

**APPRAISAL ANALYSIS IN MR. K'S INSTAGRAM CAPTIONS  
ON THE PALESTINE ISSUE**

**THESIS**

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UNIVERSITAS ISLAM NEGERI MAULANA MALIK  
IBRAHIM MALANG**

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# **APPRAISAL ANALYSIS IN MR. K'S INSTAGRAM CAPTIONS ON THE PALESTINE ISSUE**

## **THESIS**

Presented to:

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MALANG**

**2025**

## STATEMENT OF AUTHORSHIP

I certify that the thesis, **“Appraisal Analysis in Mr. K’s Instagram Captions on the Palestine Issue”** 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, June 6<sup>th</sup>, 2025

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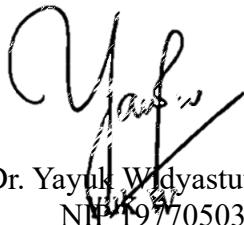
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This is to validate that Nafarida Awwaliyyah Reza's thesis entitled **Appraisal Analysis in Mr. K's Instagram Captions on the Palestine Issue** has been accepted for the thesis examination at faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as part of requirements for the degree of *Sarjana Sastra* (S.S.).

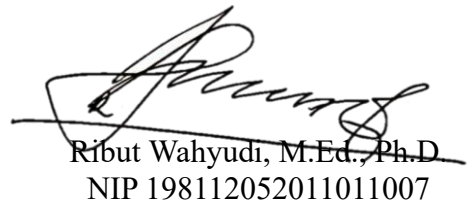
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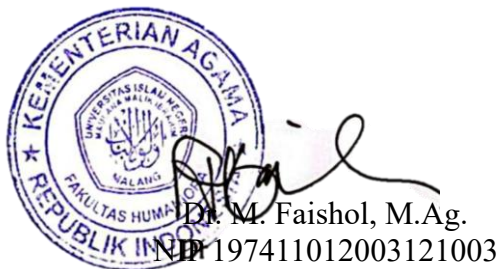


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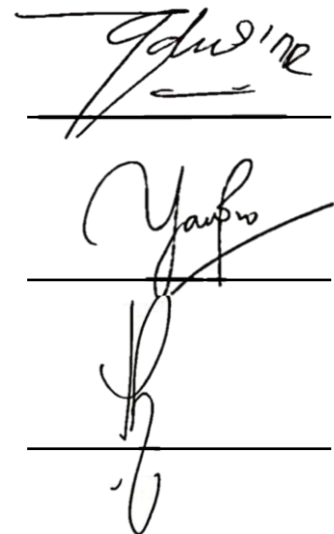
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## **MOTTO**

"Allah is the best protector, the best defender, and the best helper."

## **DEDICATION**

I humbly dedicate this thesis to my father, mother, and younger brother who always support me and give me strength. In addition, I would also like to appreciate myself for never giving up in going through every process.

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Malang, June 6<sup>th</sup>, 2025

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## ABSTRACT

**Reza, Nafarida Awwaliyyah.** (2025). *Appraisal Analysis in Mr. K's Instagram Captions on the Palestine Issue*. Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Yayuk Widyastuti Herawati, M.Pd.

**Keywords:** *appraisal, Mr. K, palestine*

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This research explores how Mr. K, through his Instagram captions, conveys his perspective on the Palestinian issue by using Appraisal Theory. The study focuses on posts shared between October 7 and November 7, 2024, and applies the framework developed by Martin and White (2005), which consists of three key components: Attitude, Engagement, and Graduation. The findings show that Mr. K most frequently uses Judgment to express moral evaluations, particularly in condemning acts of violence and injustice. He also uses Affect to share emotional responses like sadness and anger and Appreciation to highlight the value of Palestinian resistance. In terms of Engagement, Monogloss is dominant, showing that Mr. K tends to assert his stance directly without referencing other voices. Graduation is used mainly through Force to strengthen the emotional tone and urgency in his messages. Overall, the study finds that Mr. K uses language not just to inform but to take a clear stand in support of Palestine. He presents the conflict not merely as a political or religious issue but as a struggle against systemic oppression and modern colonialism. His captions aim to build empathy, raise awareness, and inspire action. Unlike many previous studies, this research analyzes the voice of a legal scholar who actively uses Instagram as a platform for digital advocacy. The study offers insights into how social media can be a powerful tool for expressing solidarity and pushing for justice. Future research is encouraged to explore audience responses or expand the data set over a longer period.

## الملخص

رزا، نفريدة أولية. (2025). تحليل تقييمي لتعليقات خالد بيضون على إنستغرام حول القضية الفلسطينية. أطروحة. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية في مالانج. المشرف: د. ياكوك وبيدياستوتي هيراواتي، ماجستير في التعليم.

الكلمات المفتاحية: التقييم، السيد ك، فلسطين

ههدف هذه الدراسة إلى تحليل كيف ينقل السيد ك وجهة نظره حول قضية فلسطين من خلال تسميات حسابه على إنستغرام باستخدام نظرية التقييم. تركز الدراسة على المنشورات التي نُشرت في الفترة ما بين 7 أكتوبر و7 نوفمبر 2024، وتطبق الإطار النظري الذي وضعه مارتين ووايت (2005)، والذي يتكوّن من ثلاثة مكونات رئيسية: الموقف، والمشاركة، والتدرج. أظهرت النتائج أن السيد ك يستخدم التقييم الأخلاقي بشكل أكثر تكراراً لإدانة أعمال العنف والظلم. كما يستخدم التعبير العاطفي لإظهار مشاعر الحزن والغضب، والتقدير لتسليط الضوء على قيمة المقاومة الفلسطينية. أما من حيث المشاركة، فالغالب هو أسلوب أحادي الصوت، مما يُظهر أن السيد ك يعبر عن موقفه مباشرة دون الرجوع إلى أصوات أخرى. ويستخدم التدرج بشكل رئيسي من خلال مكون القوة لتعزيز نبذة المشاعر والإلحاح في رسائله. بوجه عام، تُظهر الدراسة أن السيد ك لا يستخدم اللغة فقط للإعلام، بل أيضاً لاتخاذ موقف واضح داعم لفلسطين. فهو لا يصوّر الصراع كقضية دينية أو سياسية فحسب، بل ككفاح ضد القمع المنهجي والاستعمار الحديث. وتهدف تسمياته إلى بناء التعاطف، وزيادة الوعي، وإلهام العمل الجماعي. بخلاف العديد من الدراسات السابقة، تحلل هذه الدراسة صوت أستاذ في القانون يستخدم إنستغرام كمنصة للمناصرة الرقمية. وتُقدم الدراسة رؤى حول كيفية استخدام وسائل التواصل الاجتماعي كأداة قوية للتعبير عن التضامن والدعوة إلى العدالة. وتوصي الدراسات المستقبلية بتحليل تفاعل الجمهور أو توسيع مجموعة البيانات على مدى فترة زمنية أطول.

## ABSTRAK

**Reza, Nafarida Awwaliyyah.** (2025). *Analisis Penilaian dalam Caption Instagram Pak K tentang Isu Palestina*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Yayuk Widyastuti Herawati, M.Pd.

Kata kunci: *appraisal, Pak K, palestina*

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Penelitian ini mengkaji bagaimana Mr. K melalui caption di akun Instagram-nya menyampaikan pandangannya terhadap isu Palestina dengan menggunakan Teori Appraisal. Penelitian ini berfokus pada unggahan yang dibagikan antara tanggal 7 Oktober hingga 7 November 2024, dengan menggunakan kerangka kerja dari Martin dan White (2005) yang terdiri dari tiga komponen utama: Attitude, Engagement, dan Graduation. Temuan menunjukkan bahwa jenis Appraisal yang paling sering digunakan oleh Mr. K adalah Judgment untuk menyampaikan penilaian moral, terutama dalam mengecam tindakan kekerasan dan ketidakadilan. Ia juga menggunakan Affect untuk mengungkapkan emosi seperti kesedihan dan kemarahan, serta Appreciation untuk menunjukkan penghargaan terhadap perjuangan rakyat Palestina. Dalam aspek Engagement, Monogloss lebih dominan, yang menunjukkan bahwa Mr. K secara langsung menyatakan sikapnya tanpa merujuk pada pendapat pihak lain. Sementara itu, Graduation lebih banyak digunakan dalam bentuk Force untuk memperkuat nada emosional dan urgensi dalam pesannya. Secara keseluruhan, penelitian ini menemukan bahwa Mr. K menggunakan bahasa bukan hanya untuk memberikan informasi, tetapi juga untuk menyatakan keberpihakan yang jelas terhadap Palestina. Ia menggambarkan konflik bukan semata-mata sebagai isu politik atau agama, melainkan sebagai bentuk penindasan sistemik dan kolonialisme modern. Caption-captionnya bertujuan untuk membangun empati, meningkatkan kesadaran, dan mendorong aksi kolektif. Berbeda dengan penelitian sebelumnya, studi ini menganalisis suara seorang akademisi hukum yang aktif menggunakan Instagram sebagai sarana advokasi digital. Penelitian ini memberikan wawasan mengenai bagaimana media sosial dapat menjadi alat yang kuat untuk menyuarakan solidaritas dan menuntut keadilan. Penelitian selanjutnya disarankan untuk mengeksplorasi respons audiens atau memperluas data dalam jangka waktu yang lebih panjang.

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# CHAPTER I

## INTRODUCTION

### **A. Background of the Study**

Palestine has become the most talked about issue in the global world (Sholehkatina, Winarta, Wijayanti, and Rahayu, 2024). The conflict that continues to occur and causes many social impacts has drawn much special attention from various countries and global organizations. Over time, attention to the Palestine issue has increased due to the high level of injustice experienced by the Palestinian people, such as bombings, massacres, ongoing violence, and other human rights violations. The injustice experienced by the Palestinian people creates a situation where even major world organizations such as the United Nations cannot handle the problems between Palestine and Israel. The UN finds it challenging to carry out its duties in dealing with the Palestinian-Israeli issue. After all, they cannot always intervene in a country (Ayudiana, 2023). In addition to the UN, it is also exacerbated by the involvement of the United States, which is supposed to be the guardian of world security, instead supporting the genocide committed by Israel.

Therefore, the role of digital technology becomes crucial when even large organizations cannot handle the injustice experienced by the Palestinian people. Digital technology provides new ways to communicate, manage social relationships, and get things done (Jones, Chik, and Hafner, 2015). Digital platforms such as social media can be used to voice support for Palestine. Social

media is a platform often used to express opinions and build solidarity and empathy for the Palestine issue. Therefore, many social media platforms, including Instagram, can be used to voice opinions.

From this, one figure named Mr. K uses Instagram to voice his opinions and support the Palestinian people. Mr. K is a professor of law at Arizona State University Sandra Day O'Connor School of Law starting in 2023 (Arizona State University, 2024). Mr. K is a law professor, author, and Muslim-American activist widely recognized for his advocacy on human rights issues, particularly those concerning Islamophobia, racial discrimination, and the oppression of Muslim communities across the globe. As both an academic and a public intellectual, Beydoun actively uses social media, especially Instagram, as a platform to express solidarity with various humanitarian causes, one of the most prominent being the Palestinian issue. His concern for Palestine is not solely rooted in political positioning but also emerges from a deep emotional connection, Islamic identity, and social awareness shaped by his experience as an Arab-American Muslim living in a Western context that often marginalizes narratives from the Islamic world.

This makes it important to analyze the language used in captions. A good caption can attract much public attention, especially from social media users. Caption is an interesting thing in linguistic studies, especially in the scope of discourse analysis. Understanding how the captions in Mr K's posts can provide an understanding of how language evaluation of a social issue such as Palestine can be seen through the perspective of a law professor like Mr K. Language

evaluation in linguistic studies can be studied using appraisal theory, which is closely related to how language is evaluated. An appraisal is a theory developed by Martin and White (2005); there are three main components in appraisal theory, namely "attitude," "engagement," and "graduation." Engagement deals with sources of attitudes around opinions in discourse; attitude deals with feelings, including emotional reactions, behavioural evaluations, and evaluations of things; graduation looks at where feelings are reinforced and categories are blurred (Martin & White, 2005). By applying this framework, we can uncover how appraisal are linguistically constructed in captions addressing the Palestine issue.

This research analyzed language evaluation in Instagram captions posted by Mr. K. The decision to choose Mr. K as the subject of study is based on several key considerations. First, Mr. K is not only a legal scholar but also a public intellectual and digital activist who consistently engages with the issue of Palestine through a critical, moral, and advocacy perspective. His background as an Arab-American Muslim and his academic expertise in law and human rights give his voice both personal and scholarly legitimacy. Second, Mr. K actively utilizes Instagram as a platform to raise awareness and mobilize support for Palestinian causes. With over 2.5 million followers and thousands of posts, many of which specifically focus on Palestine, his content gains significant reach and engagement. Third, his Instagram captions are rich in evaluative language that reflects his emotional involvement, moral stance, and social criticism, making them highly relevant for linguistic analysis using Appraisal

Theory. Therefore, Mr. K's account offers a unique and valuable site for examining how individual discourse on social media constructs solidarity, resistance, and moral positioning in the context of the Palestinian struggle.

To provide a thorough foundation for this research, the researcher divides relevant previous research into three groups. The first group is research that uses appraisal theory, which only focuses on the attitudinal aspects of appraisal. The objects studied in these researches are news, twitter, and youtube. These researches were conducted by (Alhudaithy, 2022; Qiujie, 2024; Prastikawati, 2021; Fitriana, Gunawan, and Sudana, 2020; Kareem & Farhan, 2022; Lu, 2023; Puspita & Pranoto, 2021; Qiao & Jiang, 2022; Yuliyanti, 2023; Zhafarina & Mulatsih, 2022; Zhou, 2023). The result of these researches is that there is a dominant type of attitude affect on (Alhudaithy, 2022; Prastikawati, 2021; Yuliyanti, 2023; Zhou, 2023), found the most dominant type of attitude appreciation on (Fitriana, Gunawan, and Sudana, 2020; Lu, 2023; Qiao & Jiang, 2022; Zhafarina & Mulatsih, 2022). And found the most dominant attitude judgment on (Qiujie, 2024; Kareem & Farhan, 2022; Puspita & Pranoto, 2021).

However, the limitation of this group lies in their narrow analytical scope. By focusing only on Attitude, these studies do not show how the speaker or writer positions themselves in relation to others (Engagement), or how meaning is intensified (Graduation). Additionally, most of these studies examine institutional texts, such as news and scripted media, leaving less space for interpersonal expression and subjective voice. This suggests a gap in exploring individual perspectives in activist discourse.

The second group is previous researches that use appraisal theory in its three components. The object of these research is online news. These researches were conducted by (Aini, 2024; Cavasso & Taboada, 2021). These research analyzed all types of appraisal, namely, attitude, engagement, and graduation, found the most dominant type of appraisal graduation in (Aini, 2024), and found the most dominant type of appraisal attitude in (Cavasso & Taboada, 2021). On the other hand, found Attitude to be most prevalent. While these studies provide a more comprehensive use of the theory, their focus on news discourse limits the exploration of subjective, emotional, and personalized engagement, which is more commonly found in social media or activist platforms. These studies also tend to approach language as a tool for institutional messaging, rather than personal advocacy. Thus, while they enrich theoretical application, they overlook how Appraisal Theory functions in individual expressions of resistance or solidarity, particularly in digital spaces.

The third group is previous research that examined Palestine using appraisal theory but on news objects. The research has been conducted by Warshagha, Ang, and Huan (2024). This research compares two news media outlets using appraisal theory, focusing on affect analysis. The results showed that the two media portrayed the Palestinian-Israeli issue differently, where one media supported Palestine, while the other media did not. Although this study is relevant to the topic of Palestine and evaluative language, it is limited in two major ways: first, by using only news sources, it lacks the depth of personal and emotional expression often found in first-person discourse; and second, by

focusing mainly on Affect, it does not fully utilize the power of Appraisal Theory as a whole framework.

This research bridges the gap by analyzing the language evaluation in Mr. K's Instagram captions. As a law professor, Mr. K features humanitarian issues in his posts, especially Palestinian ones. So, when the researcher examines Mr. K's Instagram captions, the researcher discusses how Mr. K speaks and how the Palestinian issue is seen from a political perspective through Mr. K's posts on Instagram and more from a linguistic perspective. The researcher hopes that using appraisal theory can reveal the attitude, engagement, and graduation implied in Mr. K's captions. Therefore, this study aims to analyze the types of appraisal theory found in Instagram caption in Mr. K's Instagram captions and analyze how Mr. K's perspective on Palestine through Appraisal.

## **B. Problem of the Study**

To clarify the previous discussion, this research will answer the following two questions:

1. What Appraisal types are used in Mr. K's Instagram captions about Palestine?
2. How is Mr. K's perspective on Palestine constructed through Appraisal?

## **C. Significance of the Study**

Theoretically, this research was expected to enrich the application of Appraisal Theory in the study of social media discourse, particularly in the context of digital activism. By applying the framework of Attitude,

Engagement, and Graduation to Mr K's Instagram captions, this study constructed how evaluative language functions in shaping public narratives and personal perspectives on online platforms. It contributes to the theoretical development of Appraisal Theory by showing its relevance not only in traditional media or formal texts but also in the more dynamic and personal space of social media. Practically, this research adds insight into the field of discourse analysis; it was helpful for English literature students to analyze language in texts, especially in caption texts on Instagram. This study helped future researchers expand the object of research on social media, especially Instagram.

#### **D. Scope and Limitation**

The scope of this research is discourse analysis, more precisely, discourse analysis on text in captions on Instagram. This research used the appraisal theory developed by Martin and White, which consists of three main components: attitude, engagement, and graduation. The researcher limited the analysis to Instagram because Instagram can bring up uploads representing a person's statement. The researcher was focused on Mr. K's Instagram captions related to the Palestinian issue because he is a law professor who cares about humanitarian issues and injustice. In addition, the captions he uploads on Instagram represent humanitarian issues from a legal perspective. The criteria for the caption taken is the number of people who shared the caption with a large number of likes and a minimum of 2000 shares on the caption uploaded by Mr. K. On Mr. K's Instagram, he does not only upload one upload a day but

can have more than two or three uploads. Therefore, the selection of uploads that have more than 2000 shares has the implied meaning that many people agree and relate to the caption on the upload. Besides that, this research is limited to one-way communication because it examines the captions on Mr. K's account, which are subjective to Mr. K's captions.

#### **E. Definition of Key Terms**

- 1. Appraisal Theory:** According to Martin & White (2005) Appraisal is a theory included in Systemic Functional Linguistics (SFL). This theory focuses on examining evaluative language, which consists of three main components: attitude, engagement, and graduation.
- 2. Mr. K:** is a law professor who is very concerned about the rights and social justice in Palestine, his Instagram posts related to issues that occur in Palestine.
- 3. Instagram Captions:** In general, Instagram captions refer to responses expressed by users to a post on Instagram.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter explains the researcher's ideas to strengthen the data analysis in this study and discusses the concepts that align with this research, including an explanation of appraisal theory, social attitudes, and Instagram captions.

#### **A. Appraisal Theory**

Appraisal theory is a subfield of M.A.K. Halliday's Systemic Functional Linguistics (SFL) that focuses on the interpersonal aspects of language, specifically how writers show their evaluation in texts or utterances (White, 2005). Appraisal theory was developed by Halliday's students, Martin and White. Appraisal theory is used to analyze an evaluation. Appraisal is a part of discourse that is used to analyze interpersonal meaning (Martin & White, 2005). Authors or speakers use evaluation studies to express their opinions or feelings through language. Language evaluation is also concerned with how language illustrates the author's beliefs (Halliday, 2014).

