessments of Vladimir Putin through social media X. Using Martin & White's (2005) appraisal theory, this study aims to see how society feels and evaluates the social actor Vladimir Putin. This study employs a descriptive qualitative method with discourse analysis approach to analyze netizen tweets on social media X about Putin. The result of this study shows that out of the 40 appraisal items, the *attitude* most frequently used is *negative judgment* with 12 items. In *graduation*, netizens mostly used *force (high degree)* with 8 items while *low degree* found 3 items. The results of this study did not find *focus* subsystem of *graduation*. In the *engagement system*, *monogloss* and *heterogloss* are equally used with both 11 data. This research is in the political context. Politics is always related to power and authority. A political actor must consider what impacts their actions may have. In this case, Vladimir Putin, who has power, actually does negative things to lead the war. Therefore, the *attitude* that is most frequently found in this study is *negative judgment* towards Vladimir Putin for not being a good President.

مستخلص البحث

ليستاري، إيمانينا. (2023). تحليل تقييمي لفلاذيمير بوتين حول موضوع عيد ميلاد بوتين السبعين بقلم X مستخدمو الإنترنت، البحث الجامعي، قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة الإسلام نيجيري مولانا مالك إبراهيم مالانج. املشرفة: حبيب ألمم، اجلستري.

الكلمات املفتاحية: توصية ، الرئيس الروسي فلاديمير بوتين

أصبحت وسائل التواصل الاجتماعي X وسيلة للمجتمعات الاجتماعية للتعبير عن مشاعرهم وآرائهم وتقييماتهم، وخاصة تقييمات الجهات الفاعلة الاجتماعية. إن تورط فلاديمير بوتين في الحرب بين روسيا وأوكرانيا، والتي أسفرت عن سقوط العديد من الضحايا، جعل المجتمع ينظر إلى الرئيس فلاديمير بوتين بشكل سلبي. يعبر العديد من الأشخاص عن مشاعرهم وتقييماتهم لفلاذيمير بوتين من خلال وسائل التواصل الاجتماعي X. وباستخدام نظرية التقييم لمارتن آند وايت (2005)، تهدف هذه الدراسة إلى معرفة كيف يشعر المجتمع ويقيم الفاعل الاجتماعي فلاديمير بوتين. تستخدم هذه الدراسة المنهج الوصفي النوعي مع منهج تحليل الخطاب لتحليل تغريدات مستخدمي الإنترنت على وسائل التواصل الاجتماعي X حول بوتين. تظهر نتيجة هذه الدراسة أنه من بين 40 عنصر تقييم، فإن الموقف الأكثر استخدامًا هو الحكم السلبي مع 12 عنصرًا. في التخرج، استخدم مستخدمو الإنترنت في الغالب القوة (درجة عالية) مع 8 عناصر بينما وجدت الدرجة المنخفضة 3 عناصر. نتائج هذه الدراسة لم تجد التركيز على النظام الفرعي للتخرج. في نظام المشاركة، يتم استخدام أحادي اللون وغير المتجانس بالتساوي مع كل من البيانات الـ 11. هذا البحث في السياق السياسي. ترتبط السياسة دائمًا بالسلطة والسلطة. يجب على الفاعل السياسي أن يأخذ بعين الاعتبار التأثيرات التي قد تحدثها أفعاله. في هذه الحالة، فإن فلاديمير بوتين، الذي يتمتع بالسلطة، يفعل في الواقع أشياء سلبية لقيادة الحرب. ولذلك، فإن الموقف الأكثر شيوعًا في هذه الدراسة هو الحكم السلبي تجاه فلاديمير بوتين لأنه ليس رئيسًا جيدًا.

ABSTRAK

Lestari, Ema Bina. (2023). *Analisis Penaksiran Vladimir Putin Pada Topik Ulang Tahun Putin ke-70 Oleh netizen X*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Habiba Al Umami, M.Hum.

Kata kunci: *Appraisal, Vladimir Putin*

Media sosial X telah menjadi salah satu sarana bagi masyarakat sosial untuk mengutarakan perasaan, pendapat, dan penilaian mereka, khususnya penilaian terhadap aktor sosial. Keterlibatan Vladimir Putin dalam perang antara Rusia dan Ukraina yang memakan banyak korban, membuat banyak masyarakat sosial memandang buruk Presiden Vladimir Putin. Banyak masyarakat sosial yang mengungkapkan perasaan dan penilaian mereka terhadap Vladimir Putin melalui media sosial X. Dengan menggunakan teori penaksiran (*appraisal*) Martin & White (2005), penelitian ini bertujuan untuk melihat bagaimana perasaan dan penilaian masyarakat sosial terhadap aktor sosial Vladimir Putin. Penelitian ini menggunakan metode kualitatif deskripsi dengan pendekatan analisis wacana untuk menganalisis cuitan netizen di media sosial X tentang Putin. Data dalam penelitian ini adalah 22 cuitan netizen yang diambil pada tanggal ulang tahun Vladimir Putin yaitu 7 oktober dan juga pada saat terjadinya ledakan jembatan Crimea yaitu 8 oktober 2022. Hasil dari penelitian ini menunjukkan bahwa dari 40 item penaksiran, *attitude* yang paling banyak digunakan adalah *negative judgement* dengan 12 item. Dalam *graduation*, netizen paling banyak menggunakan *force* tingkat tinggi (*high degree*) dengan 8 item sedangkan tingkat rendah (*low degree*) ditemukan 3 item. Hasil penelitian ini tidak menemukan *graduation* jenis *focus*. Dalam sistem *engagement*, *monogloss* sama-sama digunakan dengan 11 data. Penelitian ini berada dalam konteks politik. Politik selalu berhubungan dan kekuatan dan kekuasaan. Seorang aktor politik harus mempertimbangkan dampak apa yang mungkin dihasilkan dari tindakannya. Dalam hal ini, Vladimir Putin yang memiliki kuasa justru melakukan hal negatif untuk memimpin perang. Oleh sebab itu *attitude* yang paling banyak ditemukan adalah *negative judgement* untuk Vladimir Putin karena tidak menjadi Presiden yang baik.

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CHAPTER I

INTRODUCTION

This section includes information about the background of the study, problem of the study, significance of the study, scope and limitations of the study, and definitions of key terms.

A. Background of the Study

This research uses Martin and White's (2005) Appraisal theory. Appraisal theory is the development of Systemic Functional Linguistics in the realm of interpersonal meaning. More precisely, appraisal focuses on how writers or speakers express feelings, magnify them, and incorporate extra voices into their discourses (Martin, 1997, 2000; Martin & Rose, 2003; Martin & White, 2005). Appraisal theory is also an analytical tool within the scope of discourse analysis which analyze the meanings behind discourse using three main systems according to Martin and White (2005) namely Attitude, Graduation, and Engagement. The interpretation of an individual's feelings, emotional responses, behavioral assessments of others, and evaluation of objects are all aspects of attitude. It consists of judgement, appreciation, and affect. While engagement is focused on sourcing opinions in discourse, it can be monogloss or heterogloss. Graduation also addresses marking phenomena, whether

they involve amplified emotions or muddled categories. Force and focus elements make up its composition.

Ukraine-Russia tensions have been obvious since Ukraine's independence in 1991(Gierczak, 2020). The key concerns affecting the two parties are ideological disagreements, historical interconnectivity, 'Russified' and personal desires of the most powerful individuals, and several more (Albert & Baitei, 2022). On February 24, 2022, the situation significantly escalated as Russia invaded the country's interior. Many nations and organizations accused Russia of gravely violating Ukrainian sovereignty and international law during the 2022 Russian invasion, which was strongly denounced by most of the international world. This war brought Russian president Vladimir Putin into the spotlight. Putin claimed in his speech that Russia invaded because it felt constantly threatened by contemporary Ukraine, which prevented it from feeling secure enough to grow, prosper, or even exist.

Recently, Vladimir Putin celebrated his birthday on October 7. There was a lot of buzz about Putin turning 70 on X. Additionally, the explosion of the Crimea bridge on October 8, 2022 was said to be Putin's birthday present. This keeps talk about Putin's birthday alive for a few days following October 7, 2022. A large number of X users posted tweets about Putin's birthday. Many appraisals about Putin were made by X netizens on this topic. As a result, it emerges as a

special problem that warrants investigation. This study examines the appraisal of Vladimir Putin using the data gathered from social media X on his birthday date.