Therefore, appraisal theory analyzes how language is evaluated from a discourse. Attitude, graduation, and engagement are the three main components used in appraisal theory. Attitude focuses on positive or negative evaluations, graduation focuses on the intensity of the evaluation that strengthens or weakens it, and engagement focuses on the source referenced in the author's statement (Akhiroh, 2022). These three components are part of appraisal theory, often called evaluation language, which evaluates language in a

discourse. The explanation of appraisal theory will be further explained regarding the appraisal subsystems of attitude, engagement, and graduation.

Attitude is a component of appraisal theory, which focuses on the evaluative aspects of language; this theory helps analyze how texts construct certain attitudes by inviting readers or listeners to agree or disagree with phenomena or issues. In attitude, praise and blame means writing or speaking about a person, place, thing, event or situation in a favorable or unfavorable way (Otezia, 2017). Attitude involves meaning that can be compared (Martin & White, 2005). Attitude is related to the feelings expressed in an utterance or discourse. Feelings are also closely related to emotions; someone who experiences emotions is called an emoter, while the phenomenon that causes emotions is called a trigger (Martin & White, 2005). Attitude is divided into three main subsections: affect, appreciation, and judgment.

1. Affect is a direct emotional expression felt or experienced by the writer or speaker. Affect consists of positive feelings, such as happiness and satisfaction, and negative feelings, such as fear and insecurity. Affect can be shown in various ways, such as feelings of joy, security, and satisfaction or sadness, anxiety, and dissatisfaction. Texts often use affect to convey a personal perspective or to create an emotional connection with the audience. Affect analysis shows how writers or speakers attempt to influence the feelings of their audience. Examples of affect are in Table 2.1.

Table 2.1 Affect

Positive Affect	Negative Affect
I felt <b>happy</b> to hear the news.	I'm so <b>scared</b> of walking alone at night.
I <b>like</b> your outfit today.	He felt <b>disappointed</b> after seeing his exam results.
I am <b>grateful</b> to have a friend like you.	He was <b>sad</b> when he heard the bad news from his brother.

From the table above, positive affect shows a feeling of happiness indicated by words such as happy, love, and grateful. In contrast, negative affect shows the existence of less happy feelings indicated by words such as fear, sadness, and disappointment.

2. Judgment is a part of attitude that focuses on analyzing moral judgments on the behavior of others or individuals. This judgment is often used to see how social norms are shown in a discourse. The discourse is judged whether it is acceptable or unacceptable in society. Judgment relates to attitudes towards behavior that is admired or criticized (Martin & White, 2005). Thus, the main function of judgment is to evaluate the behavior of others or individuals in accordance with society's norms. For example, he is a good speaker, but his behavior is callous. The phrase "good speaker" indicates a behavioral evaluation that someone has good speaking skills, while the word "callous" suggests that someone has bad behavior.
3. Appreciation relates to how natural phenomena are valued (Martin & White, 2005). It includes evaluative responses such as judging something based on its beauty, innovation, or usefulness. Appreciation is divided into three components: reaction (how interesting or pleasant

something is), composition (how structured or balanced something is), and values (how important or valuable something is) (Martin & White, 2005). Appreciation allows the writer or speaker to pass judgment without considering morals. Examples of appreciation are in Table 2.2.

Table 2.2 Appreciation		
Component	Positive Appreciation	Negative Appreciation
Reaction	Attractive, alluring, fascinating	Boring, not interesting
Composition	Balanced, proportional, harmonious	Unbalanced, contradictory
Values	Innovative, creative, unique	Not effective, useless

Engagement is the second component after attitude in appraisal theory, engagement is how a writer or speaker conveys their opinion about possible perspectives, either previously expressed, discussed, or those they expect to emerge (Martin & White, 2005). Engagement helps us understand how someone chooses words to respond to or anticipate another's perspective and how they organize their position in the discussion. Engagement is divided into two types: monogloss and heterogloss.

1. Monogloss is a clear and straightforward view expressed by the speaker or writer. In monogloss, the statement or utterance refers to only one point of view without considering other points of view. Thus, monogloss is used to emphasize a statement or expression. Example “The banks have been greedy.”
2. Heterogloss is the opposite of monogloss; heterogloss refers to a statement or expression that involves other points of view in it.

Therefore, not only is the speaker or writer conveying their own opinion, but they are also considering the opinions of others that may be different or relevant in a given situation. Examples “There is the argument thought that the banks have been greedy.”

Graduation is the last component of appraisal theory after attitude and engagement. In appraisal theory, graduation is an aspect related to the intensity or level of strength of a statement or expression (Martin & White, 2005). In other words, graduation regulates how strong or weak a statement or expression is delivered. Graduation focuses not only on the content of the message but also on the size of the message's impact. Graduation has two types: force and focus.

1. Force is one type of graduation that includes labeling, tonality, amplification, suppression, intensity, and emphasis. In this category, the most apparent expressions are found by using words like “very,” “a little,” “really,” “absolutely,” and so on. This also applies to more complex terms, such as big, small, near, far, few, many, etc. The linguistic component, which combines philosophical meaning and scale value, is another way to communicate strength. Moreover, this strength relies on the assumption that each interpretation indicates one point on a low to high-intensity scale.
2. Focus is a type of graduation used to highlight the level of clarity or precision of a statement or expression. Focus allows flexibility in defining usually clear categories by making them more or less clear. In other words, focus regulates how weak or strong a statement is. There

are two types of focus: sharpening and softening. Sharpening means that the statement conveyed is precisely what the writer or speaker meant; the statement can be positive or negative, for example, “a real brat” and “a real wonder.” Softening refers to the author or reader's statement less in line with what is intended; softening refers more to negative statements, for example, “kind of crazy.”

## **B. Mr. K**

Mr. K is a law professor, author, and Muslim-American activist widely recognized for his advocacy on human rights issues, particularly those related to Islamophobia, structural racism, and the oppression of Muslim communities, including Palestinians. He was born in Egypt and raised by a single mother from the age of two in Dearborn, Michigan, a suburb of Detroit known for having the largest Arab-American community in the United States. Growing up in a marginalized and multicultural environment deeply shaped Mr. K's social consciousness around issues of identity, justice, and minority rights. He completed his undergraduate studies at the University of Michigan, earned his J.D. from UCLA School of Law under the mentorship of critical legal scholars such as Kimberle Crenshaw, and later pursued an LLM at the University of Toronto and an M.Ed. at Harvard University. He is currently a Professor of Law at the Sandra Day O'Connor College of Law, Arizona State University (Arizona State University, 2024).

Mr. K has written and edited several important books. One of his best-known works is *American Islamophobia: Understanding the Roots and Rise of Fear* (2018), which examines the roots and development of Islamophobia in the United States. He also co-edited the book *Islamophobia and the Law* (2020), which highlights various legal aspects related to Islamophobia. His most recent work, *The New Crusades: Islamophobia and the Global War on Muslims* (2023), examines Islamophobia in a global context and its impact on Muslim communities around the world. In addition to being an academic and writer, Mr. K is also an active voice on social justice issues, especially those related to Palestine. Through his social media accounts, he consistently shares information, analysis, and opinions on the situation in Palestine, including human rights violations, the Israeli occupation, and the global response to the conflict.

In his writings, Mr. K not only provides an academic perspective but also gives perspectives and statements about the experiences of the Palestinian people, shares the stories of victims, and supports the global solidarity movement. Through a fact-based and legal approach, he seeks to raise awareness and engage his readers in advocacy and action, such as supporting boycotts, sanctions, and other forms of resistance to injustice. His boldness in speaking out on the Palestinian issue has made him one of the most influential voices in building public awareness of the conflict. Mr. K continues to challenge the dominant narrative that often ignores the suffering of the Palestinian people and encourages global solidarity towards their cause.

Mr. K has been an outspoken advocate for the rights of the Palestinian people, especially in the wake of humanitarian crises brought on by military aggression, blockades, and structural violence. Through his Instagram account, he does more than share information. He frames the Palestinian narrative through an empathetic, critical, and morally grounded lens, revealing how he views Palestinian suffering as a reflection of broader systemic global injustice. His captions often incorporate legal, historical, and sociopolitical perspectives, evolving his social media presence into a space not just for expression but also for personal and digital advocacy. His commitment to the Palestinians because not only in his solidarity as a fellow Muslim and Arab but also in his academic understanding of global structures of oppression. With hundreds of thousands of followers, Mr. K uses his Instagram platform to share narratives of resistance against Palestinian oppression, using an emotional, critical, and educational approach. For these reasons, Mr. K serves as a compelling subject for analysis through Appraisal Theory, as he blends a personal, scholarly, and advocative voice in shaping digital discourse around Palestine.

### **C. Instagram Caption**

Instagram is a social media platform where you can upload images or videos (Meisani, Chofiyya, and Handayani, 2016). Instagram has many features, such as sharing uploads, providing comments, and providing captions according to what is uploaded. Therefore, Instagram is also included in verbal language because there is written text to express opinions or ideas about something (Meisani, Chofiyya, and Handayani, 2016). Captions on Instagram

have a function to provide context to the images or videos uploaded on Instagram. The caption can show information from the uploader and even describe the uploader's thoughts and feelings.

On Instagram, captions often play a role in expressing views on an issue. Captions are also often used to convey a message about something, especially in posts that aim to influence public opinion, provide awareness, and even invite support. Captions play an important role in creating engagement between the uploader and their followers through what is written in the caption. This can draw attention and attract other Instagram users to like, comment, or share the post.

People's perception and perspective of the uploaded content is greatly influenced by what the uploader writes. Captions can show the uploader's social attitudes or reflect their values, beliefs or views on certain issues. In other words, captions are a media tool to convey emotional messages that can attract attention and influence audiences. In addition, emotionally charged captions can influence other Instagram users to agree and support the views expressed. If the uploader has significant influence, such as a large number of followers or high popularity, this effect will be even more substantial. These kinds of captions are not only found online; they can also inspire tangible behaviors like making a donation, going to an event, or participating in social campaigns. As a result, they turn into tactical instruments for influencing public opinion and inspiring audiences on social media.

### **CHAPTER III**

#### **RESEARCH METHOD**

In this chapter, researcher described the research design, research instrument, data and data source, procedure of data collection, procedure of data analysis, and triangulation.

##### **A. Research Design**

This research aims to describe what happens on the social media platform Instagram, with a focus on analysing Mr. K's captions about social phenomena. So, this research was studied using descriptive qualitative methods with a discourse analysis approach. Qualitative research is a method for understanding social phenomena (Creswell, 2014). The social phenomenon studied in this research is using Instagram captions on the Palestinian issue. The descriptive qualitative method is used because it provides an in-depth understanding of the phenomenon through a thorough description. In addition, the discourse analysis approach examines written language with the social context that surrounds it. This means that the norms of society, politics, time, place, and the intended readers' background of the writer must be considered because they can affect the meaning of language and how it is explained.

##### **B. Research Instrument**

The research instrument in this study is the researcher himself (human instrument). The researcher collected and analyzed data. The researcher used a mobile phone to access the Instagram platform. The researcher used the mobile

phone to read and copy captions from Mr. K's Instagram posts on the Palestinian issue. The researcher read and selected relevant and popular Instagram content as a human tool based on the high number of likes, comments, and shares about Palestine issues. In addition, the data was systematically collected and analyzed using appraisal theory. Therefore, by using human instruments, the researcher can dig deeper to understand the meaning that Mr. K wants to convey and explore how the captions represent Palestine that encourage audience empathy, attention, and action toward the issues. Thus, the corpus assists the researcher in collecting and analyzing the data shown in Table 3.1 to answer research question number 1.

Table 3.1 Appraisal Theory Martin and White 2005

No	Datum	Appraisal Types						
		Attitude			Engagement		Graduation	
		Affect	Judgment	Appreciation	Monogloss	Heterogloss	Force	Focus

### C. Data and Data Source

The data in this research were in the form of words, phrases, or sentences. The first data source in this research is the captions of Mr. K's Instagram posts that discuss Palestine issues. The captions were chosen as the main data because, linguistically, there are many evaluative elements, such as expressions of emotion. This is relevant to analysis using appraisal theory. Second, the data was obtained by opening the Instagram platform and typing Mr. K's name in the search field; this is seen on Mr. K's official Instagram account, where he

actively shares his thoughts and opinions on Palestinian issues relevant to linguistic studies. Third, the researcher used his Instagram account to access and collect data through the captions of Mr. K's posts. The data to be collected includes posts highly relevant to the Palestinian issue, especially those that receive much attention from other Instagram users. This data acquisition was relevant to linguistic analysis using appraisal theory because it can mobilize attention and support for the Palestinian issue through language in Instagram captions.

#### **D. Procedure of Data Collection**

Data collection was carried out in this research through several structured stages. In the first stage, the researcher took caption data from uploads from 7 October to 7 November 2024 because, at the beginning of October, the Israeli military invasion began, such as the massive bombing of Gaza. In the second stage, the researcher selected captions related to the Palestinian struggle and chose posts with high likes, comments, and shares. This shows that the posts attracted much public attention and involved many people. The captions were words, phrases, or sentences from Mr. K's Instagram posts the researcher accessed Mr. K's Instagram account using her account. The researcher selected posts based on popularity, audience engagement, and relevance to the Palestinian issue. The researcher directly identifies and selects relevant captions to analyze because this data collection process is carried out carefully using a human instrument.

Furthermore, the researcher analyzed the data using appraisal theory to understand how a legal and political expert like Mr. K provides narratives that attract attention, arouse empathy, and encourage audiences to take action on the Palestinian issue. The researcher also received direct email approval from Mr. K to analyze his Instagram captions. The screenshot of this permission is provided in the appendix.

### **E. Procedure of Data Analysis**

To answer the first research question, the researcher began by closely examining the captions posted by Mr. K on his Instagram account that relate to the issue of Palestine. The analysis followed the framework of Appraisal Theory by Martin and White, which focuses on three main aspects: Attitude, Engagement, and Graduation. In the process, each caption was carefully read and interpreted to identify expressions of feeling (affect), evaluations of people's behaviour (Judgment), and valuing of things or situations (appreciation) under the Attitude category. The researcher also explored how Mr. K positions himself and others through Engagement, whether he opens space for other perspectives or asserts his stance firmly. Graduation was analyzed to understand how he intensifies or downscales his messages, especially in conveying emotion, urgency, or emphasis. Each type was categorized and interpreted manually, with close attention to language and context. The researcher was able to determine the predominant types of Appraisal in Mr. K's captions and give a better understanding of the evaluative techniques he employs his message by conducting this theoretical framework.

To answer the second research question of how Mr. K's perspective on Palestine is constructed through Appraisal Theory, the researcher analyzed the types of evaluative language found in each caption, including Attitude, Engagement, and Graduation. After identifying these types, the analysis moved beyond just categorizing them, aiming to understand what these choices reveal about Mr. K's stance. For example, the frequent use of Judgment shows how he morally evaluates certain actors and actions, while Monogloss reflects his firm and non-negotiable tone, and Force helps emphasize urgency and emotional intensity. These appraisal types were not examined in isolation; the accompanying images in the posts were also taken into account since they often reinforce or deepen the meaning of the captions. The researcher found patterns by combining textual and visual analysis, which consistently show Mr. K's strong sympathy for the Palestinian people, his critique of injustice, and his appeal for empathy and awareness among all people. This step-by-step approach helped to clearly show how his perspective is constructed not only through what he says but how he says it and how consistently he aligns his language with his advocacy.

#### **F. Triangulation**

This research uses the triangulation method to strengthen the research results. Triangulation is used to reduce bias that may occur during the data collection and analysis process to ensure that the data or information collected by researchers from various perspectives is correct (Rahardjo, 2010). This process involves collecting accurate data from Mr. K's Instagram caption. The

purpose of this method is to view the phenomenon from different perspectives and compare the results with various sources of information. Triangulation consists of four types: method triangulation, inter-researcher triangulation, data source triangulation, and theory triangulation (Rahardjo, 2010).

In this study, the researcher used data source triangulation; the researcher used secondary data in the form of images that accompanied each of Mr. K's Instagram posts. These images were considered important because they were closely connected to the captions. When expressing emotion, passing judgment, or expressing appreciation, the images frequently support the meaning that is expressed in the text. The researcher was able to comprehend the information more fully by looking at the captions in addition to the pictures. The appraisal analysis became more grounded as a result of this approach since it considered how images complemented and enhanced the written wording. The results were strengthened by the inclusion of image data, which revealed how Mr. K constructed narratives that captivated attention and evoked empathy using both words and images.

## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

This chapter outlines the data analysis based on the research questions that have been raised in chapter one. The main focus of this chapter is to discuss what appraisal theory is used in Mr. K's Instagram captions related to the Palestinian issue. Besides, it discusses how the appraisal theory used in the caption represents Palestine. These questions are answered using Martin and White's (2005) appraisal theory of language evaluation.

#### **A. FINDINGS**

In this section, the researcher presents caption data from Mr. K's Instagram account. The findings are based on the research questions.

##### **1. Types of Appraisal Theory in Mr. K's captions about Palestine**

###### **1. Attitude**

Martin and White (2005) in appraisal theory explain that attitude refers to the process of evaluating the meaning of the emotions that the writer or speaker wants to express, be it positive or negative. Attitude is divided into 3 subsystems, namely affect, judgment, and appreciation.

###### **a. Affect**

Affect refers to an emotional response or feeling toward something. In Mr. K's captions, he conveys his feelings, both positive and negative, by using the

bolded words and phrases below. The type of appraisal affect has been found in 10 caption data.

### **Datum 1**

***“Staggering figure. And rising by the day. Help the people of #Gaza.”***

This caption was uploaded on October 8, 2024, the caption shows the events at the beginning of the conflict in Gaza. At the time of this situation, the death toll and suffering of the people in Palestine increased drastically, so many activists, journalists, and public figures called out the situation and asked for help and attention from the global community. The phrase “Staggering figures” describes a strong emotional response to the number of casualties and damage. It shows a sense of shock and deep sadness at the suffering that is taking place. The call to “Help the people of #Gaza” shows urgency and empathy towards the ongoing situation in Palestine.

Based on Appraisal Theory (Martin & White, 2005), this caption belongs to the appraisal theory type, namely attitude and is included in the sub attitude, namely Affect. The phrase falls into the Negative Affect category. The phrase “staggering figure” describes a sense of shock at the magnitude of the impact of the situation experienced in Gaza, including the large number of casualties caused by the situation. It also falls under the Unhappiness affect category as it shows feelings of anxiety and shock. This expression builds the emotional feeling of Mr. K's caption with its readers, thus encouraging readers to feel the same sadness. Thus, this caption uses affect as a linguistic strategy to evoke empathy in its readers.

## Datum 2

*“Sad to see this. More children have died in Gaza over the past 12 months than the entire world in 5 years. Mindblowing.”*

This caption was uploaded on October 10, 2024, the context of the caption shows that in the midst of increasing world attention about the case in Gaza is increasing because many children are victims. The phrase “Sad to see this” shows Mr. K's personal emotional response to the tragedy. In addition, the word “Mindblowing” emphasizes the feeling of shock caused by the information about the number of children killed in Gaza in the last 12 months compared to the whole world in 5 years. This caption combines sadness and shock as a form of emotional outpouring.

This caption falls under the theory of Affect in appraisal. This phrase falls under Negative Affect because it contains emotional feelings. The phrase “Sad to see this” falls under the Affect of Unhappiness which describes the deep sadness over the atrocities and suffering that the children in Gaza are experiencing. The word “Mindblowing” also shows a feeling of shock at such a cruel fact and brings up emotional feelings. The writing of these two phrases strengthens the empathy of the writer and the reader in particular. Thus, affect in captions is used to form emotional solidarity with the caption reader.