The previous study that used the same descriptive qualitative method and Martin and White's (2005) theory was conducted by Ayu (2020) entitled *An Analysis of Netizens' Comments on Gender Pronouns in Elliot Page's Coming Out Instagram Post*. She argued that People that support Elliot's decision are categorized as being pro-LGBT. Those who disagree with Elliot's decision are characterized as anti-LGBT. Those who are neutral tend to leave comments that are mostly questions, expressing their confusion about the phenomenon. In short, the result of her study is 3 categories of people that are pro, netral, and anti LGBT.

Another study was conducted by Fadhillah (2021). With the same theory and method, she revealed in her thesis entitled *A Young Influencer's Appraisals in Virtual World: The Discourse Analysis of Rich Brian's Tweet* that Rich Brian frequently utilized an informal expression through his tweets. Brian used all appraisal mechanisms, starting with attitude, graduation, and involvement, without any sort of "expansion" component. The result of her study shows that positive affect is the most found subsystem of appraisal.

There is also the study of Firdaus (2020). This study used Hyland's (2005) interpersonal metadiscourse theory that was supported by Martin and White's (2005) appraisal theory. He argued in his thesis entitled *Interpersonal Metadiscourse Markers and Appraisal Use in BBC News Report* that the use of interpersonal metadiscourse markers to communicate a message indicated the manner in which the speaker made his or her argument. It was also shown that the speaker used engagement, attitude subsystems, and graduation to present their arguments.

Another study was conducted by Maghfirah & Dwika Herdiawan (2021). In their study entitled *An Appraisal Analysis of Narrative Text from the 11th Grade English Textbook*, they applied the same theory and method. This study discovered 65 attitude systems, which included 25 negative affect, 19 positive affect, 8 negative judgment, 8 positive judgment, 4 negative appreciations, and 1 positive appreciation. The findings indicate that the authors use increased affect to achieve the communicative objective of the narrative text itself. To amuse and engage the readers, authors employ affects more to convey the feelings/emotions shown in the characters and events in stories.

Besides that, there is Putri & Cahyono's (2021) study about *Graduation in COVID-19 Virtual Press Conference by WHO from the Perspective Appraisal Theory*. This study also has the same theory

and method to investigate one of the appraisal subsystems, called Graduation system. The result showed the type of graduation utilized in the issue of coronavirus outbreak in the COVID-19 Virtual Press conference transcript by WHO consists of force 12 expression 46.2% and focus 14 expression 53.8%. It is worth noting that focus is the most prevalent discovered in the statistics, followed by force.

Puspita & Pranoto (2021) examined *The Attitude of Japanese Newspapers in Narrating Disaster Events: Appraisal in Critical Discourse Study* with the same theory and method. They revealed that judgement is the most common source of all attitudinal traits, followed by appreciation and affect. They also discovered that the negative characteristics are slightly more common than the positive ones, however this refers to the phenomenon rather than the victims. The lexical strategy demonstrates the significance of Japanese newspapers in mainstreaming disaster management policy, which focuses on reconstruction and rehabilitation following catastrophic disasters.

Another study was conducted by Asad et al. (2021) entitled *Attitude Realization in News Reports: An Interpretation Through an Appraisal Analysis*. The study has the same theory and method. They discovered that both newspapers indirectly elicited attitudes by providing evaluative ground, which was expressly indicated in the quoted text. Imran Khan, Pakistan's Prime Minister, was identified as

the 'Appraiser' in both news reports and served as a key social player in spotlighting Pakistan's present difficulties. The involvement of world leaders and the United Nations on Kashmir dispute between Pakistan and India, climate change, and elimination of Islam phobia is expected to resolve the issues immediately for peace and development in the area.

There is also previous study by Megah S & Noorh (2018) who applied the same theory and method. Their study about *Appraisal Analysis of Judgment of English Billboard Advertisements on Roads in Batam* showed that the personal judgment encompasses more than just moral judgment. There were 5 moral judgements and 6 personal ones. This study came to the conclusion that admiring the product was the main factor in the good personal evaluation of advertisement.

The previous study with the same theory but different method was conducted by Lam & Crosthwaite (2018). They used contrastive corpus-informed method in *Appraisal Resources in L1 and L2 Argumentative Essays: A Contrastive Learner Corpus-Informed Study of Evaluative Stance*. The result shows that L1 English writers consistently showed a reliance on engagement resources, and they relied more heavily on these tools in their essays than did L2 writers. In contrast, compared to L1 English writers, Hong Kong L2 English writers employed negative attitude resources a lot more frequently.

Another study with the same theory but different method was conducted by Ross & Caldwell (2020) entitled '*Going Negative*': *An Appraisal Analysis of The Rhetoric of Donald Trump on Twitter*. This study used corpus-based comparative keyword method. They found that Trump uses the appraisal system in a number of different ways to implement a strategy known as "going negative," with the ultimate goal of criticizing and undermining his political opponent's reputation.

Many objects have been examined using appraisal theory from the aforementioned data. Some previous studies have similarities to this research in terms of theory, and method. Some of them used the different method. In order to fill the gap and expand the field of appraisal, the current study aims to shed light on appraisal analysis in different object that is social actor Vladimir Putin to be appraised and also included in this research different appraiser (X netizens).

The data used in this research are netizens' tweets on X, given that a significant portion of the public discourse on X consists of political content. On X, political figures, political parties, and media outlets interact with sizable audiences. Socially, X is one of the social media platforms that lets users find stories about the most important news and events happening right now, follow people or businesses who publish material they like, convey their thoughts, feelings, and opinions, or just chat with pals. Moreover, the 140-character tweet constraint on X makes it a popular place for non-standard linguistic

usage. Users get very creative with word reduction due to this restriction, including emoticons and acronyms. For those reasons, the researcher chooses X as the platform where the data are taken from.

The researcher examines how X users appraise a certain individual by the words or phrases they use in relation to a particular topic by doing appraisal analysis. Appraisal relates to how writers convey approval or disapproval for objects, people, behavior, or ideas. Additionally, appraisal is the creation of meaning from ideas or viewpoints expressed through language. In other words, it can determine how language affects a reader's attitude by appropriately assessing language use. This study aims to examine how society feels and evaluates Vladimir Putin from their tweets on Putin's birthday. The goal of this study is to provide readers with an overview of the strategies utilized by X users to evaluate certain individuals in their tweets via their use of language and phrasing.

B. Problem of the Study

1. What are the appraisal system used by X netizens to appraise Vladimir Putin?
2. How are the appraisal system used by X netizens to appraise Vladimir Putin?

C. Significance of the Study

This study practically will provide empirical data that can be used to aid linguistics students in sharpening their analysis sensitivity when reading about an issue on social media. This study can also be used by other researchers who wish to conduct additional research as a source of inspiration and a pertinent study in a related area.

D. Scope and Limitation of the Study

This study is in the scope of discourse analysis by using Martin and White's (2005) appraisal theory to analyze the meanings behind assessments, intensity, and dialogic engagement of writers which are conveyed in the texts, in this research is netizens' tweets about Russian President Vladimir Putin as a social actor on his birthday, October 7, 2022. This study only analyzes how Putin is appraised during his 70th birthday when he was widely discussed because of his involvement in the war between Russia and Ukraine. Thus, this study is quite subjective because of the bound to data taken and there is also a time lag which make it limited.

E. Definition of Key Terms

1. Appraisal theory: a method to examine the specific authorial identities that the discourse's creator creates in order to encode their point of view.
2. Attitude: evaluation of people's personalities, evaluation of things or processes, and feelings of thoughts and emotional reactions.
3. Engagement: the discourse's sourcing attitudes and the interplay of voices around viewpoints. It merely means that participation is connected to the numerous remarks or assertions that direct the speaker toward the subject of speech.
4. Graduation: concerned with the methods of grading someone or something's feelings.
5. Vladimir Putin: a politician and former intelligence officer from Russia who has been the country's president since 2012.
6. X: a free social networking platform where users can broadcast tweets, or short posts.

CHAPTER II

REVIEW OF THE RELATED LITERATURE

This chapter describes the ideas that the researcher utilized to analyze the data in this research. This chapter will cover the basic concept of appraisal theory, Vladimir Putin, and social media X.

A. Appraisal theory

The study of appraisal is the inter-subjective and ideological stances that speakers and writers use to communicate their opinions, attitudes, and feelings through language. Evaluation is concerned with how language is used to express feelings and thoughts, how authors connect their authorial persona with the viewpoint of others, and how writers use their writing to portray a greater or lesser degree of power and conviction in their claims.

Within the framework of Systemic Functional Linguistics, the interpersonal meaning has evolved into the theory of appraisal, which evaluates language usage. Martin and Rose (2003) claim that the evaluation theory alludes to the creation of a social connection between the author and the reader. This approach effectively explains the meaning of the writers' lexical words. It has concerns about the use of judgmental language as a result. Appraisal theory is divided into three basic categories, according to Martin and White (2005):

attitude, engagement, and graduation. The three systems of appraisal are then divided into their respective sets of subsystems.

1. Attitude

What is meant by attitude is how one interprets their sensations or emotions. Writing or speaking about a person, place, thing, event, or circumstance with a favorable or negative attitude is referred to as praising or blaming in the evaluation value of attitude (Otezia, 2017, p. 460). This system contains three subsystems, namely affect, judgment, and appreciation, according to Martin and White (2005).

a. Affect

Affect is concerned with the expression of both good and negative emotions. A person's emotional reaction to anything is assessed. It deals with how people emotionally respond to either good or bad circumstances, events, and people. They are capable of expressing both positive (*happy, love, proud*) and negative (*weep, sad, anxious*) emotions. It can also be used to allude, either directly or indirectly, to a certain circumstance, for example, "*I am glad that you didn't give up.*"

b. Judgement

Both favorable and unfavorable assessments of actions taken in response to the subject under discussion. Judgment

involves attitudes toward behavior that we approve of or critique, laud or condemn. It is concerned with tools for analyzing behavior in accordance with various normative norms. The concept of judgment reworks beliefs about what behaviors we should or shouldn't engage in, for example, "*She is a good listener*", "*That boy is badly behaved*".

c. Appreciation

Evaluations of things, such as the items we create, the performances we deliver, and natural events in a certain field, are all part of appreciation. Instead of focusing on human conduct, it evaluates the shape, appearance, composition, significance, and influence of human artifacts, natural objects, and human beings in terms of aesthetics and other social values. Martin and White divide appreciation into three categories: our reactions to things, their composition and their value, for example, "*a cute bag*", "*a nice weather*"

2. Engagement

The author's voice is introduced, and other voices and viewpoints are engaged. Engagement deals with the language resources of intersubjective positioning. Martin and White (2005) are concerned in how speakers and writers interact

with one another and how much they acknowledge other people's points of view. Depending on how they position themselves in relation to other speakers and their value positions. Whether they are supporting them, opposing them, unsure, or neutral. Whether a value perspective is presented as something that other people can take for granted, as something that is novel, difficult, or contentious, or as something that could be disputed, opposed, or rejected. Engagement consists of two subsystems that are monogloss and heterogloss.

a. Monogloss

The monoglossic type is a straightforward declaration with no variations, often known as bare-declarative. If the speaker or writer has expressed the evaluation clearly, the statement is monogloss. When they don't make reference to other points of view or allow for other viewpoints to be discussed in the discourse, they are being monogloss, for example, "*The banks have been greedy.*"

b. Heterogloss

An alternative declaration is used for heteroglossic types. If a speaker or writer has attempted to make a statement or make it sound more credible by attributing it to another source or using various rhetorical devices, that is heterogloss.

According to Martin and White (2005), utterances should be classified as monoglossic if they do not reference other opinions and viewpoints. If the interactive alternative is called or permitted, it is deemed heteroglossic, for example, *“The chairman of the consumers association has stated that the banks are being greedy.”*

Heterogloss also includes entertain (allowing for alternate arguments by decreasing the strength of proclamation), attribute (acknowledging the source of the argument), disclaim (refuting arguments), and proclaim (emphasizing arguments).

3. Graduation

Graduation is about evaluating how the statement is communicated in stages, whether direct or indirect, to anything that is being discussed. According to White (2001), "graduation" is concerned with value, which serves as a value relation in terms of either the accuracy or sharpness of the focus. The grading system functions in two ways: the intensity or strength and the prototype grading system, as well as the accuracy with which class boundaries are defined. Force and focus are the names given to these two aspects.

a. Force

Labeling, downtones, boosters, emphasize, intensification, emphatics are included in force. The most evident way of expression in this category is through intensification adverbs *very, really, slightly, truly, absolutely*, and so on. This also applies in slightly more complicated words, to values that measure amount, scope, time and space closeness such as, *large, small, near, far, few, many*, and so on. Force can also be communicated via lexical parts in which an intellectual meaning is combined with a scaling value. It should also be noted that this force grading method works on the assumption that each individual interpretation of the attitudinal stance reflects a single point on a scale of low to high intensity. For example, *liking* indicates a lower strength range, whereas *loving* larger scaling.

b. Focus

Focus includes meanings that are generally examined elsewhere under the terms 'hedging' and 'vague language.' This type is divided into 'sharpen' and 'soften'. The 'sharpening' elements are indicated to have a strong position because the speaker expressed a maximum investment. For example, *a real best friend*. The majority

of 'sharpening' attitudinal items have a positive value rather than 'softening'. While the utterer has the least stake in the 'soften' item, which is frequently contributed as negative. It is intended to make a peacemaking gesture to the opposing viewpoint. For example, *kind of cute*.

The positive value of 'soften' occurs particularly when the assessment is theoretically contested for the writer and reader's solidarity.

B. Vladimir Putin

Born on October 7, 1952, in Leningrad, Russia, Vladimir Putin is a former intelligence officer. Vladimir Putin is a Russian politician with a \$70 billion fortune. He has been President of Russia since 2012. He spent 16 years as a KGB foreign intelligence officer before retiring in 1991 to pursue a political career in Saint Petersburg. Throughout his reign, including stints as Russia's President and Prime Minister, Putin has built a very contentious international reputation.

During his first term as president, the country's economy expanded for eight years in a row. The increase was caused by a fivefold increase in the price of oil and gas, which account for the majority of Russian exports, the rebound from the post-communist depression and financial crises, an increase in foreign investment, and sensible economic and fiscal measures.

In the late 2021, Putin directed a significant buildup of Russian forces along the Ukrainian border, additional units were transferred to Belarus, allegedly to participate in joint drills with the Belarusian military. Western nations expressed anxiety over what appeared to be a Russian invasion, but Putin denied any such preparations. On February 2022, Putin warned that Ukraine's membership to NATO may empower the country to retake control of Russian-annexed Crimea or areas ruled by pro-Russian separatists in Donbas. The President announced a "special military operation" in Ukraine, commencing a full-scale invasion of the country, in a televised address. As a result, a number of countries have imposed sanctions on Russia. Putin responded by activating the Strategic Rocket Forces nuclear deterrence units.

Putin has repeatedly attempted to portray himself as a world-class leader who utilizes his position to strengthen Russia. The majority of Russians see Putin in these terms and, for the most part, see him positively. Some outside Russia regard Putin as a strong leader. While Putin is a divisive figure outside of Russia, he is admired in the West. Donald Trump has regularly complimented Putin, whom he has also hailed as a wonderful leader, for being "strong" both before and after becoming President of the United States (Kaczynski, Massie, and Nathan 2017).

Vladimir Putin has done an excellent job of portraying himself to the Russian people as a powerful leader. While this is accurate in terms of the authority he wields, it is primarily an illusion in terms of performance, as Putin's track record shows that he is not a great leader. The majority of the gains have been attributed to advantageous structural conditions, whereas Putin's leadership (particularly in areas where agency is key) has frequently been damaging to Russia (Wilson, 2020).

C. Social Media X

Social media X, formerly known as Twitter, was founded by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams in March 2006. It was first released in July of that year. Twitter, Inc. was headquartered in San Francisco, California, and has over 25 offices worldwide. By the beginning of 2019, Twitter reached more than 330 million active monthly users. Elon Musk, the billionaire, acquired Twitter for \$44 billion in October 2022, acquiring ownership of the platform and becoming CEO. Musk said in July 2023 that Twitter will be renamed X and that the bird emblem would be phased out.