## Datum 3

*“Displaced, homeless and thousands of them orphaned. The humanitarian disaster in the Arab world is spiralling with each passing day. Gaza needs mattresses, clean clothes, sleeping bags, water and more. Especially the children.”*

This caption was uploaded on October 10, 2024, the context contained in the caption is when the humanitarian case in Gaza is getting worse. In the caption, there are words like “Displaced, homeless and orphaned”, these words describe the deep suffering experienced by the people of Gaza, especially children. Mr. K explicitly shows the impact of the conflict as an emotional fact. The caption also mentions much-needed items such as mattresses, clean clothes, and drinking water, which reinforces the level of physical and emotional suffering felt by the victims.

Based on Martin and White's Appraisal theory, this caption falls into the category of attitude affect. Words like ‘displaced’, ‘homeless’, and ‘orphaned’ represent the suffering experienced by the Palestinian people in Gaza. This can bring up a sense of sadness that is also felt by the reader. By mentioning various needs, this caption shows empathy and sympathy from the reader. The use of affect here aims to build emotional solidarity between the writer and the caption reader.

#### **Datum 4**

*“**Harrowing** days for the most hard hit part of the Strip.”*

This caption was uploaded on October 10, 2024, the context in the caption is when attacks in the Gaza region are increasingly frequent which has resulted in several areas experiencing very concerning impacts. The phrase “harrowing days” contains a very emotional meaning, the phrase describes days full of suffering and fear. The word “harrowing” has an

implied meaning where the situation that occurs is an incident that is emotionally and physically.

Based on the Appraisal theory, the phrase “Harrowing days” is included in the affect type because it shows fear and emotional suffering due to the cruel situation experienced. The word “harrowing” describes a very torturous emotional feeling and also describes the mental suffering experienced by the people of Gaza. This caption functions as a linguistic strategy to activate the reader's emotional response and emphasizes that the conflict that occurs is a form of real pain.

### **Datum 5**

*“I’m **at loss** for words, and directions”*

This caption was uploaded on October 11, 2024, the context of the caption is when the conflict continues and the information that appears is increasingly horrific in Gaza. In the sentence "I'm at loss for words, and directions" is one form of expression in showing the emotional feelings of the author, namely Mr. K as a form of his feelings. This expression shows deep confusion due to continuously witnessing the injustice that occurs in Gaza. This caption represents the confusion felt by the author and many people who also follow the development of the conflict.

The sentence “I'm at loss for words, and directions” is included in the Negative Affect category in Appraisal Theory (Martin & White, 2005). The sentence is included in affect because it shows a very cruel and painful

situation, the author feels helpless and lost, as shown in this expression. This caption supports Mr. K to create emotional closeness with the readers through this expression of helplessness. Thus, affect here is used to show sadness and invite readers to share sadness.

### **Datum 6**

*“Many have **ran off, silent, and scared**. But we're still here. And that's all that matters”*

This caption was uploaded on October 12, 2024, the context in the caption is when the situation in Gaza is full of tension. Many people have to flee or hide because of the constant threat of attacks on them. The Palestinian people feel a deep sense of fear through the phrase “run off, silent, and scared.” The mental state of those who choose to stay or flee for safety is emphasized in this section. Creating a contrast between fear and hope, the continued statement, “We are still here. And that's what matters,” reveals that they have a sense of courage and resilience.

In the words “Run off, silent, and scared” are included in the Negative Affect type in Appraisal Theory. In the words "silent" and "ran off" indicate negative responses due to emotional pressure and physical threats, the word “scared” directly indicates fear. This indicates a mental condition caused by the conflict that occurs and causes emotional feelings. In addition, the emotional feeling from fear to strength is strengthened at the end of the caption. Here, emotions not only show pain, but also the strength to survive in the midst of the cruelty that occurs.

## Datum 7

*"Everything in this world can be robbed and stolen, except one thing, this one thing is the love that emanates from a human being towards a solid commitment to a conviction or cause." Ghassan Kanafani*

In the caption uploaded on October 19, 2024, the caption writer Mr. K quoted from a Palestinian intellectual and fighter named Ghassan Kanafani about the value of love and dedication in the struggle. The caption was written with a post showing a number of people in Gaza who continued to perform their religious duties as their obligation in a building that was almost destroyed. The quote conveys a message about spiritual strength and determination that cannot be taken away by violence or colonization in the midst of deep conflict and suffering. The phrase "love that emanates" describes the eternal love of someone who is fighting. This is an inspiring expression and invites readers to see the emotional strength that comes from pure belief in the heart rather than physical strength.

"Love that emanates" falls into the category of Positive Affect in Appraisal Theory. In the caption, the term "love" refers to feelings of affection and emotional sincerity that exceed physical strength and violence. This love is something pure, strong, and comes from the heart, and cannot be taken away by anyone. That is why the word "emanates" is used. In this paragraph, affective power is presented as a moral and spiritual force that is the basis of the struggle for justice. This positive expression is inspiring and encouraging, showing that the Palestinian struggle is about principles and love more than physical resistance.

### **Datum 8**

*“So many of us have lost family and loved ones, as many is have lost our most beloved people in Gaza.”*

This caption was posted on October 21, 2024 to show empathy and solidarity with the great loss experienced by the people of Gaza. Mr. K uses words such as “lost family and loves one” and “most beloved people” to express the deep sorrow experienced by people across the community. This clip shows that the tragedy of Gaza encompasses more than the number of victim. It also includes the loss of people who had a profound impact on their lives. Furthermore, this statement reflects the widespread grief among those who had an emotional connection to the victims; it unites the sense of personal loss with the larger tragedy.

The caption falls into the Negative Affect category in Appraisal Theory, in the phrases “lost family and loved ones” and “our most beloved people” depicting deep sorrow and strong emotional attachment to the departed. This caption depicts loss as a feeling that can affect the reader's emotions, making the reader pay more attention to the conflict in Gaza. To humanize the victims, Khaled uses affect to show that this tragedy touches a sense of love and humanity.

### **Datum 9**

*“just sinister. Just when you thought this genocide cannot get any more vile”*

This caption was released on October 23, 2024, the context that occurred in the caption was when the violent conflict in Gaza was getting

higher. In the phrase “Just sinister. Just when you thought this genocide cannot get any more vile,” written by Mr. K, it shows deep anger and frustration at the atrocities that continue and even get worse. The events that occurred were not only cruel, but also immoral and beyond the limits of humanity, as indicated by the terms “sinister” and “vile”. This is an example of an expression of deepening disappointment at inhumane actions.

In the phrases “Just sinister” and “this genocide cannot get any more vile” are included in the Negative Affect category in Appraisal Theory. The expressions written by Mr. K are not just expressions of sadness or disappointment, but these expressions show deep anger towards unacceptable violence. This caption shows that negative emotions can increase as circumstances worsen, showing complex emotions ranging from shock, sadness, to anger. Khaled strengthens the caption he wrote to show that he is not neutral but sides with the victim and actively condemns the perpetrators of the crime.

### **Datum 10**

*“Another night, another violent attack in #Gaza. 10,000's more will be homeless, displaced, and without anywhere reliable to sleep.”*

This caption was posted on October 24, 2024 in response to the violent conflict in Gaza. Mr. K wrote in the caption he uploaded on Instagram about the latest attacks that killed tens of thousands of people, “10,000's more will be homeless, displaced” shows the sadness of the increasing civilian casualties, while the phrase “another night, another

violent attack” shows the emotional exhaustion of the constant violence. This phrase describes a very dark situation where the suffering of the people of Gaza has become like a daily routine. This caption expresses deep sadness about the worsening humanitarian crisis.

In the caption, words such as “homeless” and “displaced” are included in the Negative Affect category in Martin and White's 2005 Appraisal Theory. This caption shows the suffering caused by uncertainty and loss, thus causing deep concern, sympathy, and sadness. These are emotions caused by the humanitarian situation of the Gazans who no longer have shelter. Mr. K uses this caption to encourage readers to sympathize, reminding that violence destroys not only buildings but also the lives and sense of security of thousands of people.

## **b. Judgment**

Judgment relates to attitudes towards behaviour that is admired or criticized.

The following is a text containing judgment of 23 caption data.

### **Datum 1**

*“1 year. 2 bookends to a **dark chapter in human history**. Read between the lines and between the two dates that make this bleak anniversary. **Propaganda and pundits focus on trite lines and lies** to sell you false narratives.”*

This caption was uploaded on October 11, 2024. Mr. K gave an assessment through the caption he uploaded, he wrote that exactly one year after the important event in the Palestinian conflict, to remember the terrible and cruel year. In the phrase “a dark chapter in human history”, the events

that occurred during this year, which are most likely related to genocide and violence, are considered dark events that have violated human values. The statement “propaganda and pundits focus on trite lines and lies”, indicates that the media or certain groups deliberately spread false stories to hide the truth. In addition, the caption also reflects criticism of the perpetrators of violence and the spreaders of false information, who are considered to worsen the situation by diverting public attention from the suffering that is happening in Palestine.

Because the judgment of violent acts against Palestine as inhumane and immoral. Therefore, the term "a dark chapter in human history" contains negative judgment in appraisal theory. This is a form of condemnation of human rights violations. On the other hand, the phrase “propaganda and pundits focus on trite lines and lies to sell you false narratives” judgment that a group of people and the media are not honest in disclosing information. This caption emphasizes that the difficulties experienced by the Palestinian people do not only come from physical violence, but also from false information that covers up the truth. The punishment listed in this caption strengthens the image of the Palestinian struggle by highlighting lies with demands for justice and truth.

## **Datum 2**

*“The goal in Gaza is utter destruction, regime change, occupation and expansion of new order.”*

This caption was uploaded on October 11, 2024. It appears in the context of increasing violence and oppression against Gaza. Mr. K clearly shows that these actions are not just temporary attacks, but are part of a routine agenda aimed at completely destroying the existing order in Gaza. The words “utter destruction” and “expansion of new order” describe a grand plan full of violence that goes beyond mere conflict. This indicates a negative assessment of the Israeli government with the aim of destroying the existence of the Palestinian people in the long term.

This statement shows Negative Judgment in appraisal theory because it assesses the behaviour of policies and actions that are considered to violate the principles of justice and morality. Goals such as destruction, occupation, and regime change are described as immoral and violate human values. Because this caption highlights the intention of oppression carried out. This caption is used by Khaled to inform the audience that the actions against Gaza are not only cruel but also unethical and dangerous.

### **Datum 3**

*“The genocide in Gaza has brought up memory of the savagery in Iraq, when 1 million + civilians were slain during an unjust war. A war that capitalised on lies of “weapons of mass destruction” and myths of boogiemen.”*

This caption was uploaded on October 11, 2024. In the caption, Mr. K makes a historical comparison between the genocide that occurred in Gaza and the atrocities that occurred during the war in Iraq, calling both examples of oppression based on systematic lies. Beydoun uses the phrases “unjust war” and “capitalized by the lie of weapons of mass destruction” to

suggest that those in power in the war use information manipulation to support actions that are actually unethical.

Based on the appraisal theory, this caption contains Negative Judgment because it accuses the warlords of using lies as a shield. It also reflects Negative Judgment because it describes the war as unjust and immoral. By comparing Gaza to Iraq, Khaled extends his criticism of violence wrapped in a false narrative. This reinforces the representation that the suffering of the Palestinian people is not only the result of direct attacks, but also the result of a system that spreads lies.

#### **Datum 4**

*“Everyone in north Gaza is posting goodbyes **because Israel has been permitted to carry out a war of annihilation.** All Eyes on North of Gaza.”*

This caption was uploaded on October 13, 2024. It appeared amidst the escalating attacks on Northern Gaza. According to what Mr. K wrote, People in the region began to say goodbye via social media because they realized that death could come at any time. The phrase “Israel has been permitted to carry out a war of annihilation” shows the author's criticism of Israel's military actions, which are described as genocide or mass murder. In addition, this phrase describes disappointment and criticism of the international community which is considered to support these actions. The call "All Eyes on North of Gaza" emphasizes that it is imperative to pay attention to the ongoing humanitarian tragedy and show solidarity with the people of Gaza.

Based on the appraisal theory, the caption is included in the negative judgment because it criticizes Israel's actions as very immoral and violates human values. In the phrase “Israel has been permitted to carry out a war of annihilation”. The word “annihilation” has a very strong meaning with deliberate total destruction, it shows that Israel's intentions and actions are considered unethical. In addition, this section also criticizes other participating parties, perhaps large countries or international organizations, who “permitted” this crime, indicating an international moral failure. According to this assessment, the suffering experienced by the Palestinian people is not the result of conflict but the result of a deliberate and allowed system of oppression.

#### **Datum 5**

*“Breaking. Israel is burning displaced and starving Palestinians alive in Gaza, right now. Israel just bombed a tented camp in Central Gaza. Right now in Gaza.”*

This caption was uploaded on October 14, 2024. It was uploaded when an attack had just occurred in Central Gaza. Mr. K describes the brutal and cruel attack using strong words such as “burning displaced and starving Palestinians alive” and “bombed a tented camp.” The fact that the victims were housed and deprived of food indicates that the victims were vulnerable civilians, which increases the emotional and moral burden of the attack. Khaled repeats the phrase “Right now in Gaza” to show that this crime is happening in real time and urgently. This caption serves as a warning and condemnation of the actions that are considered crimes against humanity.

Because it criticizes Israel's actions as immoral and extremely inhumane, especially because it attacks starving and displaced citizens, this caption falls into the Negative Judgment in the appraisal theory. Phrases such as “burned... alive” and “bombed tent camps” indicate a situation that is extremely cruel and beyond the limits of humanity. It also criticizes Israel's intentions that show no mercy or sense of responsibility towards civilians. Israel is depicted as the perpetrator of atrocities and killings against weak groups.

#### **Datum 6**

*“Like I’ve always said: **Arab Lives are only newsworthy when villains, not victim.** The truth hurts. Remaining oblivious to it is deadly. Where are the ‘anti-racists’ and civil rights ‘leaders’? Apparently their definition of ‘racism’ doesn’t include **the systematic slaughter of Palestinians.** We see you, and your words will always have this glaring footnote.”*

This caption was posted on October 14, 2024. Mr. K voices criticism of media coverage and injustices in global social justice in this caption. He states that Arab are only reported on when they are portrayed as perpetrators of crimes, not victims. Additionally, he sarcastically questions the existence of civil rights leaders because they do not speak out about the violence that the Palestinian people experience. There is a moral judgment against those who choose to remain silent, as shown by the phrases “systematic slaughter of Palestinians” and “your words will always have this glaring footnote”. This caption is an expression of anger at the normalization of global injustice.

Based on the appraisal theory, there are two negative judgments in this caption. First, the author criticizes how biased narratives about Arabs are created (Arab Lives are only newsworthy when villains, not victim), which shows lies and injustice. Second, towards social actors such as activists and civil leaders who do not show moral action towards the suffering of the Palestinian people. In the sentence “We see you, and your words will always have this glaring footnote” is a negative criticism of those who should speak out and ignoring justice is a betrayal of the principle of humanity.

#### **Datum 7**

*“Look at all of the Palestinian stories that are ‘leaving soon.’ Israel is already trying to erase the Palestinians of Gaza and the West Bank. Why is Netflix erasing Palestinian media from its platform?”*

This caption was uploaded on October 15, 2024. In this caption, Mr. K questions the systematic efforts to erase the Palestinian narrative and existence. The statement that “Israel has already trying to erase the Palestinians” refers to the accusation that Israel physically oppresses Palestinians by erasing their identity and history. The criticism of Netflix “erasing Palestinian media from its platform” extends the accusation to the digital world, suggesting that media removal and censorship are also indirect, yet impactful forms of violence. This caption shows dissatisfaction with global efforts that are seen as contributing to the destruction of Palestine.

The statement in this caption contains negative judgment because it criticizes Israel's actions which are immoral and inhumane by trying to erase Palestinian society (trying to erase Palestinians). Second, the author also criticizes Netflix for being dishonest and unfair in presenting content, implicitly accusing the platform of supporting the erasure of the Palestinian narrative. This caption is used in evaluation theory to construct negative representations to damage Palestinian history and identity.

### **Datum 8**

*“NO NEW FOOD was let into northern Gaza from October 2-October 15th. On top of the hellish circumstance, famine was part of it. We are working hard to deliver food to north Gaza, with @humanappeal. It is urgent that we all help.”*

This caption was uploaded on October 18, 2024. In the caption, Mr. K voiced that for almost two weeks, no new food has been allowed into northern Gaza, indicating the severe suffering in the region. The phrases “hellish circumstances” indicate a very terrible and inhumane humanitarian situation. In addition, this section emphasizes the importance of humanitarian aid by calling on people to work together to help the people of Gaza. This caption indirectly criticizes the party causing the famine, namely Israel, because they prohibit the supply of food to Gaza.

This caption contains Negative Judgment in appraisal theory because it criticizes Israel's actions that worsen the humanitarian crisis in Gaza. The action is considered very cruel because it cuts off food supplies and violates morality and social justice. Phrases such as “terrible

circumstances” and “disaster is part of it” support the idea that the suffering experienced by the people of Gaza is the result of deliberate actions.

### **Datum 9**

*“Right now. Day 380. A genocidal killing machine continues. They believe that men and boys are ‘terrorists.’ That is the very essence of racism.”*

This caption was uploaded on October 20, 2024. In the caption, Mr. K expresses his deep concern about the atrocities taking place in Gaza, which he calls a “genocidal killing machine” that continues into its 380th day. He emphasizes how men and boys are labeled as “terrorists” to support the killings, which he considers the most basic form of racism. In this section, anger and sharp criticism are shown towards certain groups that carry out inhumane acts. Mr. K wants to show that this violence is a form of discrimination that endangers humanity and not just an act of war.

The caption is included in the negative judgment because it criticizes Israel's actions which are described as unethical. “The very essence of racism” states that the violence is not just ordinary violence, but is an act of discrimination that targets people based on their race or ethnicity. In contrast, the phrase “a genocidal killing machine” implies atrocities that are carried out regularly and organized. This shows unjust violence and killings based on stereotypes, this shows that Israel's actions are not only inhumane, but also based on principles that are very contrary to social justice.

### **Datum 10**

*“Still. A day after 90+ were slain in Bait Lahia. **They are committing massacres and airstrikes in the dark. This is what they want.** ‘Internet connectivity went down in northern Gaza late Saturday and had not yet been restored by midday Sunday, making it difficult to gather information about the strikes and complicating rescue efforts’”*

This caption was posted on October 20, 2024. It was posted after more than ninety people were killed in Bethlehem, Gaza. Mr. K stated that in the dark, massacres and airstrikes continued, and the internet was cut off, making it difficult to access information and hindering the evacuation process. By saying, “This is what they want,” he indicated that these actions were done deliberately to cover up the atrocities. This caption shows direct criticism of the military's tactics that ignore the safety of civilians and hinder humanitarian aid.

This caption contains Negative Judgment in appraisal theory because it criticizes Israel's unethical and immoral actions. The phrases “committing massacres and airstrikes in the dark” and the reduction of internet connectivity are highlighted as deliberate strategies to hinder documentation and aid. This action is considered a form of violation of humanitarian values, where the truth is deliberately hidden and human lives are ignored. The use of “This is what they want” adds weight to the criticism, showing that the action is not just a result of war, but a reflection of a structured evil intention.

### **Datum 11**

*“Look close, Look even closer. Children among the captives taken in Beit Lahia two days ago, who did not make it out. Kids. **Why are Palestinian boys excepted from every human right standard?**”*

This caption was uploaded on October 21, 2024. This caption relates to the arrest and killing of Palestinian boys in Beit Lahia. Mr. K calls his readers to pay attention to the horrific fact that Palestinian children, especially boys, are being held there. The author questions why Palestinian children do not seem to receive equal protection from global human rights standards by highlighting the word “Kids” and the question “Why are Palestinian children excluded from all human rights standards?” This shows a critique of the injustice experienced by children who should be protected.