X is an online social media platform and microblogging service that sends brief messages of no more than 280 characters and played a role in changing politics and society in the early twenty-first century. A user composes a message and transmits it to X's server,

which relays it to a list of other users who have agreed to receive the sender's messages. Furthermore, users can interact with one another by utilizing mentions (e.g., @X) and track certain topics by tapping on hashtags (e.g., #story). These features foster a form of discussion and can drive the number of followers in a given feed into the millions.

On social media X, users who are registered can publish text, photos, and videos to X. Users may also like repost, quote repost, comment, direct message, video and audio call, bookmark, join lists and communities, and participate in public Spaces with other registered users. Registered users can also leave Community Notes to add context to other registered users' posts. Tweeting, retweeting, and quote tweeting are terms used to describe posting information to the site.

Many subjects are discussed on social media X. In recent years, X has been widely used as a media for expressing political ideas and connecting with the general public. Furthermore, there are figures include members of the educated class, politicians, actors, and other celebrities who use this platform, because this platform allows users to find stories about the most important current news and events, follow people or businesses, express thoughts, feelings, and opinions, or simply chat with friends.

CHAPTER III

RESEARCH METHOD

This chapter explains the researcher's methods. Here, the researcher will describe the research design, research instrument, data source, data collection, and data analysis.

A. Research Design

This study uses descriptive qualitative method with discourse analysis as the approach. According to Creswell (2014), qualitative research is a method for comprehending a social phenomenon. The social phenomenon being studied in this study takes the shape of words. The descriptive qualitative method is appropriate because it allows for in-depth comprehension of the phenomenon through the researcher's thorough descriptions. In addition, the discourse analysis approach is used because it examines written language in context. It investigates language use in the social context. This means that societal norms, political climate, period, place, intended audience, and the writer's socio-cultural background must all be taken into account because they can all influence the meaning of language and how it is defined.

B. Research Instrument

The research instrument in this research is human instrument. The researcher herself is the instrument. The researcher actively participates in the data collection and analysis for this study. Except for the researcher herself, there is only one additional device that is mobile phone to aid accessing X. The data of this research are netizens' tweets. By using human instrument, the data can be selected through reading then be compiled and reviewed by the researcher so that it is clear. Researcher can adapt the target text by employing human instruments to capture the ideology that netizens convey through the text. Only humans, can fully comprehend the complexity of the human's ideology.

C. Data source

The data in this research are netizens' tweets. The data are obtained from a topic on social media X about Putin's 70th birthday. This topic can be accessed by typing *70th birthday* and hashtag #Putin70 on X search bar. Heaps of X netizens' tweets will appear discussing this topic. The researcher uses personal X account to find the data that were posted on October 7 to October 8, 2022. Those dates are chosen because of important events that attract audiences such as

Putin's birthday was on October 7, and the Crimea bridge explosion occurred on October 8, 2022.

D. Data collection

The researcher collects the data through several stages using human instrument. Firstly, the researcher finds the topic of Putin's 70th birthday from X search bar by typing *70th birthday* and hashtag #Putin70. Secondly, the researcher reads the tweets contained in the topic. Third, the researcher chooses the tweets posted on October 7 to October 8, 2022. Fourth, the researcher selects the tweets which have significant numbers of likes and replies to make sure that the tweets are influential enough to attract discussion and interaction (the researcher chooses the tweets that gain likes more than 1000 and the tweets that have more than 15 replies). Fifth, the researcher gets 22 tweets through filtration process, the data then be analyzed.

E. Data analysis

The researcher takes many actions while examining the data. The collected data first be examined to see what appraisal strategy (attitude, engagement, graduation) it uses based on Martin and White's appraisal theory. Secondly, the researcher then examines the type of attitude, engagement, and graduation the data represents. Third, the researcher describes how the strategies are employed.

Fourth, the researcher compares the findings with previous studies.

Lastly, the researcher draws a conclusion derived from the finding and discussion.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter describes the data being analyzed using theoretical framework, provides a summary of the findings connected to theories and previous studies, and interprets the findings in the discussion section based on the problem of the study.

A. Findings

The findings are based on the research questions. The appraisal strategies used by X netizens to appraise Vladimir Putin are presented below:

1. Attitude

In appraisal, attitude refers to the process of evaluating meanings of emotions that the writer or speaker attempted to express, whether positive or negative. Martin & White (2005) divided attitude into 3 subsystems that are affect, judgement, and appreciation. Out of 40 appraisal items from 22 tweets, the researcher found 7 items of positive affect, 2 items of negative affect, 1 item of positive appreciation, 3 items of negative appreciation, 3 items of positive judgement and 12 items of negative judgement.

a. Affect

Affect deals with the emotional reaction or feeling towards anything. In their tweets, X netizens convey their feelings both positive or negative by using the words and phrases in bold below.

Datum 1

@IntelCrab

*Happy 70th birthday, Mr. Putin! **Can't wait for the party**..(1).*

This tweet was posted on October 7, 2022. @IntelCrab used the phrase **Can't wait for the party** to implicitly appraised Vladimir Putin. **Can't wait for the party** means that @InterCrab is very *excited* about Putin's birthday which is a *positive affect* of attitude.

Datum 2 & 3

@DrDenaGrayson

🔥 BOOM: *the secretary of #Ukraine's National Security and Defense Council tweeted this video of Marilyn Monroe **singing**(2), "Happy Birthday, Mr. President," along with pictures of the MASSIVE explosion that crippled #Putin's bridge.*

It was #Putin's 70th birthday yesterday. 🤪(3)

Here, @DrDenaGrayson quoted the tweet of the secretary of Ukraine's National Security and Defense Council which is a video of Marilyn Monroe **singing** "Happy Birthday, Mr. President,". **Singing** is a musical depiction of *thought and feeling*. One of the most important

characteristics of music is that it expresses and provokes emotions. The secretary of Ukraine's National Security and Defense Council indirectly appraised Vladimir Putin with appraisal system attitude, *positive affect* by using the video of Marilyn Monroe *singing* “Happy Birthday, Mr. President,” because *affect* is concerned with the expression of both good and negative emotions. In addition, @DrDenaGrayson stated in the second sentence of his tweet that it was Putin’s 70th birthday yesterday with smiling face with sunglasses emoji (🕶️) which is a *positive affect* of attitude. This indicates that @DrDenaGrayson was happy because the secretary of Ukraine's National Security and Defense Council mocked Putin’s birthday with the explosion of Crimea bridge. He is rooting for Ukraine and dislikes Vladimir Putin.

Datum 4

@Flash_news_ua

⚡ *On the day of the 70th birthday of Russian President Putin, the Minister of Defense of the Czech Republic Yana Chernokhov took a picture in a T-shirt with a wish for him.*

*(Inserted picture of her with T-shirt “**Fuck you Putin**”(4) written on it)*

This tweet was posted on October 8, 2022. Here, @Flash_news_ua appraised Vladimir Putin with the picture of the Minister of Defense of the Czech Republic Yana Chernokhov in a T-shirt. The picture of her with her T-shirt contains a text “**Fuck you Putin**” which is a *negative affect* of attitude. **Fuck you** is a vulgar slang used to show *anger*,

defiance, or *scorn*. ***Fuck you*** is used to show that you are very *angry* at something or someone.

Datum 5

@PalmerReport

They really burned down the Crimean bridge on Putin's birthday 😊(5)

This tweet was posted on October 8, 2022. @PalmerReport used *positive affect* of attitude to appraise Ukrainian navy by using the *grinning with tightly closed eyes* emoji (😊) which means that they were *happy* with the act of Ukrainian navy. In other word, @PalmerReport is on Ukraine side opposing Vladimir Putin.

Datum 6

@khodorkovsky_en

Anna Politkovskaya was assassinated #OTD in 2006, on Putin's birthday (7.10.)

*In 'Putin's Russia' (2004), she warned the world, **but we wouldn't listen(6)***

Today, everything that she wrote – tragedy, bloody violence, the war that Putin was leading to – has happened

Lest we forget!

This tweet was posted on October 7, 2022. @khodorkovsky_en used the clause ***we wouldn't listen*** which is a *negative affect* of attitude to implicitly say about *regret*. His tweet said that they feel regret because they wouldn't listen to Anna Politkovskaya's warning, and now all she

wrote has happened that Putin caused the war, bloody violence, and tragedy.

Datum 7

@TripeUK

"The good news, Mr President, is we can repair the Crimea Bridge."