Based on appraisal theory, this caption is included in negative judgment because it shows moral and human rights judgments. The question in the caption indirectly criticizes Israel for treating Palestinian boys inhumanely, as if they are not protected by universal human rights standards. This caption uses the word “Kids” to indicate that the subject is children, who must be morally protected, and shows Israel's actions as a form of extreme injustice. This is an ethical evaluation of behavior that is considered highly inappropriate in appraisal theory.

## **Datum 12**

*“American weapons are the means that enabled genocide in Gaza, it hasn't stopped.”*

This caption was uploaded on October 21, 2024. This caption was uploaded when violence was escalating in Gaza. In the caption he wrote on his Instagram, Mr. K emphasized the active involvement of the US in the conflict. Through this sentence, Beydoun emphasized that American-made firearms are the main factor that enables the genocide in Gaza and stated

that the violence continues. This statement shows a harsh assessment of America's involvement in supporting the violence carried out by Israel, by placing the perpetrators and providers of the means for these atrocities under moral responsibility for the suffering of the Palestinian people.

This caption is included in Negative Judgment because it shows an assessment of actions that are considered immoral and unethical, such as the actions taken by the United States by providing firearms. This includes an assessment of injustice or cruelty. This caption shows that the United States openly participates in violence by providing tools for genocide.

### **Datum 13**

*“A gross violation of human rights and every measure of ethicality. Just sinister. Just when you thought this genocide cannot get anymore vile.”*

This caption was uploaded on October 23, 2024. This caption was posted due to an increase in attacks on the Palestinian population in Gaza. To voice criticism of what he considers to be a heinous and immoral act, Mr. K uses words such as “gross violation of human rights” and “every measure of ethicality”. Phrases such as “just sinister” and “this genocide cannot get anymore vile” were used to amplify his expression of dismay at the violence. These descriptions show that Israel's actions are not only physically brutal, but also violate basic humanitarian principles.

This caption falls under negative judgment because it contains an assessment of an act that is considered highly immoral and against humanitarian ethics. Beydoun uses the terms “gross violation of human

rights” to criticize the perpetrators of violence, emphasizing that genocide goes beyond the limits of humanity. This caption demonstrates the use of judgment to condemn actions that go against social standards and international law. In addition, the use of harsh words increases the emotional level of his criticism.

#### **Datum 14**

*“They are now attacking banks and schools, **seeking to decimate civilian life** as they did in Gaza., the people need our help.”*

This caption was uploaded on October 24, 2024. This caption was posted due to the ongoing violence against Palestinian civilians in Gaza. “seeking to decimate civilian life” indicates that the targets of the attacks are important civilian institutions, while “destroying banks and schools” indicates that these attacks are not just ordinary attacks, but a major attempt to destroy civilian lives. Beydoun said that these attacks are part of a broader series of destruction against Palestinian civilians.

This caption is a type of negative judgment because it criticizes that attacks on banks, schools and other civilian facilities are immoral and violate humanitarian law. The phrase “seeking to decimate civilian life” shows how horrific the heinous act was and suggests that the perpetrators acted with malicious intent towards civil society. The word “decimate” reinforces the negative judgment towards the responsible party. In addition, the sentence shows the function of judgment in appraisal theory to criticize an action.

### **Datum 15**

*“Let me tell you a secret... **Those who are always calling others terrorists are usually the ones doing the real terrorizing.** 25,000 children slain, and 1 million having to endure trauma and life-changing horror. 50% of Gaza are children.”*

This caption was uploaded on October 24, 2024. Mr. K posted this caption in response to the increasing violence against children living in Gaza. In the sentence “Those who always call others terrorists are usually the ones doing the real terror,” it shows that the real terrorists are those who always call others terrorists. The numbers mentioned, which include 25,000 murdered children and one million traumatized people, show the dire situation in Gaza, especially with regard to children. The reader is forced to see the injustice in the use of the word “terrorist” in this caption.

The caption posted by Mr. K shows a negative judgment. This is shown in the sentence that says that those who often accuse others of being terrorists are the real terrorists. Beydoun sees their actions as immoral lies. The high number of child victims increases the moral view of the atrocity and its effect on humanity. This caption not only criticizes the perpetrators, but also allows readers to question the dominant narrative of the media and global politics about who is considered a “terrorist” and who is actually spreading terror.

### **Datum 16**

*“The most sadistic army in the world.”*

This caption was uploaded on October 24, 2024. Mr. K posted this caption as military violence escalated in Gaza. Although this statement is

very short, it has a lot of meaning. Beydoun made a statement in the caption that he uploaded to condemn the actions of the Israeli army, which he considers cruel, inhumane and full of cruelty. The caption shows feelings of anger and resentment towards the military's actions, which are considered to be beyond moral limits because the word “sadistic” refers to violence that causes suffering.

The use of the word “sadistic”, which indicates immoral and inhumane actions, indicates that this passage falls under negative appraisal in appraisal theory. In addition, this caption also refers to the assessment of the abnormality exhibited by the military’s actions, indicating that their behavior is beyond the limits of acceptable standards of behavior in both war and humanitarian contexts.

### **Datum 17**

*“These men were taken from a hospital, many of them medical workers. Some of them patients, elders and teens and children among them. What is the purpose of stripping them down and shooting images like this one, **beyond humiliation and stripping these men of their dignity.**”*

This caption was uploaded on October 26, 2024. It discusses the arrest of a group of people from a hospital, including patients, the elderly, teenagers, and children. Mr. K emphasizes the inhumane acts committed against them, such as photographing them in a humiliating state. As the phrase “going beyond humiliation and stripping these people of their dignity” indicates, these actions are not only physically cruel but also attack their dignity as human beings. The caption shows actions that are considered

to be beyond the moral boundaries of humanity, especially when it comes to vulnerable groups such as patients and children.

This caption falls under Negative Judgment because it contains criticism of highly immoral behavior. Mr. K considers the act to be a violation of humanitarian norms and human rights made clear by the terms “humiliation” and “deprivation of dignity”. The moral and ethical violations committed by the perpetrators are reinforced by the fact that the victims are patients and children.

### **Datum 18**

*“Every image you see, every war crime and act of humanity, know this: **that the Israeli and American regimes are inflicting these crimes, and will one day be held accountable.**”*

This caption was posted on October 26, 2024. In the caption, Mr. K responds to various photos and reports of violence circulating from conflict areas, especially Palestine. In his caption, he calls these acts war crimes and emphasizes that Israel and the United States are the main perpetrators of these crimes. Mr. K believes that justice will come in the future according to the phrase, “one day be held accountable.” This phrase not only shows the suffering that has taken place, but also shows hope and encouragement for legal and moral accountability for the situation.

This caption is included in Negative Judgment in the theory of judgment because it gives a negative assessment of the actions of the Israeli and American regimes accused of committing war crimes and crimes against humanity. “The Israeli and American regimes are inflicting these

crimes” shows open criticism of Israel and America which shows that their actions are not only against the law but also against ethics and morals. This caption aims to invite the public about the importance of justice and sanctions against the perpetrators, strengthening criticism of the parties involved.

### **Datum 19**

*“From operating within the country, a travesty and **another attempt to starve the people of Gaza.**”*

This caption was uploaded on October 29, 2024. In this caption, Mr. K responds to the humanitarian crisis in Gaza as indicated by the phrase “another attempt to starve the people of Gaza”, there is a systematic effort being made to worsen the suffering of Palestinian civilians, especially by depriving them of food and other basic necessities. In addition, the term “a travesty” indicates that the act is considered an affront to justice and human values. The act is not only inhumane, but also a repetition of previously used oppression strategies.

Based on the appraisal theory, the caption is a type of negative judgment because it criticizes actions that are considered very unethical. The phrase “another attempt to starve” shows that the cruelty that occurred was not only done once, but several times. In addition, the term “travesty” emphasizes that this action is a betrayal of justice and humanity. This clip makes people feel empathy for others and believe that the action deserves global punishment.

## **Datum 20**

*“There is no genocide in Gaza, **without a willing financier.**”*

This caption was uploaded on October 30, 2024. In his caption, Mr. K stated that international parties who support or fund these actions, which are considered complicit in crimes against humanity, play an important role. With this caption, Mr. K criticized those who are considered to directly support the perpetrators of genocide in Gaza. In this context, the term “financial willing” refers to parties who consciously provide resources that enable violence. This interpretation emphasizes that genocide is not only the result of the direct actions of the perpetrators on the ground, but also the result of financial support that enables violence.

This caption is included in the negative judgment type in appraisal theory. In the phrase “Wise Lenders” is a moral judgment that criticizes the participation of parties who support genocide through financing. This judgment emphasizes the immorality of parties who are considered to provide money to enable crimes. In other words, this caption criticizes the participation of certain groups as a moral violation in preventing human rights violations, asserting that supporters of genocide must be held accountable for their actions.

## **Datum 21**

*“Just because **so many have stopped talking about it** doesn't mean it has stopped.”*

This caption was uploaded on November 4, 2024. Mr. K expresses his concern about the declining international public attention to the tragedy

in Gaza. The phrase “so many have stopped talking about it” indirectly alludes to the global community, media, and individuals who previously spoke out but then stopped. In this sentence, the word "it" is not explicitly explained as referring to the genocide and ongoing violence against Palestinians. By stating that the cessation of conversation does not mean the cessation of violence, Beydoun emphasizes the importance of continuing to speak out about the genocide.

According to Martin and White's (2005) judgment theory, this quote falls into the negative judgment category. The caption criticizes the public's lack of involvement or reluctance to continue to voice injustice. This caption is used by Mr. K to question the public's commitment to justice in Palestine. Thus, this caption not only conveys information but also contains a moral urge to act and continue to speak out.

## **Datum 22**

*“Well done everybody and don’t stop.”*

This caption was uploaded on November 4, 2024. The caption shows that Mr. K positively assessed the boycott movement carried out to support Palestine. The phrase “Well done everybody” is a positive assessment of the success of the boycott. In addition, the additional call “don't stop” is a form of encouragement to continue the boycott action. Although this sentence is short, it is interpreted as a positive assessment because it boycotts products that support Israel.

According to Martin and White's appraisal theory (2005), the caption is included in the positive judgment type because it is a form of admiration from Mr. K for the success of the boycott. The call to "don't stop" shows that the boycott action must continue, while the words "well done" are a positive assessment of the community's contribution. By giving a positive assessment, Mr. K invites the public to continue participating in the resistance against the oppression that is happening in Palestine.

### **Datum 23**

*"A vile lie to justify settlement and occupation. This is a **blatant lie**, as more than 150,000 Palestinians remain in north Gaza."*

This caption was uploaded on November 6, 2024. In this caption, Mr. K strongly emphasizes the false story that is being spread to seize territory in northern Gaza. The phrase "blatant lie" refers to information conveyed by certain people, perhaps the Israeli government or its allies, stating that the Palestinian population has left the northern Gaza area. Beydoun specifically emphasized that more than 150,000 Palestinians still live in the area. He stated that this false story is being used to support the occupation and takeover of the area. This caption clearly shows moral criticism of the spread of lies, which have a significant impact on the human rights and survival of Palestinian civilians.

This quote is included in the Judgment category in appraisal theory by Martin and White (2005) Because it assesses behavior that is considered deceptive or dishonest. The word "vile" indicates ordinary lies, as well as

vile and malicious lies, the label “blatant” indicates its very clear and blatant description. Mr. K made this bad judgment by placing the perpetrator of the lie as a violator of the principles of justice and truth.

### c. **Appreciation**

Appreciation is concerned with how natural phenomena are valued. Appreciation is divided into three components: reaction (how interesting or pleasant something is), composition (how structured or balanced something is), and value (how important or valuable something is). Below is a caption that contains the type of appreciation in appraisal theory, there are 4 caption data that include appreciation.

#### **Datum 1**

*“Everything in this world can be robbed and stolen, except one thing, this one thing is the love that emanates from a human being towards a **solid commitment to a conviction or cause.**”*

This caption was uploaded on October 16, 2024. Mr. K provides an insightful perspective on the power of love and commitment in struggle in this caption. Appreciation for a steadfast, loyal, and firm stance in defending a value or belief that is believed in is shown by the term “firm commitment to a belief or cause.” “Solid” indicates a firm and stable commitment that is not easily shaken by pressure, threats, or difficulties. In contrast, the phrase “love that comes from someone” indicates high emotional and human values, emphasizing that the true type of affection is love that is expressed through consistency in fighting for justice or truth.

This caption is a type of value appreciation. The phrase "strong commitment to a decision or reason" shows appreciation for moral principles and integrity in fighting for justice. In addition, this quote reinforces the story that praises Palestinian supporters as people who show the most noble love and courage, actions based on principle and not just emotion. Therefore, the appreciation expressed in this caption shows appreciation for the strong values of struggle that cannot be taken away by external factors.

## **Datum 2**

*"Salute to Malaysia and its people for standing with Gaza. After spending time in #Malaysia, I witnessed firsthand how the people are so strongly committed to Gaza and justice. **Boycotts work. Globally.**"*

This caption was uploaded on October 31, 2024. In this caption, Mr. K thanks the success of the boycott action by stating that the boycott was successful. The use of the word "Globally" is a form of praise for the act of solidarity. This statement emphasizes that the boycott carried out worldwide has a significant influence in fighting for justice in Gaza. In addition, direct talk about the experience in Malaysia and the use of the word "Salute" show a sense of appreciation and admiration for Malaysia's efforts to support Palestine.

Based on appraisal theory by Martin and White (2005), the phrase "Boycotts work Globally." is included in the type of value appreciation. Praise for the boycott shows the importance of solidarity actions to reinforce the idea that such actions can change the world. In addition, this positive

assessment is used to show how important it is to take action to combat injustice around the world. Therefore, this caption can be considered a positive appreciation, which praises the value and success of social action in the context of global justice.

### **Datum 3**

*“After UNRWA has been classified a terror organization, **outside aid is more key than ever.**”*

This caption was uploaded on November 1, 2024. In this caption, the phrase “outside help is more important than ever” is an appropriate way to say thank you. This sentence illustrates the importance of outside help in dealing with the humanitarian crisis in Palestine, especially after UNRWA was declared a terrorist organization. Mr. K asserts that outside aid is “more important than ever”, emphasizing the importance of aid to sustain the lives of affected communities and as a form of international solidarity amidst political pressures blocking official aid channels. This phrase not only emphasizes the importance of aid, but also says how crucial external support is in situations of ongoing conflict and injustice. This statement shows that external aid is essential to keep the humanitarian and justice struggle in Palestine going.

The phrase “outside aid is more key than ever” falls under the category of appreciation in the appraisal theory developed by Martin and White (2005). The appreciation in the phrase assesses the value or importance of something. Language can build appreciation for humanitarian

action, as shown by the phrase “more key than ever”, raising awareness that collaboration with the international community is essential for conflict victims. Mr. K considers outside help to be essential in the ongoing humanitarian crisis, so this quote theoretically portrays a positive appreciation.

#### **Datum 4**

*“The airstrikes and bombing have only **intensified** on Gaza since Biden sent Israel another \$8 Billion”*

This caption was uploaded on November 1, 2024. Because the word “intensified” refers to a response to the force and effect of the bombing. The word indicates that the airstrikes and bombings on Gaza not only continued, but increased significantly after President Biden sent \$8 billion to Israel. The word “intensified” refers to an increase in the scale, frequency or effect of violence, which has adverse consequences, especially in humanitarian terms. This indicates that the violence is not only continuing, but also worsening, and that it is receiving full financial support from the United States.

Reaction, composition, and evaluation are three categories of appreciation according to appraisal theory Martin and White's (2005). In this case, the word “intensified” is included in the category of response, which refers to the response to the influence or attraction of a phenomenon. The increase in the intensity of the attack indicates a shocking or distressing experience, and is therefore categorized as a negative response appreciation.

Political decisions that are considered to worsen the conflict increase the danger, as shown in this paragraph. In addition, this word also indicates the consideration of the dynamics of inhumane violence, the relationship between American financial support and the escalation of violence is strengthened by the fact that there is a correlation between the two.

## **2. Engagement**

Engagement is how a writer or speaker expresses his or her opinion about possible perspectives, whether they have already been expressed, discussed, or are expected to emerge. engagement is divided into two types: monogloss (one point of view) and heterogloss (including other points of view).

### **a. Monogloss**

In monogloss, statements refer to only one point of view without consideration of other points of view. Below there are 20 caption data that contain monogloss.

#### **Datum 1**

*“Help the people of #Gaza”*

This caption was uploaded on October 8, 2024. In this caption, there is no room for interpretation or dissent because the statement is a direct moral appeal. Mr. K does not mention a different perspective on the situation in Gaza, nor does he provide an argument or explanation as to why aid is needed. This statement is delivered directly without engaging in discussion or other perspectives.

Based on the appraisal theory in engagement developed by Martin and White (2005), this caption refers to the type of monogloss. Monogloss is a type of discourse delivery that does not allow for other perspectives or diversity of opinions. The author seems to be conveying something definite and undebatable. In this context, Mr. K conveys a moral call to help the people of Gaza. There is no denying that the reaction to this statement would be different. This shows strong solidarity and an attempt to reinforce the dominant narrative of the humanitarian tragedy in Gaza, while closing the reader from questioning the importance of the call.

## **Datum 2**

*“Harrowing days for the most hard hit part of the Strip.”*

Mr. K posted this caption on October 10, 2024. The author in this caption describes the very difficult conditions experienced by the Gaza Strip. This caption was uploaded by Mr. K from his own perspective without any other perspectives. Because it only voices the author's own perspective, this caption shows a type of monogloss engagement. In other words, the author states that the fact that the days spent in the most affected areas of Gaza are very torturous. This shows that the caption was written as an undisputed statement.

Martin and White (2005) explain the evaluation theory by saying that monogloss is an engagement that does not acknowledge other points of view, indicating that the author presents information or perspectives directly. Mr. K uses the word “harrowing” to describe the extreme suffering

in Gaza, rejecting different interpretations. By this, the author shows the firmness of his statement in this caption. In the context of the Palestinian conflict, this monogloss is also used as a tactic to emphasize the importance of undisputed truths, especially on social media, which functions as a driver of public opinion.

### **Datum 3**

*“States in the region have to tread lightly.”*

Mr. K posted this sentence on October 10, 2024. The author makes a direct statement in this caption indicating that countries in the region should be careful. The author directly states that countries in the region should act carefully, without mentioning the opinions or perspectives that others may have. This shows that this statement is the author's personal opinion that has not been validated by others.

Mr. K uses monogloss in his statement to show a direct and undeniable opinion. This shows that the author wants to emphasize how important it is for countries in the region to be vigilant or careful in dealing with sensitive situations, according to judgment theory. The use of monogloss can be understood as a way to strengthen the author's moral view of how countries should act, without leaving room for opposing interpretations.

### **Datum 4**

*“Never more true than it is today.”*

This caption was posted by Mr. K on October 14, 2024. This caption is a direct statement from the author that does not refer to other views or different possibilities. In this sentence, the author expresses an opinion firmly that the truth of a condition, although not explicitly stated, shows the real truth on that day. This sentence confirms the truth of a statement or reality that has existed before and is becoming clearer at this time. There are no linguistic markers such as “maybe,” “seems,” or “according to,” which indicate an acknowledgement of other points of view. This shows that the statement is final and a direct representation of the author.

This caption falls into the monogloss category, which is a statement that does not open up space for dialogue or other points of view. Based on engagement in appraisal theory, monogloss reflects a statement that is considered undebatable and is conveyed as truth or complete belief. “Never more true than it is today” shows the strength of a belief that has long existed and is adjusted to the current situation, without considering different perspectives. Therefore, this caption clearly shows reality and closes off other views.

### **Datum 5**

*“The one who **should be** imprisoned is free, and the one imprisoned should be free.”*

This caption was uploaded on October 16, 2024. In the sentence “The one who should be imprisoned is free, and the one who is imprisoned should be free” there are no other opinions considered or included, this is a direct statement from the author. Mr. K uses the phrase “should be” to

express his personal opinion about the injustice that is happening, especially regarding the conditions of Palestine. The statement shows that the one who should be imprisoned is currently free, and the one who should be free is imprisoned. This caption expresses full belief in the perspective conveyed by the author.

According to Martin and White's appraisal theory (2005), this statement is conveyed as the author's full belief without including other points of view, so it is included in the monogloss category in Engagement. Monogloss is a type of speech that does not allow for other points of view. It is usually used to assert personal opinions as a representation of morality or truth that is held. In this context, Beydoun's caption states that the Palestinian people face injustice. He conveys this without hesitation or openness to different interpretations.

### **Datum 6**

*"The real verdicts from wars are never immediate. Time is a slow but decisive judge."*

On October 19, 2024, Mr. K uploaded this caption. In this caption, Beydoun talks about the results of war that are not always seen immediately, but will emerge over time. Through this statement, Beydoun emphasizes that the justice and truth of war cannot actually be determined directly during the war. Time is described as a slow but firm judge. This statement shows the author's personal point of view, who believes that all lies and

injustices in conflicts, especially those in Palestine, will be revealed in the end.

According to Martin and White's (2005) evaluation theory, this statement includes monogloss engagement. Monogloss is an utterance that conveys information or opinions without acknowledging or opening up space for diversity of opinions. Beydoun fully conveys his opinion about justice in conflicts, especially the Palestinian conflict. This caption was uploaded without considering other opinions or doubts. The author shows that this caption is conveyed from a strong point of view. Therefore, this caption uses monogloss to emphasize the author's point of view.

### **Datum 7**

*“They believe that men and boys are ‘terrorists.’ That is the very essence of racism.”*

On October 20, 2024, Mr. K posted this caption. In the caption, Beydoun expressed the opposing idea that men and boys are automatically labeled as terrorists. This statement shows Mr. K's clear view that treating Palestinian men and boys as “terrorists” is a form of evil. He states unequivocally that this perspective is not only wrong, but also discriminatory and inhumane. This title does not allow for alternative perspectives or consideration of other possibilities. It is a form of the author's personal opinion that emphasizes one truth from his own point of view.

This caption is categorized as Engagement Monogloss according to Martin and White's (2005) appraisal theory. Monogloss refers to a statement in which there is no other point of view. It states the statement directly and unequivocally, so there is no doubt about its truth. In this passage, the author freely voices his personal opinion about racism in the Israeli-Palestinian conflict, without using other points of view.

### **Datum 8**

*"American weapons are the means that enabled genocide in Gaza, and the siege in Lebanon. And it hasn't stopped."*

On October 21, 2024, Mr. K posted this caption. This caption states that American weapons are the main source of enabling genocide in Gaza and confirms that this continues to happen. Mr. K has a clear and unequivocal opinion in this statement. He puts forward the claim as a fact in his own opinion, without using quotes or mentioning other sources to back it up. This statement shows that the United States' military support directly contributes to the violence in Gaza. In addition, the concluding sentence, "And it hasn't stopped yet," emphasizes that this action is an ongoing process and is not over and there is no accountability for the situation.

Based on Martin and White's appraisal theory (2005), this caption is included in the type of monogloss engagement. Monogloss is used by authors to state something as the sole truth without mentioning other views.

In his caption, Beydoun only said that American weapons were the main cause of genocide and siege, and that this condition is still ongoing.

### **Datum 9**

*“This is where the state of American journalism is. They’re literally framing enforcers of genocide as ‘victims’ to have sympathy for. CNN has become a joke, and the genocidal bigotry is becoming far too much to take.”*

This caption was uploaded by Mr. K on October 22, 2024. In this caption, the author makes a strong statement against American journalism, especially CNN, which he said portrays the perpetrators of genocide as victims to gain public sympathy. Mr. K stated that the American media, especially CNN, is involved in creating a false story by portraying the perpetrators of genocide as victims. There is no information, perspective, or quote that shows that he considered other views in this caption. This caption is delivered as an unambiguous statement of his own opinion.

This statement is a type of Engagement Monogloss in Martin and White's appraisal theory (2005). Monogloss is used when the author states something as a fact or personal belief without opening up space for other perspectives. In this caption, Mr. K directly makes a strong statement to the American media, especially CNN which wrote the news stating that the victims were the perpetrators of genocide. No one invites readers to take another opinion. As a result, the use of monogloss in the caption confirms Mr. K's position as a writer who dares to voice his social and political criticism through one perspective.

### **Datum 10**

*“A gross violation of human rights and every measure of ethicality. Just sinister. Just when you thought this genocide cannot get any more vile.”*

On October 23, 2024, Mr. K posted this caption. Mr. K responded to what he considered a major violation of human rights and ethics in this caption, describing it as an evil and extremely heinous act in the context of the ongoing genocide. Through this sentence, Mr. K voiced his judgment directly and emotionally without referring to other sources or perspectives. Using words such as “gross violation,” “just sinister,” and “cannot get any more vile,” he described the situation as a serious violation of humanitarian and ethical principles. All of this was conveyed as his absolute personal opinion without any other views.

This caption falls under the type of monogloss engagement in Martin and White’s (2005) appraisal theory. Monogloss is used when the author states something as a personal belief or truth directly, without making reference to other people’s opinions or possible differing views. With emotional language, Beydoun conveys a strong moral judgment against what he considers to be genocide. He does not indicate any other perspective. Therefore, this caption shows a clear use of monogloss, emphasizing that the author is the primary source of the judgment.

### **Datum 11**

*“Many have been slaughtered already, while those living **will face imprisonment or worst.**”*

This caption was uploaded on October 23, 2024. In this caption, Beydoun describes the tragic fate of the Gazan people who have been killed.

Mr. K also stated that those who are still alive will face an even worse fate. The statement “will face imprisonment or worst” is a firm statement from the author about the current situation. This caption is delivered directly from Mr. K's own perspective, without citing other perspectives. This phrase shows the author's full belief that the fate of the Gazans who are still alive could be even worse. The statement in this caption closes off the possibility of other interpretations of the situation.

According to Martin and White's appraisal theory (2005), this caption is included in the type of monogloss engagement which states its opinion or assessment as the absolute truth without allowing for alternative viewpoints. In this caption, Mr. K states that the living will face further suffering. There is no indication that the author considered other views or possible viewpoints.

## **Datum 12**

*“The most sadistic army in the world.”*

On October 25, 2024, Mr. K posted this caption. The author makes a strong and emotional statement in this sentence about Israel's military actions during the conflict in Gaza. The direct claim that the Israeli army is “the most brutal army in the world” shows a very high level of morality. In this statement, Mr. K asserts his personal opinion as the absolute truth, without providing an alternative point of view. There are no dialogical elements in this statement, such as citations from other sources or modalities

that raise doubts. On the contrary, this statement does not allow for different perspectives.

This statement is included in the type of Engagement Monogloss in Martin and White's (2005) evaluation theory. The use of language that conveys information or opinions without acknowledging or mentioning other perspectives is called monogloss. In this case, Beydoun provides his personal perspective on the assessment of the Israeli army. Mr. K stated the phrase “the most sadistic in the world”, indicating his personal and firm assessment of the issue. The absence of heterogloss elements such as “some say” or “it is believed that” indicates that this caption is a form of monogloss because it only reflects one voice or perspective, namely the author's own voice.

### **Datum 13**

*“The layers of this genocide are limitless and limitlessly vile.”*

Mr. K uploaded this caption on October 25, 2024. This sentence was uploaded on social media Instagram to show that genocide is a form of violence that is limitless. In the sentence “This layer of genocide is limitless and limitlessly” shows that genocide is not only numerous, but also full of limitless cruelty. This statement does not allow for different opinions or interpretations. Mr. K states the claim as a truth that cannot be changed by challenge. This shows that the author only conveys their moral opinion without checking other sources or considering other interpretations.

According to the appraisal theory of engagement, statements are considered monogloss. The use of text that does not acknowledge other perspectives or does not open up discussion with other voices is called “monogloss”. Because Beydoun states his opinion directly without adding dialogue-opening elements such as “some people argue that” or “it is believed that”, this quote is written in monogloss form. He states that genocide is real and cannot be denied, which emphasizes that this caption is entirely the author’s voice.

#### **Datum 14**

*“The UAE must stop backing this genocide”*

On October 28, 2024, Mr. K posted this caption. The sentence is a direct statement from the author asking the UAE to stop supporting genocide. Mr. K uses the modal verb *must* to indicate a moral demand in his statement, “The UAE must stop backing this genocide.” He accuses the UAE of genocide in a clear manner. The author acts as a morally authoritative voice and explicitly states an order or demand and there is no element of discussion or acknowledgement of the possibility of different perspectives. This statement shows that Beydoun believes the UAE's actions are wrong and must be stopped.

According to Martin and White’s (2005) theory of involvement in the evaluation framework, this sentence falls into the category of monogloss. Monogloss does not acknowledge the diversity of voices or alternative positions. There is no room for disagreement or other comments

in this paragraph; it shows a clear and firm stance. Through the use of mitigation tactics such as “It seems that...” or “Some say...”, Beydoun expresses his belief as a certainty. As a result, this statement shows clear monogloss involvement.

### **Datum 15**

*“The silent genocide in sUAEdan”*

On October 28, 2024, Mr. K posted this caption. In this sentence, the words “Sudan” and “UAE” are combined to form “sUAEdan,” suggesting that the United Arab Emirates is involved in a genocide that is being carried out in secret. Beydoun speaks of the silent genocide taking place in sUAEdan in the sentence “The silent genocide in sUAEdan.” He uses the term “silent genocide” to suggest that the atrocities are taking place without public attention, creating the impression that the world is silent or ignoring them. Without citing any evidence or other perspectives, the phrase “sUAEdan” indicates a sharp criticism of the United Arab Emirates’ role in the humanitarian crisis.

This caption falls into the monogloss category because it is delivered without acknowledging or allowing for other perspectives. Without accepting alternative interpretations, Mr. K firmly states his opinion as the truth. He does not use the heterogloss method of citing other points of view. This caption emphasizes the author's stance on genocide and the involvement of certain countries by using provocative wordplay.

### Datum 16

*“There is no genocide in Gaza, without a willing financier.”*

On October 30, 2024, Mr. K posted this caption. This sentence states that the genocide in Gaza would not have happened without the presence of parties who deliberately provided funds. Mr. K gave a firm interpretation. In the sentence, “There is no genocide in Gaza without financial supporters” is a direct statement that links the genocide to the presence of financial supporters. This support comes from an active and conscious decision, not by chance. In other words, this statement shows that the crimes that occur in Gaza depend on outside support, which deliberately supports it.

Based on appraisal theory (Martin & White, 2005), this caption is included in the type of monogloss engagement. There is no acknowledgement of the possibility of other opinions or mention of other points of view, either to support or oppose the claim made. Monogloss is an expression that conveys complete and comprehensive information from the author and shows a firm stance on the issue. Mr. K, in this context, stated that the genocide in Gaza is an undeniable reality and shows who is responsible, namely the parties who consciously provide funds.

### Datum 17

*“An unidentified baby girl, 3 months old, left abandoned and lifeless in Gaza. **This is not Halloween. This is Genocide.**”*

This caption was uploaded on November 1, 2024. Mr. K uses a very emotional and valuable writing style in this sentence to emphasize the

atrocities that are happening in Gaza by showing the figure of an unidentified three-month-old baby girl who was found dead. He begins the sentence by recounting the real human tragedy, before directly stating that the incident was not part of a plan intended to depict Gaza.

This caption is included in monogloss in engagement in appraisal theory by Martin and White (2005). Monogloss is an expression delivered by the author as a fact or direct statement without referring to or acknowledging other perspectives. The phrase “This is Genocide” shows the author’s full belief in the statement without considering doubts or possibilities. As a result, this caption shows the author’s own point of view describing the genocide that occurred in Gaza. Therefore, this caption only uses clear words, emphasizing Mr. K's position in defending the victims in Gaza.

### **Datum 18**

*“This relentless aggression has left nothing without destruction, and every profession, every life, has been claimed by it.”*

On November 3, 2024, Mr. K posted this caption. Khaled said in this statement that the ongoing aggression on Gaza has destroyed all aspects of people’s lives in the region, including work and personal life. Mr. K assessed the impact of the Israeli attacks on Gaza personally in this statement. He used the term “incessant violence” to describe the violence that does not stop. In addition, he emphasized that “every profession, every life” has been affected, showing how big and wide the damage is from his perspective.

This statement does not refer to official sources or other opinions, but expresses his personal belief that nothing remains of the aggression that is not destroyed.

Based on Appraisal Theory by Martin and White (2005), this caption falls into the monogloss category. Monogloss is an expression that conveys one perspective without considering other perspectives. The sentence used in this caption is very firm to show that the author truly believes that the aggression has destroyed all life and work in Gaza. There is no acknowledgement of the possibility of different interpretations. Therefore, this caption uses monogloss in this caption to emphasize the author's belief in the injustice that occurred in Palestine.

### **Datum 19**

*"Just because so many have stopped talking about it doesn't mean it has stopped."*

On November 4, 2024, Mr. K posted this caption. This statement shows that even though many people have stopped talking about the issue of genocide or violence in Gaza, it is not over. Mr. K expresses his concern about the decline in public attention to the conditions in Gaza in this sentence. He states that the situation does not end when discussion or coverage stops. This statement was made without including external sources or additional perspectives. He directly states his belief that genocide or violence continues even though the world has stopped talking about it. So, this statement shows the author's perspective.

This caption is included in monogloss in appraisal theory (Martin & White, 2005). Monogloss is a type of discourse expression in which information is conveyed as clear facts rather than opening up space for alternative perspectives. Mr. K simply states that genocide and violence continue to occur even though they are no longer discussed by the public in this caption, without considering other possibilities or considering different perspectives. This monogloss method is used to strengthen the ideological position and arouse readers about the importance of maintaining attention to the Palestinian issue even though the media focus has decreased.

#### **Datum 20**

*“Genocide, Genocide, Genocide. You can’t negotiate or ‘strategise’ past a genocide.”*

This caption was uploaded by Mr. K on November 6, 2024. To show how important and cruel the event is, the word “Genocide” is repeated in this sentence. Then he makes a statement indicating that no negotiation or political strategy can erase or justify the ongoing genocide. This shows the rejection of diplomatic justifications or strategies for genocide. According to Mr. K, genocide must be recognized directly and the act cannot be hidden with words or strategic approaches. There is no nuance of doubt, no reference to other sources, or evidence that the author considered different perspectives in this sentence. From the author's personal perspective, the statement is made clearly and without hesitation.

This caption is a type of monogloss engagement because it does not allow for other points of view. In this caption, the phrase “You can't

negotiate or ‘strategise’ past a genocide” suggests that genocide precludes the possibility of a strategic approach to address genocide. With this caption as a clear example of a monogloss strategy to strengthen his ideological claim about crimes against humanity in Gaza, Mr. K upholds his position without considering other options.

## **b. Heterogloss**

Heterogloss refers to a statement or expression that involves other points of view in it. Below there are 7 data captions that contain heterogloss.

### **Datum 1**

*According to #ESPN: ‘The timing of the move is bizarre. The Jets have been disappointing, but they’re still 2-3 and will be in first place in the AFC East if they beat the Bills on Monday night.’ Another interesting fact: The Jets owner has NEVER fired a head coach in season before.”*

This caption was posted on October 9, 2024. Mr. K quotes ESPN in the caption. The phrase “According to #ESPN” indicates that this perspective is being conveyed by the sports media outlet, not the captioner. ESPN provides statistical evidence that the Jets haven't really failed, and calls the decision to fire the coach “bizarre.” Mr. K then provides additional information, including the fact that the Jets' ownership has never fired a head coach in the middle of a season.

Heterogloss is a term used in appraisal theory, especially in the engagement type. Heterogloss is used for this type of caption “in accordance with”. This shows that the author is not positioning themselves as the sole source, but, they are giving others the opportunity to defend or challenge

their beliefs. The use of quotes from the media also allows the reader to judge or consider the position of the third party because it creates distance between the author and the statement. Thus, this caption is included in Engagement Heterogloss because it acknowledges that there are other perspectives in the discourse.

## **Datum 2**

*“The war in Gaza continue to spiral downward. Source: Al Jazeera”*

This caption was posted on 10th September 2024. Mr. K used the phrase “continues to spiral downward” to convey a statement about the situation in Gaza “getting worse” in this caption. However, he did not convey the information exclusively. “Source: Al Jazeera” is a statement that the statement refers to or quotes Al Jazeera, an international news outlet. The caption does not stand alone as a personal opinion, instead, it includes comments from other external sources that support the claim made.

Reference sources such as “Source: Al Jazeera” fall into the category of heterogloss Appraisal Theory (Martin & White, 2005), heterogloss indicates that the author voices the opinions or facts of others, which allows for discussion in the text about supporting statements. Mr. K not only states his own opinion by using Al Jazeera as a reference, but also combines it with the opinions of other media leaders. This shows that the author's opinion is not the main reference, but relies on a broader perspective to strengthen the story they have created.

### Datum 3

*“The death toll is likely far higher.”*

This caption was uploaded on October 12, 2024. According to the analyzed sentence, “The death toll is likely far higher,” indicates that the death toll may be higher than reported. This indicates a possibility based on certain observations or assumptions, not a certainty. The word “probably” indicates a type of heterogloss engagement. This caption does not indicate the information as one truth. Mr. K does not state that the death toll is definitely higher in this case, but he does say that there is a possibility that there is information that has not been fully disclosed. This indicates that the available data is subject to change and that the actual data may not have been fully published.

The use of the word “maybe” indicates that this caption is still considering other possibilities, according to appraisal theory, this caption is included in Engagement heterogloss. Beydoun allows readers to understand that the official report may not reflect the true state of affairs. It can also be used as a strategy to emphasize the possibility of the party hiding the truth.

### Datum 4

*“BREAKING: France has banned Israeli companies from participating in a naval arms trade show next month. This decision comes amid growing tensions due to the Macron government’s concerns about Israel’s actions in the wars in Gaza and Lebanon. Source – Reuters.”*

This caption was posted on October 16, 2024. Mr. K provides actual information about the French government's decision to ban Israeli

companies from participating in a naval arms exhibition in this caption. The information is directly related to the conflict in Gaza. The caption states that the Macron government is concerned about Israel's actions. One thing to note is the use of a source, which is stated as “Reuters Source.” This shows that the information conveyed is not Beydoun's personal opinion, but rather comes from a trusted media institution, namely Reuters.

According to Martin & White’s appraisal theory (2005), this caption is included in the heterogloss engagement type. In this case, the author links the contents of the statement to an external source, namely Reuters. This shows that Mr. K did not make his own claim, but rather he agreed with the statement conveyed by Reuters. In addition, the use of heterogloss helps create the impression that the information has a credible basis and is not just a subjective opinion.

### **Datum 5**

*“We are working hard to deliver food to north Gaza”*

This caption was uploaded on October 18, 2024. The statement is not only from Mr. K as an individual, but also represents other groups or parties, as indicated by the use of the subject “we” in this caption. It is possible that the word “we” refers to humanitarian organizations, volunteers, or parties working to provide aid to North Gaza. Therefore, this statement conveys the voice of all people, not just one individual. This shows that multiple voices or perspectives are represented in the story, even though it does not explicitly mention the source.

According to Martin and White's appraisal theory (2005), this caption is a type of heterogloss engagement because it shows that the statement in the caption is not only from the author's point of view, but is a representation of the voices of other parties involved in a particular context, the use of the word “we” is an example of heterogloss. This caption shows that there are other voices in the discussion, although it does not explicitly refer to external parties such as the media or direct quotes. This caption conveys a claim that represents a group, indicating a broader social position in the discussion about Gaza.