"And the bad news?"

*"We'll **need**(7) your table."*

This tweet was posted on October 8, 2022. Here, @TripeUK made a fake conversation between them and Vladimir Putin. @TripeUK used the word *need* to appraise Vladimir Putin in *positive affect* of attitude. To need means to feel that you strongly want something. Basically, in this tweet @TripeUK said that if Vladimir Putin wanted Crimea bridge to be repaired, he had to give up his position as a President. It is because the Crimea bridge is a vital pipeline, Russian military convoys carrying vehicles, armor, and fuel have frequently used the bridge to bolster their full-scale invasion of Ukraine but Ukrainian navy exploded the bridge on October 8.

Datum 8

@McFaul

*To **remember and honor**(8) Anna Politkovskaya, who was murdered on this day -- Putin's birthday -- reposting my review of her last book:*

Vladimir the Terrible

This tweet was posted on October 7, 2022. The words ***remember and honor*** are *positive affect* of attitude to appraise Anna Politkovskaya. To remember means to keep something or someone in mind, to honor means to show great respect because someone makes you feel *proud* and *pleased*.

Datum 9

@Gerashchenko_en

Russian woman **wishes(9)** "what do you call him...our president" Putin a happy birthday and wishes him to be a president even longer.

Then we see the bigger picture of what Putin's rule brought to Russia.

She doesn't realize that she lives in ruins because of him.

(Inserted video of Russian woman's environment)

This tweet was posted on October 7, 2022. The word **wishes** here is used by Russian woman to appraise Vladimir Putin. **Wishes** means expressing a great *desire* and *hope* which is an inclination type of *positive affect*. It shows that the Russian woman puts a great hope to Vladimir Putin.

b. Judgement

Judgement deals with evaluating the actions of the subject under discussion. It is evaluation towards behavior that we praise (positive) or critique (negative), laud or condemn. Below are the tweets that contain of this type of attitude:

Datum 1 & 2

@T Umarov

*This year Xi Jinping **did not congratulate**(1) his friend Vladimir Putin on his 70th birthday.*

*But two days ago Xi **sent an official letter**(2) to Tajikistan's president Emomali Rahmon on his 70th birthday.*

(Inserted picture of Xi's official letter)

This tweet was posted on October 8. In this tweet, @T Umarov said that **Xi Jinping did not congratulate** his friend Vladimir Putin on Putin's 70th birthday but then he said that **Xi sent an official letter** to Emomali Rahmon. @T Umarov used appraisal system attitude *judgement* to appraise Vladimir Putin and Emomali Rahmon. Judgment involves attitudes toward behavior that we approve of or critique, praise or condemn. *To congratulate* means expressing someone's admiration, it is synonymous with *to commend* or *praise*. Thus, by saying **Xi Jinping did not congratulate** @T Umarov implicitly used *negative judgement* to appraise Putin because *did not congratulate* is antonymous with *to commend* or *praise* (positive judgement). On the other hand, @T Umarov used *positive judgement* to appraise Emomali Rahmon by stating that **Xi sent an official letter** to Emomali Rahmon and also attached a picture of the letter where Xi congratulate Emomali by saying "On the occasion of your 70th birthday, let me express my sincere *congratulations* and best wishes to you."

Datum 3

@mjluxmoore

*On Putin's 70th birthday, Ukraine's Defense Minister addresses Russian soldiers and highlights their leaders' **hypocrisy**(3):*

"Our president is visiting the frontline... He is with his army. And where is yours?"

One of the hardest-hitting speeches I've seen from anyone since February

This tweet was posted on October 7, 2022. Here, @mjluxmoore quoted the speech of Ukraine's Defense Minister and stated how Ukraine's Defense Minister appraised Vladimir Putin by highlighting his **hypocrisy**: "Our president is visiting the frontline... He is with his army. And where is yours?". Ukraine's Defense Minister and @mjluxmoore used appraisal system attitude *negative judgement* to appraise Vladimir Putin by judging that he was being hypocrite for not visiting the frontline with his soldiers as the president of Ukraine did.

Datum 4

@Gerashchenko_en

*It's really unfair - **a bloody maniak**(4) celebrates his 70th birthday in his palaces, receiving gifts with congratulations.*

He killed thousands, ruined millions of lives. And he wants to kill even more.

What would you wish him?

This tweet was posted on October 7, 2022. @Gerashchenko_en used the epithet **a bloody maniak** to address Vladimir Putin which is also a condemn and is a part of attitude *negative judgement*. Here,

@Gerashchenko_en judges the act of Vladimir Putin in leading war that causes many casualties by condemning him as a bloody maniak.

Datum 5

@KyivIndependent

Russian dictator(5) Vladimir Putin's 70th birthday on Oct. 7 is hardly happy: Ukrainian forces keep advancing in the country's east and south, while public criticism against the military commandment is mounting in Russia.

This tweet was posted on October 8, 2022. @KyivIndependent used the epithet **Russian dictator** for Vladimir Putin which is a way to appraise someone with *negative judgment* of attitude. A dictator is a ruler who wields all authority in a country, particularly power taken via force and applied unfairly or ruthlessly. It is synonymous with *tyrant*. Instead of addressing him as president, @KyivIndependent addressed Putin as **dictator** which is a bad term to address a ruler because it has always been assumed a negative connotation.

Datum 6

@TheUSASingers

For his 70th birthday, Putin is getting his ass handed to him(6) by Ukraine.

This tweet was posted on October 8, 2022. Here, @TheUSASingers appraised Vladimir Putin using appraisal system attitude *negative judgement*. The phrase **getting his ass handed to him** is a vulgar slang which means being severely defeated. In other word, @TheUSASingers

implied that Putin was being the *loser* in the war as the Crimea bridge was exploded by Ukrainian navy on Putin's 70th birthday.

Datum 7


@NotHoodlum

*Russians are said to be terrified of Putin's mentality as he **hid alone**(7) in a nuclear bunker for his 70th birthday. (Daily Beast)*

This tweet was posted on October 8, 2022. @NotHoodlum implicitly appraised Vladimir Putin was being a *coward* because **he hid alone** in a nuclear bunker which is a *negative judgement* of attitude.

Datum 8

@liveukraine2022

 **Dictator Putin**(8) was "congratulated" on his 70th birthday with memes and cartoons in social media.

This tweet was posted on October 7, 2022. Here, @liveukraine2022 used the same epithet **dictator** as in the datum 8 to appraise Vladimir Putin. a **dictator** is a ruler who wields all authority in a country, particularly power taken via force and applied unfairly or ruthlessly. @liveukraine2022 appraised Putin with *negative judgement* of attitude.

Datum 9, 10, & 11

@khodorkovsky_en

Anna Politkovskaya was assassinated(9) #OTD in 2006, on Putin's birthday (7.10.)

In 'Putin's Russia' (2004), she warned(10) the world, but we wouldn't listen

*Today, everything that she wrote – **tragedy, bloody violence, the war that Putin was leading to(11)** – has happened*

Lest we forget!

This tweet was posted on October 7, 2022. @khodorkovsky_en used the word *assassinated* to appraise Anna Politkovskaya with *negative judgement* of attitude. It is not clear who was the murderer, but one certain thing is, she was assassinated on Putin's birthday. The fact that she was well-known for her opposition to the Chechen conflict and her criticism of Russian President Vladimir Putin casted suspicion on Putin. This tweet implicitly said that Putin had something to do with the *murderer*.

The word *warned* is a *negative judgement* of attitude for Vladimir Putin. Anna Politkovskaya *warned* the world in her book 'Putin's Russia'. *To warn* people about Putin gives impression that Putin is *dangerous* and that he is a *threat*. The words *tragedy, bloody violence, the war* are used to indirectly appraise Vladimir Putin as a *tyrant, bad, vicious ruler*. Those are part of *negative judgement* of attitude. Relatively, this tweet said that they feel regret because they wouldn't listen to Anna Politkovskaya's warning, and now all she wrote has happened.

Datum 12

@JuliaDavisNews

*In Russia, everything revolves around Putin's Birthday. State TV propagandists predict that the U.S., whom they describe as "**Satan**," (12) will soon murder some Russian opposition leaders in Europe, in order to frame them as gifts for Putin's B'day (à la Anna Politkovskaya).*

This tweet was posted on October 8, 2022. @JuliaDavisNews stated that State TV propagandists appraised U.S as **Satan** which is a *negative judgement*. However, despite the TV propagandists address U.S. as **Satan**, they both support Putin and do not oppose him. On the contrary, they will murder those who oppose Putin as gifts for Putin's birthday.

Datum 13

@Gerashchenko_en

Russian woman wishes "what do you call him...our president" Putin a happy birthday and wishes him to be a president even longer.

Then we see the bigger picture of what Putin's rule brought to Russia.

*She doesn't realize that she **lives in ruins**(13) because of him.*

(Inserted video of Russian woman's environment)

This tweet was posted on October 7, 2022. The phrase **lives in ruins** here is used to appraise Vladimir Putin and Russian woman. It is the form of *negative judgement* of attitude to implicitly say that Putin is a *bad ruler* to cause the Russian woman **lives in ruins**. It is a *negative judgement* to Russian woman because according to @Gerashchenko_en, she doesn't realize how Putin makes her life to be ruins but she still wishes Putin to be a president even longer.

@Gerashchenko_en implicitly said that the Russian woman was being *ignorant*.

c. **Appreciation**

Appreciation deals with evaluation of things, natural events, or items we create. Instead of assessing human's behavior, appreciation focuses on evaluating the shapes, appearance, significance or the values. Below are the tweets that contain this type of attitude:

Datum 1

@haveigotnews

*Vladimir Putin's 70th birthday party **abandoned**(1) after game of pass the parcel takes 14 hours.*

This tweet was posted on October 7, 2022. This tweet contains an appraisal item attitude *negative appreciation*. Evaluations of things, such as the items we create, the performances we deliver, and natural events in a certain field, are all part of appreciation, in this case is Putin's birthday party. @haveigotnews uses the word **abandoned** to implicitly appraise Vladimir Putin's 70th birthday party as negative reaction impact 'boring' because the game of pass the parcel takes 14 hours.

Datum 2

@visegrad24

*Probably not quite how Putin imagined the **aftermath**(2) of his 70th birthday.*

(inserted video of Crimea bridge explosion)

This tweet was posted on October 8, 2022, when Crimea bridge was exploded by Ukrainian navy. @visegrad24 uploaded a video of Crimea bridge explosion and said in his tweet that it was not quite how Putin imagined the *aftermath* of his 70th birthday. In this tweet, @viseregrad24 appraised Putin's 70th birthday with appraisal system attitude *negative appreciation*. @visegrad24 used the word *aftermath* which means consequence or the period shortly following a particularly *disastrous, unpleasant* event. In other word, he regarded that the birthday of Vladimir Putin is disastrous or unpleasant as the video of the Crimea bridge explosion he attached.

Datum 3 & 4

@TripeUK

*"The **good news**(3), Mr President, is we can repair the Crimea Bridge."*

*"And the **bad news**?(4)"*

"We'll need your table."

This tweet was posted on October 8, 2022. Here, @TripeUK made a fake conversation between them and Vladimir Putin. This tweet contains some of appraisal systems. The word *good* is a *positive appreciation* of attitude and the word *bad* is *negative appreciation* of attitude. Both of them are used to appraise the *news*. Appreciation deals

with evaluations of things, such as the items we create, the performances we deliver, and natural events in a certain field.

2. Engagement

Engagement deals with the language resources of intersubjective positioning. Martin and White (2005) are concerned in how speakers and writers interact with one another and how much they acknowledge other people's points of view. Engagement consists of two subsystems that are monogloss and heterogloss. The researcher found 11 tweets that are monogloss and 11 tweets are heterogloss.

a. Monogloss

The monoglossic type is a straightforward declaration with no variations, often known as bare-declarative. If the speaker or writer has expressed the evaluation clearly, the statement is monogloss. When they don't make reference to other points of view or allow for other viewpoints to be discussed in the discourse. The tweets below show what engagement subsystem used by X netizens to appraise Vladimir Putin.

Datum 1

@havegotnews

Vladimir Putin's 70th birthday party abandoned after game of pass the parcel takes 14 hours.

This tweet is monogloss because @havegotnews stated the arguments directly with no references to other point of views.

Datum 2

@EliotHiggins

Putin celebrates his 70th, and possibly last, birthday today.

This tweet has *monogloss* engagement because @EliotHiggins did not make any reference to other source and stated the statement directly.

Datum 3

@jcokechukwu

Happy 70th Birthday, Vlad! You're the man.

This tweet is *monoglossic* because @jcokechukwu stated the argument directly and clearly without making reference to other points of view or allow for other viewpoints to be discussed.

Datum 4

@KenRoth

On Putin's 70th birthday, the Nobel Peace Prize is awarded to a Russian human rights group that he shut down, a Ukrainian human rights group that is documenting his war crimes, and a Belarusian human rights activist whom his ally Lukashenko has imprisoned.

This tweet is *monoglossic* because @KenRoth stated the argument straightforwardly without making reference to other sources.

Datum 5

@TheUSASingers

For his 70th birthday, Putin is getting his ass handed to him by Ukraine.

This tweet has *monoglossic* engagement because @TheUSASingers stated the argument without attributing to other sources.

Datum 6

@KyivIndependent

Russian dictator Vladimir Putin's 70th birthday on Oct. 7 is hardly happy: Ukrainian forces keep advancing in the country's east and south, while public criticism against the military commandment is mounting in Russia.

This tweet has *monogloss* engagement because @KyivIndependent stated the argument directly and there is no other point of views attributed.

Datum 7

@mfa_russia

✉ President Vladimir #Putin is receiving numerous telegrams and messages of greetings on his 70th birthday from foreign heads of state and government, heads of international organisations, and public figures.


🔗 <https://is.gd/pPIAax>

#Putin70

This tweet has *monoglossic* engagement because it is a straightforward declaration and @mfa_russia did not make any reference to other point of views.

Datum 8

@liveukraine2022

 Dictator Putin was “congratulated” on his 70th birthday with memes and cartoons in social media.

This tweet has *monoglossic* engagement because @liveukraine2022 uttered the statement clearly with no reference to other source.

Datum 9

@IntelCrab

Happy 70th birthday, Mr. Putin! Can't wait for the party...

This tweet is *monoglossic* because @IntelCrab expressed the statement straightforwardly and no other point of views attributed.

Datum 10

@PalmerReport

They *really* burned down the Crimean bridge on Putin's birthday 🤪

This tweet is *monoglossic* because @PalmerReport stated the statement clearly with no other references or point of views.

Datum 11

@McFaul

To remember and honor Anna Politkovskaya, who was murdered on this day -- Putin's birthday -- reposting my review of her last book:

Vladimir the Terrible

This tweet is *monoglossic* because @McFaul uttered the statements clearly and straightforward without allowing other viewpoints.

b. Heterogloss

An alternative declaration is used for heteroglossic types. If a speaker or writer has attempted to make a statement or make it sound more credible by attributing it to another source. Below are the tweets that are heteroglossic:

Datum 1

@Tumarov

This year Xi Jinping did not congratulate his friend Vladimir Putin on his 70th birthday.

But two days ago Xi sent an official letter to Tajikistan's president Emomali Rahmon on his 70th birthday.

(Inserted picture of Xi's official letter)

This tweet has *heteroglossic* engagement, this can be seen by the use of negation **did not** in the first sentence which is categorized as *deny* based on Martin and White (2005). This form of engagement system acknowledges the presence of opposing viewpoints but denies those viewpoints. The use of conjunction **But** in the beginning of second sentence also includes in the heterogloss engagement system *counter*. This word is used by @Tumarov to counter the first sentence where he said that Xi Jinping didn't congratulate Putin but instead congratulate Emomali. In addition, this tweet is heteroglossic because @Tumarov mentions another source which is Xi Jinping.

Datum 2

@mjluxmoore

On Putin's 70th birthday, Ukraine's Defense Minister addresses Russian soldiers and highlights their leaders' hypocrisy:

"Our president is visiting the frontline... He is with his army. And where is yours?"

One of the hardest-hitting speeches I've seen from anyone since February

This tweet has *heteroglossic* engagement because @mjluxmoore attributing the arguments to other sources which is Ukraine's Defense Minister by quoting his speech as a substitution form of acknowledge using reporting verb *say*.