#### **Datum 6**

*"They nearly wiped out the entire town and village, and thousands fled. It's key to highlight that Netanyahu isn't only going after H and Muslims — as #Christian communities and Lebanese are suffering immensely as well. **Christians globally should be incensed, and talking about this.**"*

This caption was uploaded on October 18, 2024. Mr. K stated in this caption that the victims of violence are not only from the Muslim community, but also from the Christian community. Specifically, the sentence “Christians globally should be incensed, and talk about this” shows that the message is addressed to the Christian community around the world, and also shows that there are opinions and voices from the group, both existing and future. The statement was made by Khaled himself, but he did not only speak as an individual, but also gave others, especially the international Christian community, the opportunity to get involved in the discussion. According to Martin & White's (2005) appraisal theory, this caption is included in heterogloss because Mr. K not only conveys his

personal opinion, but also shows another perspective, namely hope or encouragement for Christian communities around the world to voice their suffering.

### **Datum 7**

*"Everything in this world can be robbed and stolen, except one thing, this one thing is the love that emanates from a human being towards a solid commitment to a conviction or cause."* **Ghassan Kanafani**

This caption was uploaded on October 19, 2024. Mr. K quotes a statement from Palestinian literary figure and activist Ghassan Kanafani in the caption. Kanafani's view on the power of love for a belief or struggle that cannot be stolen or taken away in this quote. By quoting the statement, Beydoun uses the voice of another person who has credibility in the Palestinian struggle, not his own. This shows that the caption allows for a new perspective to support the intended meaning.

According to Martin and White's appraisal theory (2005), this caption is included in the type of heterogloss engagement. This caption shows how the author positions himself towards the various other voices involved. Beydoun not only expresses his opinion, but also shows that the view has a broader ideological and historical basis in the context of the Palestinian struggle by quoting Ghassan Kanafani. This shows that the voice that appears is not only Beydoun's, but is part of another perspective that supports Palestine.

### **3. Graduation**

Graduation is an aspect that relates to the intensity or level of strength of a statement or expression. Graduation focuses not only on the content of the message, but also on the magnitude of the message's impact. Graduation has two types: force and focus.

#### **a. Force**

Force is one type of graduation that includes labeling, tonality, amplification, suppression, intensity, and emphasis. Below are 25 captions that contain of force.

##### **Datum 1**

*“The number of dead is **mounting** and the number displaced **skyrocketing**.”*

This caption was posted on October 7, 2024. This caption was posted by Mr. K after learning that the number of people affected by the conflict was very large. Mr. K uses the terms "mounting" and “skyrocketing” in this sentence to describe the increasing number of deaths and refugees. These two words indicate that not only are the numbers increasing, but they are also increasing rapidly and significantly. Words like these directly increase the emotion and urgency of the situation in Gaza.

Words like “mounting” and “skyrocketing” fall into the category of graduation force. According to Martin and White (2005), force is used to increase or decrease the intensity of evaluations in a text. To emphasize the magnitude of the human tragedy, Beydoun chooses stronger words in this

context. In this way, the caption aims to attract public attention and increase their perception of the severity of the current situation.

### **Datum 2**

*“Staggering figure. And **rising** by the day.”*

This caption was uploaded on October 8, 2024. This caption was uploaded because the number of victims of the conflict is increasing every day. Although not explicitly mentioned in this quote, Mr. K stated that the number of victims is staggering and continues to increase every day. While increasing indicates that the number is not stable, but is growing over time, the word staggering indicates a shockingly large scale. This phrase effectively shows how the conflict is developing.

The word “rising” is included in the Graduation Force category in appraisal theory because it increases the meaning of the increasing process. However, staggering can also be read as a way to increase the lexical value of the amount. According to Martin and White (2005), force is used to change the strength of attitudes by increasing values such as process, quantity, or quality. Beydoun uses diction like this to convey factual information while increasing the effect of surprise, making the reader feel the ongoing crisis more strongly.

### **Datum 3**

*“**Staggering** fact. More children have died in Gaza over the past 12 months than the entire world in 5 years.”*

This caption was uploaded on October 10, 2024. Mr. K brings up a striking tragic fact in this caption. Mr. K revealed that in the last twelve months, the number of children who died in Gaza exceeded the total number of children who died worldwide in five years. This fact is described with the word “staggering”, which shows that this data is very shocking and hard to believe because of the extraordinary large number.

The word “staggering” is included in Graduation Force according to Martin and White's (2005) appraisal theory. This word is used to emphasize the attitude contained in the statement by making the reader shocked when reading the caption. Beydoun emphasizes the word in the caption by adding this word before stating the fact of child deaths, emphasizing that this is not just a statistic, but a horrific fact that needs to be considered.

#### **Datum 4**

*“The humanitarian disaster in the Gaza is **spiralling** with each passing day.”*

This caption was uploaded on October 10, 2024. Mr. K states in this caption that the humanitarian crisis in Gaza is not only happening, but it is getting worse. The word “spiralling” refers to an escalating and uncontrolled movement, such as an accelerating spin towards destruction. This phrase indicates that the situation in Gaza is getting worse and worse every day.

According to Martin and White's appraisal theory (2005), the word “spiralling” is included in Graduation Force because it strengthens the intensity of the process that is happening, namely the conflict in Palestine.

This is a disaster that continues to grow. In addition to strengthening the emotional feeling and urgency of the statement, this word is used to emphasize the magnitude of the tragedy. Therefore, the use of spiral adds weight to the discourse and supports the author's position that underlines the severity of the ongoing suffering.

### **Datum 5**

*“The goal in Gaza is **utter** destruction, regime change, occupation and expansion of new order.”*

This caption was uploaded on October 11, 2024. Mr. K states in this caption that the main goal of the aggression against Gaza is not just political change or occupation, but total destruction. The meaning of destruction is reinforced by the word “utter”, which indicates that what is meant is not ordinary destruction, but total destruction. By placing this word at the beginning of the sentence, the author clearly indicates the level of destruction desired.

According to Martin and White’s appraisal theory (2005), the word "utter" is included in the category of graduation force because it increases the intensity of the nominalization of murder. This word emphasizes that the destruction in question has no limits and reinforces the message that the actions taking place in Gaza are extreme. This linguistic strategy strengthens Mr. K's position to emphasize the severity of the situation.

### **Datum 6**

*“The death toll is **likely far higher**.”*

This caption was posted on October 12, 2024. Mr. K states in this caption that the actual number of victims is likely much higher than the data currently available. Mr. K in this caption wants to express his concern that the information that is developing may not be what is actually happening. This suggests that official data may not show the extent of the ongoing suffering.

“likely far higher” phrase falls into the Graduation Force category according to Martin and White’s appraisal theory (2005). These words not only indicate that the number of victims is greater, but also strengthen the reader’s understanding of the difference between official reports and field facts. This choice of words helps readers become more emotionally involved and informs them of suffering that may be hidden from media attention.

### **Datum 7**

*“Hands off Gaza!”*

This caption was uploaded on October 12, 2024. In this caption, Mr. K uses a short appeal to readers to help people affected by the conflict in Gaza. This caption is an order to convey a strong rejection of people involved in the violence in Gaza. This phrase is not just a statement, but also an emotional appeal that implies anger, assertiveness, and urgency. The exclamation mark provides emphasis to strengthen the intensity of the statement in this caption.

According to Martin and White's appraisal theory (2005), this caption is included in the engagement force. The use of exclamations such as "Hands off Gaza!" increases power or energy through linguistic and emotional expression. The use of words such as exclamation marks increases emotional pressure and shows that the stance taken is non-negotiable and urgent. This encourages readers to actively react to the problem.

### **Datum 8**

*"Everyone in north Gaza is posting goodbyes because Israel has been permitted to carry out a war of annihilation. All Eyes on North of Gaza."*

This caption was uploaded on October 13, 2024. Mr. K wrote this caption during the conflict in North Gaza. There are two phrases used to increase the intensity of its meaning, "a war of annihilation" and "All Eyes on North of Gaza." The phrase "a war of annihilation" refers to total destruction, not just a regular war, which increases the level of violence conveyed. Meanwhile, the strong call "All Eyes on North of Gaza" shows the urgency of the situation in Gaza and the need for public attention to the humanitarian crisis that is happening there.

Expressions such as "a war of annihilation" and the call "All Eyes on..." fall into the category of Graduation force according to Martin and White (2005). These expressions not only provide information, but also increase the emotional burden and importance of the situation being discussed. This caption serves to encourage the reader to act emotionally

towards the suffering experienced by the people of Gaza, indicating that language is used to attract attention and participation.

### **Datum 9**

*“Breaking. Israel is burning displaced and starving Palestinians alive in Gaza, **right now**. Israel just bombed a tented camp in Central Gaza. **Right now in Gaza.**”*

This caption was uploaded on October 14, 2024. Mr. K uploaded this caption due to the extremely brutal attacks that have been inflicted on the people of Gaza. The phrase “right now” is repeated twice in this section. This phrase not only indicates when the event is happening, but also shows that it is happening immediately and urgently. This repetition increases the urgency of the issue and encourages the reader to take immediate action against the ongoing violence. Additionally, the use of words such as “burning and starving Palestinians alive” increases the level of brutality that is taking place and sharpens the narrative.

According to Martin and White's appraisal theory (2005), the phrase “right now” used is included in the type of graduation force. By drawing the reader's attention to the ongoing situation, the competition aims to increase the urgency and level of importance of the information. This intensification shows how Mr. K influences his readers' feelings by using words that dramatize the reality on the ground and emphasize the cruel facts that are happening in Gaza.

### **Datum 10**

*“**Many** were children. Holding onto life by IVs.”*

This caption was uploaded on October 14, 2024. In this caption, Mr. K emphasizes that children are the majority of the victims, who are depicted as being kept alive through IVs. Regarding the number, the word “many” is used to indicate that the majority of the victims of the violence are children. This word indicates the scale of the tragedy, which is large and profound, although it does not mention specific numbers. The very strong image of the fragile and precarious conditions in which the children are living is reinforced by the phrase “kept alive through IVs.”

According to Martin and White's (2005) evaluation theory, the word “many” is included in the category of engagement force because it emphasizes the large number. This word strengthens the representation of the number of children killed in the conflict in Gaza. This strategy is used to increase the emotional impact on the reader and show how widespread the suffering is. By depicting children as a representation of helplessness, this excerpt moves empathy, which is strengthened by the emotional violence of their medical condition which is described simply but touchingly.

### **Datum 11**

*“NO NEW FOOD was let into northern Gaza from October 2-October 15th.”*

This caption was uploaded on October 18, 2024. Mr. K emphasizes in this caption that for almost two full weeks, no new food has been allowed into Northern Gaza. The phrase “NO NEW FOOD” is written in capital letters, visually and semantically adding urgency to the statement. By

emphasizing this, the author shows that the suffering and hunger that is happening in the region is the result of the conflict as a whole and specific actions, such as the ban on food aid. By setting a clear deadline from October 2 to 15, the information is reinforced that the tragedy was a premeditated act.

The appraisal theory by Martin and White (2005) states that the phrase “NO NEW FOOD” is an example of Graduation force because there is a form of increasing voice in the text through capital letters. By using capital letters, the statement becomes more expressive and emphasizes the brutality of the policy being implemented. In this situation, graduation is used to increase the emotional impact of the fact that civilians are starving, and to build a narrative about the cruelty and injustice of the conflict. This caption not only provides information, but also makes the reader feel sympathy for the humanitarian conditions in Gaza.

## **Datum 12**

*“The report also noted that Israeli artillery and airstrikes continue to target various areas of the Jabalia refugee camp in the northern region.” **SHARE WIDELY**”*

This caption was uploaded on October 19, 2024. In the caption, Mr. K gave a statement from a report showing that Israel continues to carry out airstrikes on the Jabalia refugee camp. The capitalized word is an emphatic command, “SHARE WIDELY” to convey information. This statement is instructive and shows the intensity of the message. By using capital letters,

the writer puts strong pressure on the reader to read the information and spread it widely as a form of support for Palestine.

According to Martin and White's (2005) assessment theory, the phrase “SHARE WIDELY” written in capital letters belongs to Graduation Force, more precisely an intensification of tone. The use of capital letters serves as a reinforcement of the expression or command in this conflict, increasing the urgent need to disseminate information. This shows that the caption not only wants to inform others, but also wants to ask others to do something. The message conveyed further strengthens the emotional impression with this use of force.

### **Datum 13**

*“JUST NOW. 73 Palestinians killed in Beit Lahia”*

This caption was uploaded on October 20, 2024. In this caption, Mr. K provided information that 73 Palestinians were killed in Beit Lahia. After hearing the news, Mr. K then emphasized the information by using the phrase “JUST NOW” written in capital letters at the beginning of the statement. The use of capital letters in this phrase emphasizes that the incident just happened, showing the immediacy and shock of the information. This form of delivery adds a dramatic effect to the statement and provokes an emotional response from the reader.

In appraisal theory (Martin & White, 2005), the word “NEW NOW” in capital letters shows the power of gradation because it uses the

intensification form. The capital letters visually show the urgency and shock of the statement and emphasize its tone. Apart from conveying the time of the incident, this phrase increases the power of the statement rhetorically, making it more urgent and requiring immediate attention. Therefore, this intensification supports the main purpose of the caption, which is to increase public attention and create a significant impact on a human tragedy.

#### **Datum 14**

*“So many of us have lost family and loved ones, as many of us have lost our most beloved people in Gaza. This whole saga has delivered heartbreak after heartbreak. **Every day. Every passing day.**”*

This caption was uploaded on October 21, 2024. This caption expresses deep sadness at the loss of many people, especially in Gaza. The use of the phrase “heartbreak after heartbreak” shows the continuous emotional suffering, and the repetition of the phrase “Every day. Every passing day.” gives it a stronger emphasis. This caption gives the impression that the suffering continues unabated, which shows how big and severe the tragedy is.

The form of repetition in the phrase “Every day, every day that passes” falls under the Graduation force category in Martin and White's (2005) appraisal theory, especially in the form of intensification. The meaning and emotions conveyed by the author are reinforced by this phrase. In addition, the phrase “heartbreak after heartbreak” shows unrelenting emotional violence, enhancing the

image of suffering depicted in this caption. Force is exerted on the reader to understand the significance of the loss intended by the author.

#### **Datum 15**

*“Look close, Look even closer. Children among the captives taken in Beit Lahia two days ago, who did not make it out.”*

This caption was posted on October 21, 2024. This caption was uploaded by Mr. K to show news readers that many children are victims of this conflict. The use of the command “Look closer, Look closer” is repeated and increased in intensity to draw the reader's attention to the message, especially regarding the child victims. This phrase builds urgency gradually, moving from attention to closer attention, as if to push the reader to understand the tragic reality being conveyed. The author emphasizes the level of tragedy that occurred in Beit Lahia by mentioning the children who were captured and did not survive.

In Martin & White's (2005) assessment theory, the phrase “Look closer, Look closer again” is a form of graduation force, more precisely a form of increase through gradual reinforcement. It not only conveys information, but also emphasizes the importance of looking closely and increases the intensity of the reader's emotional engagement. This sentence not only conveys information, but also emphasizes the importance of responding emotionally to the conflict that is afflicting the people of Gaza.

#### **Datum 16**

*“This is where the state of American journalism is. They’re **literally** framing enforcers of genocide as ‘victims’ to have sympathy for.”*

This caption was uploaded on October 22, 2024. In the caption, Mr. K gave an assessment of American journalism, which he said had made

news that made the perpetrators of genocide victims to gain sympathy. The word “literally” is used to emphasize that the act of violence really happened. This word reinforces the statement that the act is a serious and real mistake in reporting, not just a debatable opinion.

Martin and White's (2005) assessment theory states that the use of the word “literally” is categorized as graduation force. It increases the strength of the claim being made because it shows that the writer wants to convince the reader that what they are criticizing is true. This style increases the impact of the statement, increases emotional pressure, and clarifies the writer's position towards the media. This caption indicates a serious news error and encourages readers to question the veracity of the news.

### **Datum 17**

*“You can see **clearly** the Israeli bomb falling from the sky.”*

This caption was uploaded on October 22, 2024. Mr. K emphasizes in this caption that the visual evidence supporting the Israeli attack is clear and indisputable. “Clearly” is a word that means that the event in question, the bomb falling from the sky, can be seen directly without any additional interpretation. The facts shown in the video or the accompanying photos cannot be doubted, as these words indicate.

The word “clearly” is categorized as Graduation Force in the appraisal theory by Martin and White (2005). These words increase the belief and confirm the truth of the statement made by the caption writer. By

using these words, the author strengthens the belief that the evidence of Israeli violence is real and reliable and strengthens the belief that the atrocities are undeniable. To eliminate ambiguity and encourage readers to acknowledge the reality that is clearly presented.

### **Datum 18**

*“A **gross violation** of human rights and every measure of ethicality. **Just sinister**. Just when you thought this genocide cannot **get any more vile**.”*

This caption was uploaded on October 23, 2024. Mr. K uses strong phrases to describe the atrocities that occurred in this caption. In this caption, the level of human rights violations in question is very severe and disgusting. The phrase “Just sinister” serves as a strong emphasis on the evil of the action. The sentence “Just when you thought this genocide cannot get any more vile” shows that the incident in question goes beyond the limits of evil that was previously imagined. Overall, this caption shows an increase in expressive power towards the crimes that are happening in Palestine.

According to appraisal theory by Martin and White (2005), words such as “gross violation”, “just sinister”, and “cannot get any more vile” are part of Graduation force. These phrases are used to increase the scale or intensity of negative assessments of Israel's actions in Gaza. “Gross” increases the level of violation, and “just sinister” emphasizes the emotional meaning reinforced by the phrase. These phrases also make the reader think that this event is a terrible and unforgivable humanitarian crisis. This

intensification encourages the audience to be more emotionally involved with the issue being discussed.

### **Datum 19**

*“The **most** sadistic army in the world.”*

This caption was uploaded on October 25, 2024. Mr. K uses the phrase “most cruel” in this caption to convey an extreme assessment of the Israeli military. The use of the word “most” increases the negative nature of the word “sadistic,” suggesting that the Israeli military is not only cruel, but also the most sadistic army in the world. This sentence not only conveys a strong opinion, but also increases the power of that opinion to be conveyed.

The use of the word “most” is part of Graduation Force based on Martin and White’s (2005) evaluation theory. The word provides an increase in evaluative attitudes towards something. In this case, “most cruel” not only states that the army is cruel, but places it above all others in terms of cruelty worldwide. This reinforcement increases the emotional impact of the claim being made, leading the reader to a horrific conclusion about the military’s cruelty. This caption uses cruel language to make the reader feel that the violence that occurred in Gaza was extremely cruel.

### **Datum 20**

*“The layers of this genocide are **limitless and limitlessly** vile.”*

This caption was uploaded on October 25, 2024. Mr. K uses the words “limitless” and “limitlessly” in this sentence to describe the brutality

of the genocide that occurred. The use of the word without limits twice shows a gradual reinforcement of the intensity of the action being criticized. These words show that brutality has no limits, both in the context of the incident and the moral cruelty displayed. The use of the same word in two versions increases the emphasis on the intended meaning.

According to Martin and White's appraisal theory (2005), the word “limitless” and “limitlessly” its adverbial form fall into the category of Graduation force. This caption increases the strength of the evaluation of an event. Intensification is used to show that genocide has no moral and humanitarian limits. The phrase "unlimited" specifically increases the negative evaluation aspect, or judgment, of the actions taken by the actors in the conflict. In this way, Beydoun not only conveys condemnation, but also encourages the reader to feel an unimaginable level of evil.