Datum 3

@Gerashchenko_en

It's really unfair - a bloody maniak celebrates his 70th birthday in his palaces, receiving gifts with congratulations.

He killed thousands, ruined millions of lives. And he wants to kill even more.

What would you wish him?

The last sentence of this tweet is interrogative which is included in *heterogloss* engagement. It entertains alternative arguments, in this case are the readers' arguments by using the type of expository question 'what would you wish him?', it also lowers the proclamation's strength by using the the modal auxiliary *would*.

Datum 4


@visegrad24

*Probably not quite how Putin imagined the aftermath of his 70th birthday.
(inserted video of Crimea bridge explosion)*

This tweet is heterogloss because @visegrad24 used the word **probably** which is included in *heterogloss* engagement, entertain; allowing for other arguments by weakening the proclamation.

Datum 5

@DrDenaGrayson

 *BOOM: the secretary of #Ukraine's National Security and Defense Council tweeted this video of Marilyn Monroe singing, "Happy Birthday, Mr. President," along with pictures of the MASSIVE explosion that crippled #Putin's bridge.*

It was #Putin's 70th birthday yesterday. 🤪

This tweet has *heteroglossic* engagement because @DrDenaGrayson attributed the arguments to the secretary of Ukraine's National Security and Defense Council.

Datum 6

@NotHoodlum

Russians are said to be terrified of Putin's mentality as he hid alone in a nuclear bunker for his 70th birthday. (Daily Beast)

This tweet has *heterogloss* engagement system because @NotHoodlum attributed the statement to Daily Beast which is an

American news website specializing in politics, media, and pop culture to make the statement sound more credible.

Datum 7

@Flash_news_ua

⚡ *On the day of the 70th birthday of Russian President Putin, the Minister of Defense of the Czech Republic Yana Chernokhov took a picture in a T-shirt with a wish for him.*

(Inserted picture of her with T-shirt "Fuck you Putin" written on it)

This tweet has *heterogloss* engagement because @Flash_news_ua makes reference to other source that is the Minister of Defense of the Czech Republic Yana Chernokhov.

Datum 8

@TripeUK

"The good news, Mr President, is we can repair the Crimea Bridge."

"And the bad news?"

"We'll need your table."

This tweet has *heteroglossic* engagement because @TripeUK used *we* which is a proclaim. It is a form of heteroglossic engagement since the @TripeUk implied that they were not the only ones who had the statement, there are other Ukrainians that have the same statement. Moreover, it is a POV tweet with quotation marks which means that the conversations are not clear and not straightforward, which makes it not monoglossic.

Datum 9

@khodorkovsky_en

Anna Politkovskaya was assassinated #OTD in 2006, on Putin's birthday (7.10.)

In 'Putin's Russia' (2004), she warned the world, but we wouldn't listen

Today, everything that she wrote – tragedy, bloody violence, the war that Putin was leading to – has happened

Lest we forget!

The second sentence of this tweet has *heteroglossic* engagement because it makes reference to Anna Politkovskaya and her book to make the statement more credible. The use of conjunction **but** is a form of counter. The clause *we wouldn't listen* counters the statement *she warned the world*. In addition, the pronoun **we** is a proclama to imply that @khodorkovsky_en is not the only one who argues, but there are the readers being the other sources of the argument. The third sentence of this tweet has *heterogloss* engagement because it also makes reference to other reference that is Anna Politkovskaya.

Datum 10

@JuliaDavisNews

In Russia, everything revolves around Putin's Birthday. State TV propagandists predict that the U.S., whom they describe as "Satan," will soon murder some Russian opposition leaders in Europe, in order to frame them as gifts for Putin's B'day (à la Anna Politkovskaya).

This tweet has *heteroglossic* engagement because @JuliaDavisNews attributed the argument to other source that is State

TV propagandists. Besides that, there is a modal auxiliary *will* that entertains alternative arguments by weakening the proclamation. This argument is not clear and not straightforward which makes it not monoglossic.

Datum 11

@Gerashchenko_en

Russian woman wishes "what do you call him...our president" Putin a happy birthday and wishes him to be a president even longer.

Then we see the bigger picture of what Putin's rule brought to Russia.

She doesn't realize that she lives in ruins because of him.

(Inserted video of Russian woman's environment)

This tweet has *heterogloss* engagement. The first sentence is *heterogloss* because @Gerashchenko_en attributed the statement to other source which is a Russian woman. The second sentence is also *heterogloss* because @Gerashchenko_en used the pronoun *we* which is a proclaim to imply that @Gerashchenko_en is not the only one who has the statement, but there are the readers being the other sources of the statement.

3. Graduation

Graduation deals with grading the statements. According to White (2001), "graduation" is concerned with value, which serves as a value relation in terms of either the accuracy or sharpness. Graduation is divided into 2 subsystems that are force and focus. However, in this

research, the researcher only found that X netizens use force and did not find any tweets contain of focus.

a. Force

Force deals with emphasizeers or intensification. It can high or low degree. The most evident way of expression in this category is through intensification adverbs *very, really, slightly, truly, absolutely*, and so on. This also applies in slightly more complicated words, to values that measure amount, scope, time and space closeness such as, *large, small, near, far, few, many*, and so on. Below are the 11 tweets of X netizens that use graduation subsystems force:

Datum 1

@mjluxmoore

On Putin's 70th birthday, Ukraine's Defense Minister addresses Russian soldiers and highlights their leaders' hypocrisy:

"Our president is visiting the frontline... He is with his army. And where is yours?"

*One of the **hardest-hitting(1)** speeches I've seen from anyone since February*

Here, @mjluxmoore quoted the speech of Ukraine's Defense Minister and stated how Ukraine's Defense Minister appraised Vladimir Putin by highlighting his *hypocrisy*: "Our president is visiting the frontline... He is with his army. And where is yours?". @mjluxmoore used the adjective **hardest-hitting** to appraise the speech of Ukraine's Defense Minister. The superlative adjective **hardest** shows the strong or *high degree* form of graduation *force*, it means that the

speech is completely straightforward and honest in presenting unpalatable facts that Putin is really hypocrite.

Datum 2

@EliotHiggins

*Putin celebrates his 70th, and **possibly(2)** last, birthday today.*

The adverb *possibly* is a weak or *low degree* form of graduation *force*. He was, by possible means, implicitly wished that it was Putin last birthday.

Datum 3 & 4

@Gerashchenko_en

*It's **really unfair(3)** - a bloody maniak celebrates his 70th birthday in his palaces, receiving gifts with congratulations.*

*He **killed thousands, ruined millions of lives(4)**. And he wants to kill even more.*

What would you wish him?

The adverb *really* in *really unfair* is a graduation of attitudinal meaning which is included in *force* and has strong or *high degree*. Also, @Gerashchenko_en used the words *thousands* and *millions* which have *high degree* in gradability to emphasize how cruel Vladimir Putin is, for killing thousands and ruined millions of lives.

Datum 5

@KyivIndependent

*Russian dictator Vladimir Putin's 70th birthday on Oct. 7 is **hardly happy(5)**: Ukrainian forces keep advancing in the country's east and south, while public criticism against the military commandment is mounting in Russia.*

The adjective phrase **hardly happy** is a *negative affect* form of appraisal system attitude to appraise Putin's birthday. Hardly happy means *almost not happy*, it has graduation system of attitudinal meanings *force* with *low degree* in grading. @KyivIndependent informed that Ukrainian counteroffensive continues on Putin 70th birthday that causes the birthday is almost not happy.

Datum 6

@visegrad24


*Probably **not quite(6)** how Putin imagined the aftermath of his 70th birthday.*

(inserted video of Crimea bridge explosion)

The phrase **not quite** means *not entirely* or *almost* which is included in *force* graduation with weak or *low degree*. It indicates that he said the explosion of Crimea bridge was not how Putin expected to be on his birthday, but not in certain way.

Datum 7

@DrDenaGrayson

 **BOOM**: the secretary of #Ukraine's National Security and Defense Council tweeted this video of Marilyn Monroe singing, "Happy Birthday, Mr. President," along with pictures of the **MASSIVE(7)** explosion that crippled #Putin's bridge.

It was #Putin's 70th birthday yesterday. 🤪

The word *massive* was used by @DrDenaGrayson to appraise Crimea bridge explosion which the picture was also attached by the secretary of Ukraine's National Security and Defense Council along with the video. It has attitudinal graduation *force* with *high degree*.