## **Datum 21**

*“Every image you see, every war crime and act of humanity, know this: that the Israeli and American regimes are inflicting these crimes, and will one day be held accountable.”*

This caption was uploaded on October 26, 2024. In this caption, the words “every image” and “every war” are repeated with the word “every”, indicating the number and diversity of the atrocities that occurred. This caption not only emphasizes the words, but also emphasizes the idea that the violence was systematic and ongoing and did not happen by chance. The author wanted to make sure that every image they saw and every war crime reported was included in the great crime.

In Martin and White's (2005) appraisal theory, the word “every” repeated twice indicates that this word is included in the Graduation Force category. This caption supports the idea that violence and human rights violations have occurred frequently and repeatedly. By increasing the number, the author convinces the reader that this violence is part of a broader and repeated plan. The reader is given the opportunity to understand the suffering, which makes them need and angry about the injustice that occurs.

## **Datum 22**

*“The UAE **must** stop backing this genocide”*

This caption was uploaded on October 28, 2024. In this sentence, the word "must" indicate a strong imperative. Mr. K uses this term to show how morally and politically important it is for the UAE to stop supporting violence that is called genocide. This sentence shows no hesitation or room for compromise except to emphasize that stopping support for violence is an imperative that cannot be postponed or negotiated. This shows that the message conveyed is very important and urgent.

Based on the appraisal theory, Martin and White (2005) stated that the word "must" is included in the Graduation force category. This word strengthens the certainty and urgency of the statement by emphasizing that the recommended action is not an option, but a necessity. Therefore, the word “must” increase the moral demands on the United Arab Emirates and

puts them in a position where they must act decisively to stop the ongoing genocide.

### **Datum 23**

*“Yakir or B.E. Is a sniper for the Israeli military in Gaza, and currently employed at Microsoft. Looking at the statistics in Gaza, combined with the role of snipers in civilian areas, we can just imagine **how much people** this Microsoft employee has slain.”*

This caption was uploaded on October 31, 2024. Mr. K uploaded this caption because of the increasing number of victims due to Israeli cruelty. The phrase “how many people” is used to indicate the level of cruelty associated with the people mentioned in the caption. This phrase is used to emphasize the number of victims that is considered large. Although no exact number is mentioned, this phrase increases the impression of the statement by indicating that the level of killing is very large. Therefore, this phrase serves to provide an expression of severity through the use of large numbers.

In appraisal theory (Martin & White, 2005), phrases such as “how many people” fall under graduation force because they indicate quantity. Although this expression is not explicitly presented in numbers, it has the effect of making the event seem bigger and making the reader feel more emotional about what is being conveyed. This intensity is intended to encourage sympathy for the actions of the people in Gaza.

### **Datum 24**

*“We will never forget. I can never forget raised hands at the UN foiling another ceasefire or the smug looks on their faces saying 'Israel has a right to defend itself,' which is an implicit approval of **more genocide** in Gaza and **more sieges**.”*

This caption was uploaded on November 4, 2024. In this caption, the phrases “more genocide” and “more sieges” are used to show that the ongoing violence and suffering is not only severe, but also ongoing and increasing. The word “more” indicates that the acts of violence are repeated and increasing over time. This shows that the situation in Gaza continues to worsen and that actions that are seen as supporting Israel are indirectly worsening the violence in Gaza.

According to the Appraisal theory by Martin & White (2005), the word “more” is an example of Graduation Force. This word is used to give the reader a better understanding of the level of violence that exists not just one genocide or siege, but more and more continuously. This caption, increasing the number of negative events, increases moral condemnation of those responsible and strengthens the sense of emotional solidarity with the victims in Gaza. This caption is not only informative, but also serves as a sharp emotional call to remember the repeated injustice.

### **Datum 25**

*“The real number is far **likely far higher**. ”*

This caption was uploaded on November 4, 2024. Mr. K uploaded this caption because he felt that the victim information shown to the public might not be the real information. In this caption, the phrase “far higher” indicates that the actual number of victims or damage is estimated to be much higher than the available data. The word “likely” gives the impression that although there is no exact number, it is likely to be very large.

Meanwhile, “far” serves as an amplifier for “higher”, adding weight to the statement so that its impact is stronger. This phrase is used to inform the reader that the numbers presented may not correspond to a more severe situation.

Based on the Appraisal theory by Martin and White (2005), the phrase “far higher” falls into the category of Graduation Force. Mr. K uses the phrase to increase the extent to which something is considered important or critical. By saying that the number is much higher, the author clearly emphasizes how important and serious the situation in Gaza is. In addition, the word “likely” indicates that this assessment is less specific but based on reliable evidence.

## **b. Focus**

Focus is a type of graduation used to highlight the level of clarity or precision of a statement or expression. Focus allows flexibility in defining usually clear categories by making them more or less clear. Below are 4 captions that contain of focus.

### **Datum 1**

*"Everything in this world can be robbed and stolen, except one thing, **this one thing** is the love that emanates from a human being towards a solid commitment to a conviction or cause."*

This caption was posted on October 19, 2024. Mr. K quotes Ghassan Kanafani in this caption, who emphasizes that love that comes from a strong commitment to a belief or cause cannot be stolen or taken away. It shows a

strong commitment to values that are greater than personal interests. Love and commitment that are considered more important than anything else are shown by the emphasis on “this one thing”.

Because this sentence emphasizes the strength or power of the statement being made, it falls into the category of graduation focus in appraisal theory. The strength of the belief being discussed is emphasized by the words “this one thing,” which makes it more important and irreplaceable and irreplaceable by anyone. This is consistent with the theory of graduated focus, which emphasizes certain aspects of a statement to increase what is considered important, such as the love that comes from commitment to a cause or belief.

## **Datum 2**

“An unidentified baby girl, 3 months old, left abandoned and lifeless in Gaza. **This is not Halloween. This is Genocide.**”

This caption was uploaded on November 1, 2024. In this caption, the author describes the situation of an unidentified baby found dead and abandoned in Gaza. The emphasis on "This is not Halloween" is intended to contrast the tragic situation with the atmosphere of Halloween, which is usually associated with happiness and fun activities rather than death. The phrase “This is Genocide” shows a significant difference, saying that what happened was a major crime that requires serious attention, not just an event or circumstance that can be taken lightly.

The bold phrases fall into the graduation focus category because they emphasize the stark contrast between the two realities being compared. “This is not Halloween” suggests the fun that should be there compared to the tragedy that is happening, while "This is Genocide" suggests the harsh and tragic circumstances. In accordance with the theory of focus in graduation, which serves to emphasize or give strength to the message being conveyed, the focus given to this statement makes the crime that is happening stronger and clearer.

### **Datum 3**

*"The new terrorism is the old terrorism. It didn't start on October in either # Gaza."*

This caption was uploaded on November 4, 2024. In this sentence, the author shows that the terrorism that is happening now is an old tragedy that is repeating itself. According to the phrase, "the new terrorism is old the terrorism", the terror events that are happening now are similar to those that happened in the past. The statement "It didn't start on October in either # Gaza" emphasizes that this violence has been going on for a long time and is an ongoing event, not just starting in October.

The bold phrases fall into the graduation focus category because they emphasize that the event is a recurring event with no changes. “the new terrorism is old the terrorism” suggests that they are not much different and suggests that this violence has been around for a long time. In accordance with the theory of focus in graduation, which is used to emphasize how strong or important a message is, the focus given to this sentence reinforces

the meaning that the violence that occurred was part of a larger, ongoing past event.

#### **Datum 4**

*"Just because so many have stopped talking about it doesn't mean it has stopped."*

This caption was uploaded on November 4, 2024. It conveys the message that even though many people have stopped talking about certain things, such as violence or genocide, they are still happening. The words “doesn’t mean it has stopped” make a clear distinction between public silence and the fact that violence continues. This shows that public discussion or public attention does not always reflect the true state of affairs.

Since the author uses contrast to emphasize the message he wants to convey, this sentence falls under the focus of graduation. The author emphasizes that “Just because so many have stopped talking about it doesn’t mean it has stopped” to reinforce the understanding that violent incidents continue to occur even though attention to the issue has decreased. This contrast shows the power of concentrating on the issue at hand because it emphasizes the steadfastness of the message that silence is not a sign of the end of the problem.

## **2. How is Mr. K’s perspective on Palestine constructed through Appraisal?**

### **2.1 Mr. K’s Perspective on Palestine Through Affect**

The use of Affect in Mr. K's Instagram captions reflects not only the emotional dimension of the Palestinian issue but also how Mr. K himself emotionally responds to the suffering experienced by the Palestinian people. Rather than functioning as a detached report, the captions express his emotional reactions and responses that are saturated with deep sorrow, anger, and helplessness. Through Affect, we do not merely see a portrayal of Palestine's tragedy; we are positioned to experience the tragedy through the lens of Mr. K's emotions. Thus, what is represented in these captions is the emotional viewpoint of Mr. K as a vocal advocate for Palestinian rights and justice.

K's captions frequently contain emotional expressions or feelings such as "staggering figure," "sad to see this," "mind-blowing," "displaced," and "homeless." These words do not stand alone; they reflect his state of emotional reactions upon showing the brutality and humanitarian crisis revealed in Palestine. These expressions arise from his direct emotional confrontation with visuals and news of mass displacement, starvation, and death, particularly involving women and children. For example, when he writes about a mother and child who have died in each other's arms or about widespread hunger due to blocked humanitarian aid, his use of emotional vocabulary becomes a window into his soul. It expresses shock, despair and deep sorrow. These expressions are not simply the use of language on social media but rather an outpouring of emotional turmoil that aims to draw the reader into a

shared emotional space. Moreover, this perspective of Affect is not limited to sadness alone. Sometimes, there is a clear emergence of other affective states, such as anger, frustration, and trauma. K often implies feelings of anger at the inaction or silence of the global society and frustration at the continuing violence. Mr. K often implies feelings of outrage at the inaction or silence of the international community and frustration over the ongoing nature of the violence. This emotional pile-up reveals the depth of his involvement not only as an observer but as someone who is personally and emotionally involved in the Palestinian struggle. By embedding his emotions in the caption, Mr. K builds a narrative that represents Palestine as a place full of emotional trauma, injustice, and constant neglect.

From the theoretical framework of Appraisal Theory, Affect is a category within the Attitude system that captures the author's emotional responses, ranging from happiness and sadness to security and anxiety, as well as dissatisfaction and anger. In this context, Mr. K's use of Affect aligns with Martin and White's (2005) notion of Affect as the representation of emotional evaluations that may be either directly stated or indirectly inferred. The directness of Mr. K's emotional expressions allows readers to see how the Palestinian tragedy affects him personally. His Instagram captions are more than just fact-based language; they have a variety of emotional feelings of sadness that position the reader not only to understand but also to feel the weight of the conflict.

Importantly, this personal emotional lens serves a rhetorical purpose. It invites the audience into a collective moral and emotional stance. By making his emotional experience visible, Mr. K encourages his followers to mirror his feelings, feeling what he feels, mourning what he mourns, and, ultimately, supporting what he supports. This is how Affect operates persuasively in his narrative: it personalizes the political and emotionalizes the factual. Through his emotional language, Mr. K constructs a frame where Palestine is not only a geopolitical issue but a shared human tragedy, seen and felt through the eyes of someone deeply moved by it.

Thus, the Affect in Mr. K's caption reflects his emotional engagement with the Palestinian crisis. Through sadness, anger, and despair, he shares his perspective with his audience, encouraging them to connect with the suffering in Palestine emotionally. The use of Affect transforms Mr. K's Instagram captions into emotion-driven narratives that frame Palestine not only as a place of injustice but also as a humanitarian crisis that demands global emotional solidarity. Ultimately, through Mr. K's views and heart, his followers are encouraged to see and respond to the Palestinian issue.

## **2.2 Mr. K's Perspective on Palestine Through Judgment**

The use of the word Judgment in Mr. K's Instagram caption shows his highly important position towards the actors involved in the Palestinian conflict, especially in making a distinction between victims

and perpetrators. Through Judgment, Mr. K builds a narrative in which Palestinians are portrayed as morally good, brave, and people with dignity. At the same time, those responsible for violent acts are evaluated negatively as immoral, cruel, and inhumane. Rather than presenting a purely factual account, K frames the situation through an evaluative lens that highlights the morality of human behaviour. This encourages readers to develop their moral attitudes.

According to the Appraisal Theory developed by Martin and White (2005), Judgment refers to the evaluation of people's behaviour in terms of social norms and values. It can be positive or negative and can be divided further into judgments of social esteem (which includes normality, capacity, and tenacity) and social sanction (which includes veracity and propriety). In the case of Mr. K's captions, the majority of his Judgment expressions fall into the category of negative social sanction, particularly about the actions of governments, military actors, and international institutions perceived to be complicit in or silent about the violence against Palestine.

One prominent example of judgment appears in the caption, "Gross violation of human rights and every measure of ethics. Truly evil." Here, Mr. K explicitly condemns the violence against Palestinians, calling it a gross violation of moral and legal standards. The phrase "gross violation" signifies not only illegality but also frames the act as highly immoral. The word "sinister" adds a strong ethical condemnation,

portraying the perpetrators as evil. This kind of judgment deliberately frames the attackers as operating outside the boundaries of basic human decency.

Another strong evaluative statement is found in a caption which states: "The UAE must stop backing this genocide." In this sentence, Mr. K condemns the complicity of a state actor, suggesting that its actions or, in this case, its support are unethical and align with crimes against humanity. The term "genocide" carries extremely strong legal and moral weight, and by accusing a nation of "backing" it, Mr. K assigns a negative judgment of high severity, thus reinforcing the idea of a clear moral divide between the perpetrators and the victims.

Through these repeated moral judgments, Mr. K also constructs an implicit image of the Palestinian people as the ethical opposite of the perpetrators. Although his captions may not always praise Palestinians explicitly, the moral contrast he draws positions them as dignified victims, those who are suffering undeserved cruelty yet remain morally untainted. This perspective invites viewers to side with the oppressed, not only out of sympathy but also for ethical reasons. The Palestinian people are framed as a people with moral resilience and strength in the face of continued injustice.

From this perspective, Mr. K's use of Judgment serves as a means to build global moral awareness. By labelling actions as "gross violations" and "sinister" or by calling for accountability from governments and

global institutions, Mr. K is not merely reacting emotionally. He is inviting moral engagement and public accountability. He uses negative Judgment strategically to demand justice, urge political action, and legitimize the Palestinian people's cause within a global ethical framework.

Mr. K's captions, therefore, reveal his perspective on Palestine through the lens of Judgment, where he portrays Palestinians as moral victims trapped in a brutal and unethical system of violence. The consistent use of negative Judgment against perpetrators and silent bystanders does not prosecute injustice but also constructs a moral narrative that encourages readers to stand in solidarity with Palestine. Through Judgment, Mr. K draws attention to ethical responsibility and establishes a clear moral boundary that separates justice from atrocity.

### **2.3 Mr. K's Perspective on Palestine Through Appreciation**

Mr. K's Instagram captions reflected his evaluative perspective on the Palestinian issue through the Appraisal category of Appreciation. In Appraisal theory, Appreciation refers to how phenomena such as actions, events, situations, texts, or entities are evaluated based on their aesthetic qualities, social value, or impact (Martin & White, 2005). In Mr. K's posts, Appreciation is often used to describe the Palestinian cause as morally valuable, globally significant, and spiritually meaningful. Mr. K presents Palestine as a place of honorable resistance, deep humanitarian concern, and a form of global solidarity.

One clear instance of this can be seen in a caption stating, "This one thing is the love that emanates from a human being towards a solid commitment to a conviction or cause." In this sentence, Mr. K appraises "love" not just as an emotion but as a noble and elevated human value directed toward commitment and justice. By associating this "love" with dedication to a cause, Mr. K elevates the Palestinian struggle to something spiritually and morally resonant. This form of Appreciation constructs the Palestinian resistance not merely as political action but as a deeply principled and meaningful pursuit of justice. Through this, Mr. K invites readers to admire not only the endurance of Palestinians but also the moral depth behind their commitment to freedom and dignity.

Another example of Appreciation appears in the brief but impactful caption: "Boycotts work. Globally." This statement evaluates the effectiveness of a global action boycotting favourably. Mr. K's perspective makes a very important impression. Mr. K not only states a fact, but he praises the boycott as a powerful and successful strategy in the global solidarity movement. In doing so, he portrayed the Palestinian struggle as one that has inspired a meaningful and effective international response, thus increasing the perceived social importance of their cause. This reflects Mr. K's positive view of collective global efforts in support of Palestine, elevating the Palestinian movement as something worthy of widespread action.

The statement "Outside aid is more important than ever," shows Mr. K's Appreciation of the value of humanitarian aid. In this context, the sentence goes beyond recommending a course of action. It emphasizes the importance of aid as a life-saving necessity amid mounting suffering. Not only does K describe aid as necessary, but he emphasizes the word "key," which signifies its high social value and critical impact. Through this evaluation, he presents the Palestinian condition as one that requires urgent help from the global community. The caption thereby positions external aid as a moral obligation while representing Palestinians as individuals whose survival deserves prioritized global attention.

In contrast, Appreciation is also used to evaluate the consequences of destructive political actions negatively. For instance, in the caption: "The airstrikes and bombing have only intensified on Gaza since Biden sent Israel another \$8 Billion," Mr. K is not simply describing a timeline he is condemning the result of a political decision. The use of the word "intensified" signals a worsening situation, while the juxtaposition with U.S. military aid implicitly appraises the funding as having catastrophic consequences. Here, Appreciation serves to criticize U.S. foreign policy not merely as unwise but as socially and morally harmful. Through this evaluation, Mr. K reinforces the image of Palestine as a community enduring intensified suffering, not as a result of abstract war but due to real-world decisions by global powers.

Overall, Mr. K's captions use Appreciation to present the Palestinian issue as one of immense moral weight, spiritual meaning, and social importance. He consistently assigns value, positive and negative, to events, actions, and policies connected to Palestine, shaping a narrative that elevates the Palestinian cause and critiques its suppression. By appreciating acts of solidarity and condemning destructive interventions, Mr. K frames Palestine not only as a place of victimhood but as a symbol of noble struggle, deserving of admiration, empathy, and support from the global community. His perspective invites his audience to see beyond political rhetoric and recognize the human, moral, and emotional depth of the Palestinian experience.

#### **2.4 Mr. K's Perspective on Palestine Through Monogloss**

In his Instagram captions, Mr. K presents his stance on the Palestinian issue through the use of Monogloss, a subsystem within Engagement in Appraisal theory. As defined by Martin and White (2005), Monogloss refers to assertions made without dialogic engagement, meaning the author does not acknowledge, incorporate, or open space for alternative voices or interpretations. Statements of this kind present propositions as taken-for-granted truths, leaving little or no room for dispute or negotiation of meaning. Through the use of Monogloss, Mr. K expresses his unwavering ideological stance and constructs the suffering of Palestinians as absolute, undeniable, and morally urgent. The absence of dialogic alternatives positions Mr. K's

point of view as not just a perspective but as a definitive reality that the reader is expected to accept without question.

This rhetorical strategy is evident in several of Mr. K's captions, including the powerful assertion, "This is not Halloween. This is genocide." Here, the phrase "This is genocide" is a clear Monogloss statement: it presents genocide not as a debated or interpreted term but as a matter of fact. There is no attribution to another voice, no hedging, and no recognition of differing views. Similarly, in another caption, Mr. K writes, "Genocide, Genocide, Genocide. You can't negotiate or 'strategize' past a genocide." This repetition not only emphasizes the severity of the accusation but also reinforces the idea that the term "genocide" is neither speculative nor metaphorical. It is, from Mr. K's perspective, the objective reality. The dismissive tone toward negotiation or strategy further closes the dialogic space, rejecting the possibility of interpreting the situation in Gaza as anything less than genocide.