Datum 8

@mfa_russia

✉ *President Vladimir #Putin is receiving **numerous telegrams and messages of greetings(8)** on his 70th birthday from foreign heads of state and government, heads of international organisations, and public figures.*

🔗 *<https://is.gd/pPIAax>*

#Putin70

@mfa_russia used the graduation *force* **numerous** that has *high degree* in grading which means very many, or great in number to emphasize that the President is not just usual person and how special he is to be greeted **numerously** by foreign heads of state and government, heads of international organisations, and public figures.

Datum 9

@PalmerReport

*They **really(9)** burned down the Crimean bridge on Putin's birthday 🤔*

This tweet contains a graduation of attitudinal meanings by the use of the adverb *really* in *really burned down* which is a part of *force* with *high degree* to emphasize the act of Ukrainian navy.

Datum 10

@McFaul

To remember and honor Anna Politkovskaya, who was murdered on this day -- Putin's birthday -- reposting my review of her last book:

*Vladimir the **Terrible**(10)*

@McFaul used the word *terrible* to appraise Vladimir Putin. Terrible has a graduation of attitudinal meaning; it is a *force* with *high degree* in grading which means extremely bad.

Datum 11

@Gerashchenko_en

Russian woman wishes "what do you call him...our president" Putin a happy birthday and wishes him to be a president even longer.

*Then we see the **bigger**(11) picture of what Putin's rule brought to Russia.*

She doesn't realize that she lives in ruins because of him.

(Inserted video of Russian woman's environment)

The word *bigger* here is used to appraise the picture about Putin's rule which is attached by @Gerashchenko_en in the form of video. The video shows that the Russian woman lives in the middle of rubble and ruined environment. *Bigger* has a *high degree force* of graduation system. It emphasizes that the picture of Putin's rule which is a ruined

environment of the Russian's woman has a *bigger* concern than how the woman wishes Putin for his birthday.

B. Discussion

The researcher provides more detailed explanations of the analytical results in this section. The objective of this research is to identify the sorts of appraisals utilized by X netizens and to discover how the appraisal systems are used by X netizens. In each utterance of X netizens, the researcher identifies and categorizes all attitudes, engagement, then identifies the graduation of the tweets.

Based on the first research question, the findings of this research show that X netizens used all of the appraisal systems that are attitude, engagement, and graduation in their tweets about Putin. They used all of the subsystems of appraisal except graduation subsystem called 'focus'. Out of 22 data and 40 appraisal items, the most frequently used appraisal strategy of attitude is negative judgment to represent Vladimir Putin with 12 items of appraisal. Negative judgement is mostly used by X netizens in the discourse because as a President, Vladimir Putin does not use his power well. Vladimir Putin as "Supreme Commander-in-Chief," has ultimate power over the Russian Armed Forces because the president gives military directives, establishes defense policy, and designates the High Command of the Armed Forces in this role. Disappointingly, with his broad power and

capacity, he did something negative instead, such as leading war and ruining lives of people.

There are also few positive subsystems of attitude found. They are 8 items of positive affect, 3 items of positive judgement, and the least is positive appreciation with only 1 item. Nevertheless, they only exist in the discourse as satire and do not really have positive meanings. It is because in the Russo-Ukrainian war issue, Vladimir Putin's declaration of war against Ukraine causes a huge number of casualties and leaving millions of people without access to food, water, and other necessities. As a result, many people have an unfavorable view of Vladimir Putin. The new Pew Research Center poll also has proven that a total of 82% of adults in 24 nations view Vladimir Putin negatively.

Based on the second research question, netizens appraise Vladimir Putin by using satire and negatively judging Vladimir Putin implicitly and explicitly in various ways to show that he is a bad ruler on his birthday date where common people usually receive a lot of greeting and congratulations but he instead received condemnation and mockery. X netizens use some positive attitude affects, appreciation and judgements when tweeting about Putin's birthday. However, even though netizens use some positive subsystems of attitude, in the end, the statements are followed by negative subsystems of attitude which make them have negative meanings instead to show implicit condemnation and mockery for Vladimir Putin.

Besides that, there are graduation systems used by X netizens to emphasize their statements. The researcher found 11 items of graduation force, including 8 items with high degree and 3 items with low degree. Netizens use the three types of force when grading their statements, that are intensity (they use intensification adverbs *possibly, really, hardly, hardest, and quite*), quantity (they use the amount signs *thousands, millions, and numerous*), and enhancement (they use the words *terrible* and *massive*). By using graduation systems, netizens either make their statements more positive or more negative depending on the attitudes they use, for example, they use the word *millions* to measure the amount of lives ruined by Putin which is extremely large number (high degree). This amount makes the judgement of Putin's cruelty sound even more negative.

In engagement resource, X netizens use monogloss engagement system and heterogloss engagement system equally. Out of 22 data, 11 data are monoglossic and 11 data are heteroglossic. It indicates that X netizens tend to appraise Vladimir Putin either straightly without allowing for other viewpoints to be discussed in the discourse or indirectly by allowing other point of views.

The findings of this study support Ross & Caldwell's (2020) study which found that President Donald Trump employs mostly negative judgement of Hillary Clinton as his political opponent in his tweets. Both studies have similar findings because they are in the same political context. Politics mainly have to do with power and capacity, it is a demanding field

of human action that necessitated a responsibility ethic that carried the repercussions of actions. A political actor must think about the consequences of their actions, that is why negative judgement mostly found than any other appraisal systems.

This study has similar findings with the study of Puspita & Pranoto (2021) and Asad et al (2021). They discover that negative judgement has significant role in the news. It is because negativity in the news is more likely the result of a human inclination to pay more attention to bad news material. They are different with Megah S & Noorh's (2018) study which the findings are mostly positive judgement instead, because in advertisements, positive judgement is used to admire the product.

The findings of this study are different with Fadhillah's (2021) findings even though both studies analyze a social actor. If the findings of this current study are mostly negative judgement, Fadhillah's (2021) study revealed that Rich Brian's most used appraisal system is positive affect. The difference is caused by the different contexts. This current study is in the political context meanwhile Fadhillah's (2021) study is in the social context. In the social context, a person connects with people in a community or even online, it is critical for developing strong, inclusive communities and boosting personal branding. Thus, Fadhillah (2021) explained that the positive affect is mainly used by Rich Brian as an influencer to perform personality and personal branding. In this case, Brian is portrayed as a

caring person because he delivered encouraging expressions multiple times through his tweets.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter is divided into two sections that are the conclusion of study and suggestions for further research on the application of appraisal theory.

A. Conclusion

In this sub-chapter, the researcher concludes the analysis of the appraisal system that utilizes Martin and White's (2005) theory, which focuses on three appraisal systems that are attitude, graduation, and engagement. The researcher draws conclusions of the analysis derived from findings and discussion also several previous studies of appraisal system.

In this study, there are 22 data of X netizens' tweets with 40 appraisal items found. Based on the findings, the most used appraisal system of attitude is negative judgement with 12 appraisal items. In graduation, the most used subsystem is graduation force with 10 items of appraisal, there is no subsystem focus found in this study. In engagement system, both subsystems are equally used with 11 tweets are monogloss and 11 tweets are hetergloss.

From the analysis, it can be concluded that the majority of people dislike Vladimir Putin, it can be seen by the attitude they use to appraise Vladimir Putin in their tweets is mostly negative judgement. Vladimir Putin is seen negatively because he does not make good use of his power and capacity. In the Russia and Ukraine dispute, the ultimate authority over the

Russian Armed Forces he holds is used to lead war which causes a huge number of casualties and leaves many lives of people in ruins. The resentment of netizens is even conveyed by their use of graduation system in their tweets which makes their statement sound more negative.

Based on the findings of this study and previous studies, it can be seen the use of appraisal system may vary depending on the context. When this current study has similar findings with Ross & Caldwell's (2020) study because both are in the political context, Fadhillah's (2021) findings show that in social context, the findings are also different.

B. Suggestions

Based on the findings of the preceding chapters, the researcher presents suggestions in this subchapter. This study is bound to data taken and there is also a time lag which make this study limited and quite subjective. Thus, the researcher suggests for the future researcher to conduct research about appraisal analysis of Vladimir Putin with a textual appraisal by using more and diverse data.

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CURRICULUM VITAE



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