Another caption, "Not genocide. Just abhorrent," also reflects Monogloss despite the apparent contradiction in wording. Here, Mr. K uses irony to mock downplayed descriptions of the conflict. The structure suggests a rejection of alternative, more neutral descriptions ("just abhorrent") while still asserting a strong moral evaluation. Even in its irony, the caption functions monogloss by refusing to open space for multiple interpretations. Mr K is effectively saying that any attempt

to tone down what is happening is dishonest and unacceptable. The language used is not tentative or hypothetical; it asserts a concrete and non-negotiable view.

By using Monogloss, Mr. K takes full authorial control over the framing of events. He does not speculate or attribute his statements to others. He speaks directly, firmly, and confidently. Palestinians are presented as undeniable victims of genocide, and those responsible are positioned as atrocities without the need for justification or debate. As such, Mr. K not only conveys his outrage but also attempts to lead the reader to hold the same view by providing a self-evident truth.

The consistent use of Monogloss enhances the persuasive power of Mr. K's photo caption. It avoids ambiguity and denial and aligns with the urgent humanitarian appeal. From an appraisal perspective, this method intensifies the interpersonal impact of the text. It encourages readers to accept and act on the information provided orally. The lack of alternative perspectives is a form of resistance to dominant media narratives or political discourses that minimize Palestinian suffering.

Thus, K's use of Monogloss serves to establish the Palestinian experience as one of pure injustice, which demands recognition and response. Its emphatic tone reinforces the idea that there is no moral ambiguity in the issue of Palestinians as victims of genocide, and this is a truth that should not be weakened, debated, or denied. Thus, Monogloss, in K's view, becomes a powerful tool to assert clarity,

establish narrative authority, and build unwavering solidarity with Palestine.

## **2.5 Mr. K's Perspective on Palestine Through Heterogloss**

In his Instagram captions, Mr. K constructed his perspective on Palestine not only through his assertions but also by incorporating diverse external voices, which is characteristic of Heterogloss in the Engagement subsystem of Appraisal theory. According to Martin and White (2005), Heterogloss refers to statements in a text that explicitly or implicitly acknowledge alternative voices, perspectives, or sources. This contrasts with Monogloss, which presents information as unchallenged or universally accepted. Through Heterogloss, Mr. K builds a rich perspective that places the Palestinian struggle within a broader historical, political, and social context, giving greater evidence to his message. By engaging other voices from historical figures, media institutions, and public discourse, Mr. K presents Palestine not only as a victim of violence but also as a symbol of moral resistance and global solidarity.

One prominent example of Heterogloss in Mr. K's captions is his quotation of the Palestinian revolutionary and writer Ghassan Kanafani: "Everything in this world can be taken and stolen, except one thing, and that is the love that comes from a person towards a firm commitment to a conviction or cause." The use of this quotation signifies more than a literary reference. It represents the infusion of a Palestinian historical

voice into the narrative. By drawing on Kanafani, Mr. K links the current plight of Palestinians with the historical legacy of intellectual resistance and ideological steadfastness. This intertextual strategy functions heteroglossically because the viewpoint articulated is not Mr. K's alone; it is a recognized voice from within Palestinian history. In this context, Palestine is no longer represented solely through present-day suffering but also through a legacy of passionate and principled resistance. The love referenced in Kanafani's words becomes a symbol of unwavering dedication to justice, positioning Palestinians as agents of moral conviction rather than passive victims.

Another instance of Heterogloss can be seen in Mr. K's use of media attribution, such as in the caption: "The war in Gaza continues to spiral downward. Source: Al Jazeera." By explicitly citing Al Jazeera as the source, Mr. K acknowledges an external institutional voice, which lends additional credibility and legitimacy to his claim. This citation reflects Heterogloss in that it brings a journalistic authority into the discourse, signalling that the perspective being conveyed is not purely subjective or activist-driven but rather supported by international news reporting. This call from a well-known global media outlet positions the plight of Palestinians as a matter of global concern, not just an individual observation. It also invites readers to interpret the situation through the lens of factual global awareness and not just rely on personal conviction.

Through these uses of Heteroglossia, Mr K presents the Palestinian issue as more than a political conflict; he frames it as a moral and humanitarian crisis that resonates across time, culture, and geography. The inclusion of authoritative external voices, whether through direct quotation or media attribution, deepens the representation of Palestine, situating it within a shared global discourse of justice and resistance. Mr. K does not act as a solitary commentator; he acts as a conduit through which multiple voices speak in unison about the urgency and significance of the Palestinian struggle.

In addition, Heteroglossia also positions readers not only as social media users of Mr K's personal views but also as participants in a broader dialogue space. Readers are invited to consider the views of justice warriors, news institutions, and historical movements as they interpret the posts. This dialogical layering enriches the narrative and constructs Palestine not only as a symbol of contemporary suffering but also as a symbol of eternal resistance to oppression. Through Heterogloss, Mr. K represented Palestine both as a humanitarian struggle and as a historical movement, interwoven with the voices of those who have long fought for justice.

Therefore, Mr. K's use of Heterogloss in his caption expands the narrative of Palestine. By bringing in the voices of respected activists, historical figures, and international media, he places Palestine in the context of global resistance, love, and commitment. This strategy

strengthens his advocacy and appeals to readers' sense of humanity and awareness. As a result, Mr. K's perspective on Palestine through Heterogloss is not only a picture of suffering but also a powerful call for global solidarity.

## **2.6 Mr. K's Perspective on Palestine Through Force**

The representation of Palestine through Force in Mr. K's captions illustrates the use of linguistic intensification to highlight the severity of suffering endured by the Palestinian people. In Appraisal Theory, particularly in the Graduation subsystem as defined by Martin and White (2005), Force refers to the degree of intensity or volume with which an utterance is expressed. This includes quantification (e.g., "many," "few"), intensification of qualities or processes (e.g., "deeply," "severely"), and other scalar adjustments that either amplify or downscale the evaluative strength of a statement. In the context of Mr. K's advocacy, Force is primarily used to amplify emotional and moral urgency, drawing the audience's attention to the brutal and overwhelming conditions faced by Palestinians and thereby urging action or empathy from global readers.

A powerful example of Force appears in the caption: "Many were children. Holding onto life by IVs." This caption operates with intensification at two levels. First, the quantifier "many" enhances the scope of the tragedy by emphasizing that the child victims were not isolated cases but represented a significant and painful collective. The

use of "many" magnifies the impact of the statement by evoking an image of widespread loss among innocent and vulnerable individuals. Second, the clause "holding onto life by IVs" dramatically intensifies the suffering experienced. This phrase does not merely describe a medical condition; it conjures a visceral image of frail children clinging to life through the bare minimum of medical intervention. The stark, fragmented sentence structure contributes to the forceful tone by breaking the narrative into urgent and heavy fragments, leaving an emotional impact on the reader. The intensity here constructs Palestine as a site of humanitarian tragedy that is both overwhelming and morally unbearable.

Another instance of Force is evident in Mr. K's caption: "This is the state of American journalism. Mr. K describes the perpetrators of genocide as 'victims' who should be sympathized with. He uses the amplifying word "literally," which serves as a means to emphasize that the language used in social media is not exaggerated, but is a real and unacceptable fact. This language choice strengthens the criticism by dismissing the ambiguity in the accusation. The sentence also uses quotation marks around the word "victim" to distance the term from its meaning, thus reinforcing the narrative that those responsible for the violence are being misrepresented. This intensification serves to underscore not only the physical violence suffered by Palestinians but also the secondary violence inflicted through misrepresentation and

narrative manipulation by Western media. Through this evaluative Force, Mr. K constructs Palestinians as doubly victimized both by the material realities of war and by symbolic injustices in international discourse.

The use of Force in Mr. K's text heightens the emotional and moral emphasis of the Palestinian struggle. By intensifying the volume and weight of his statements, Mr. K emphasizes that violence and injustice are wrong, compelling the audience to respond with empathy and action. This use of language does not simply inform the reader; it appeals to the conscience and emotions, mobilizing anger, solidarity, and a call to action. Palestine, through Mr. K's powerful perspective, is presented as a place of suffering that demands not passive awareness but an active global response. The heightened expression of pain, injustice, and urgency reinforces the audience's ethical responsibility to acknowledge the reality of oppression and stand in solidarity with the Palestinian people.

## **2.7 Mr. K's Perspective on Palestine Through Focus**

The representation of Palestine through Focus in Mr. K's captions is conveyed by highlighting the precision, sharpness, and clarity of evaluative meanings. According to Martin and White (2005), in their Appraisal framework, Focus is a subcategory of the Graduation system that adjusts the preciseness or prototypicality of meaning, either sharpening (i.e., specifying or intensifying a quality) or softening (i.e.,

making it less definite or diluted). In Mr. K's rhetorical construction, sharpened Focus is a dominant strategy employed to assert clear moral distinctions, eliminate ambiguity, and emphasize the legitimacy and gravity of the Palestinian cause. This allows Mr. K to present Palestine not only as a geographic or political entity but as a morally grounded struggle marked by deep emotional and ethical significance.

One clear example of sharpened Focus is found in the quotation: "This one thing is the love that emanates from a human being towards a solid commitment to a conviction or cause." This statement, drawn from Palestinian intellectual Ghassan Kanafani and recontextualized by Mr. K, exemplifies how sharpened Focus is used to single out an abstract yet emotionally powerful concept of love rooted in a commitment to a cause. The phrase "this one thing" serves to isolate and intensify the significance of that singular value, suggesting that amid all that can be stolen or lost through conflict, the only enduring force is love for justice and struggle. The linguistic choice narrows the reader's interpretive field, concentrating attention on a singular moral truth. In doing so, Mr. K portrays the Palestinian people as steadfast and principled, not merely reactive or political, but deeply driven by universal human values. Through this Focus, Palestine is framed as a moral cause, an embodiment of human dignity and resistance in the face of injustice.

Another example is the caption: "An unidentified baby girl, 3 months old, left abandoned and lifeless in Gaza. This is not Halloween.

This is Genocide." Here, Mr. K uses sharpened Focus through contrastive framing. The juxtaposition between "Halloween," an event commonly associated with costumes, fantasy, and playful horror and "Genocide," a term denoting systematic mass killing, serves to underline the gravity and reality of the tragedy in Gaza. The structure "This is not X. This is Y." is a rhetorical formula that denies any trivial interpretation and replaces it with an absolute moral and factual claim. It allows no room for neutral or softened interpretation. By contrasting a cultural metaphor for fiction and playfulness with a historical and legal term for atrocity, Mr K directs the audience to view the event in Gaza as unambiguously horrific. The depiction of an "unidentified baby girl" sharpens this Focus even further, emphasizing innocence, anonymity, and irreparable loss. Through this, Palestine is represented as the site of profound human suffering and injustice that cannot and should not be misrepresented or downplayed.

Overall, Mr. K's use of Focus constructs a pointed and unambiguous narrative in which Palestine is represented as a victim of unjustified violence yet also as a principled and morally resilient entity. The sharpened Focus serves multiple rhetorical purposes: it eliminates interpretive ambiguity, intensifies emotional appeal, and foregrounds moral binaries. By highlighting specific values such as love, sacrifice, and justice, Mr. K asserts that the Palestinian struggle is not merely political but existential and deeply ethical. The use of this strategy

encourages readers to align themselves with the moral clarity being presented. It simultaneously challenges narratives that attempt to neutralize or obscure the gravity of the Palestinian condition. In this way, Focus becomes a powerful semiotic tool to influence public consciousness, affirm solidarity, and redefine the global narrative surrounding Palestine.

## **B. DISCUSSION**

This section provides an in-depth discussion of the findings obtained from the analysis of 68 captions posted by Mr. K on his Instagram account, all of which focus on the Palestinian issue. The analysis employs the Appraisal Theory developed by Martin and White (2005), which categorizes evaluative language into three major subsystems: Attitude, Engagement, and Graduation. These systems are used to examine how social actor express evaluation, stance, and emotional alignment, particularly in persuasive or advocacy-driven discourse such as that found on social media. The captions selected for this study offer a direct and powerful insight into Mr. K's ongoing commentary on the situation in Palestine and how his language constructs a particular viewpoint about the ongoing conflict.

This chapter aims to answer two central research questions: (1) What types of Appraisals are used in Mr. K's Instagram captions about Palestine? and (2) How is Mr. K's view on Palestine constructed through Appraisal Theory? The first research question focuses on identifying the dominant evaluative types used in the captions, while the second shifts the focus toward understanding how these appraisal choices

reflect Mr K's personal stance, values, and ideological commitments regarding the Palestinian struggle. Together, both questions form the foundation for examining the linguistic patterns Mr. K relies on to build solidarity, express judgment, and intensify moral urgency about Palestine.

The findings reveal that among the Attitude subsystem, Judgment emerges as the most dominant type, with 23 instances. Within the Engagement subsystem, the most frequent type is Monogloss, found in 20 data, and in the Graduation subsystem, Force appears most prominently, with 25 instances. These dominant types are significant in understanding the evaluative framework used by Mr. K in articulating his perspective. Rather than offering a neutral or distanced account of events, Mr. K's captions demonstrate a high degree of involvement, moral positioning, and emotional investment in the issue, which is conveyed through the consistent recurrence of these three appraisal types.

The first dominant type, Judgment, is central to how Mr. K conveys his moral evaluation of the conflict and those involved. In Appraisal Theory, Judgment deals with the assessment of behaviour in terms of ethics, morality, and legality. The high frequency of Judgment in Mr. K's captions indicates a consistent and strong moral positioning, where he evaluates the actions of state actors, international institutions, and power holders. This dominance suggests that a critical ethical stance heavily shapes Mr. K's view of Palestine. His evaluative language frequently positions Palestine as a victim of systematic injustice and oppression while simultaneously casting harsh moral judgment on the perpetrators. Rather than merely presenting factual updates, Mr. K uses Judgment to highlight the perceived immorality of

violence, silence, or complicity. His evaluative framework does not rely on neutral reporting but instead seeks to awaken a sense of injustice and urgency in the audience, shaping their perception through ethical condemnation.

The second dominant type, Monogloss, under the Engagement system, further reinforces Mr. K's strong, personal stance. Monogloss refers to utterances that do not acknowledge alternative voices or perspectives. The prevalence of Monogloss in the data reflects Mr. K's firm and unwavering commitment to his perspective. His captions present assertions as facts without dialogic negotiation, hedging, or reference to counter-positions. This linguistic strategy suggests that Mr. K is not merely participating in a debate but rather attempting to assert a moral truth. His use of Monogloss is crucial in constructing authority and conviction in his discourse. It positions him not just as a commentator but as a truth-teller, conveying a perspective that is meant to be understood as ethically and factually grounded. The choice to speak monoglossically, particularly on a platform like Instagram where multiple narratives coexist, shows how Mr K deliberately closes dialogic space to strengthen the moral clarity of his position.

The third dominant type, Force, under Graduation, functions as an intensifier that amplifies emotional and moral expressions. Force allows speakers to scale the intensity of their evaluations, whether emotional, ethical, or factual. In Mr. K's captions, the frequent use of Force reflects an effort to emphasize the severity, urgency, and cruelty of the events taking place in Palestine. Rather than using neutral or moderated descriptions, he often amplifies the emotional charge and moral gravity of his evaluations. This linguistic choice intensifies the impact on the

Reader, fostering heightened emotional engagement and moral clarity. The use of Force helps shape an emotionally charged narrative that reflects Mr. K's deep concern and passionate commitment to human rights. It also aligns with his overall discourse style, which is emphatic, urgent, and morally grounded.

Taken together, the dominant presence of Judgment, Monogloss, and Force reveals that Mr. K's perspective on Palestine is constructed through morally evaluative, assertive, and emotionally intensified language. These patterns demonstrate that Mr. K does not approach the topic with neutrality or objectivity. Instead, his view is built through a discourse of ethical activism. The linguistic choices he makes across his captions suggest that he sees Palestine not merely as a geopolitical issue but as a human rights emergency that demands moral clarity and emotional solidarity.

These evaluative patterns cannot be separated from Mr. K's background. As a devout Muslim, legal scholar, and human rights advocate, his discourse is deeply influenced by both his professional expertise and his religious values. His strong moral judgments reflect Islamic ethical principles that prioritize justice, the defence of the oppressed, and the duty to speak truth to power. His monoglossic tone and emphatic expressions echo a sense of religious and moral responsibility. These background factors shape the way he constructs Palestine as a narrative of oppression, not just from a political lens, but as a moral struggle that calls for faith-based and rights-based advocacy.

Compared to previous studies, the findings of this research present distinct evaluative tendencies. Studies in the first group, which focused solely on the Attitude system, mostly highlighted Affect such as grief, sorrow, or solidarity as dominant. In contrast, Mr K's discourse is dominated by Judgment, showing that his evaluative style is grounded not only in emotion but in strong moral assessments of behaviour. His emphasis is not on expressing feelings but on holding actors accountable for injustice, silence, and complicity.

Meanwhile, studies in the second group, which applied all components of Appraisal Theory to journalistic discourse, reported Heterogloss and moderate Force as prevalent features reflecting attempts at objectivity and balance. Mr. K's discourse, however, is characterized by Monogloss and high Force, indicating a deliberate closure of dialogic space and a dramatic intensification of moral outrage. This divergence illustrates that Mr. K is not engaging in negotiation or journalistic neutrality; he is making a clear moral claim with emotional power.

The third group of studies, which focused on the Palestine issue in the media, often revealed contrasting evaluative styles between different news outlets shaped by institutional bias or geopolitical alignments. In contrast, this study does not examine institutional media but a single, consistent, personal voice. Mr. K's posts reflect not shifting biases but a stable, morally anchored narrative rooted in advocacy. His discourse is not editorial; it is personal.

Thus, this study shows that personal identity, religious worldview, and social justice commitments directly influence the dominant evaluative patterns used in

digital activism. By using Judgment, Monogloss, and Force consistently, Mr. K constructs a morally forceful and emotionally engaged narrative, one that aims not just to inform but to persuade, provoke, and mobilize. This finding highlights the unique rhetorical power of social media when used by an individual who blends legal knowledge, religious ethics, and advocacy to create impactful, values-driven communication.

This study has the advantage of showing how appraisal theory can be applied in the context of social media by using captions from an individual who is very concerned about injustice and humanity. This study found various types of appraisals in explaining the role of language in shaping public opinion, fostering empathy, and encouraging collective action. Mr. K wrote captions that not only convey information but also show feelings, build moral judgments, and strengthen support for Palestine to the Reader. This study shows that language on social media can be a very useful tool for the struggle for human rights.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

In this section, the researcher presents conclusions from the findings of the previous analysis and discussion. In addition, the researcher also provide suggestions for readers or reviewers who are interested in researching the same topic.

#### **A. CONCLUSION**

The purpose of this study is to examine the various types of appraisals used in Mr K's Instagram captions regarding the Palestinian issue and how Mr K's perspective on Palestine through Appraisal. By analyzing the captions uploaded by Mr K from October 7 to November 7, 2024, it can be concluded that Attitude, Engagement, and Graduation are the three main components of the appraisal theory used by Mr. K in his captions to build a narrative about the Palestinian issue. Based on the findings and discussion, it can be concluded that Mr K consistently constructs a narrative in support of Palestine not merely as a form of political or religious solidarity but as a stance against structural injustice and human rights violations. In Mr. K's narrative, the war between Palestine and Israel is not simply a territorial or religious conflict but rather a manifestation of modern colonialism and systemic oppression against a powerless nation. Through his dominant use of Judgment, Monogloss, and Force, Mr. K shapes public opinion to view Palestine as a victim of a global system that has failed to protect its fundamental rights. Therefore, this analysis demonstrates that social media is utilized by Mr. K as a tool of advocacy

not just for disseminating information but for fostering awareness, empathy, and collective action in response to the humanitarian crisis in Palestine.

## **B. SUGGESTION**

This study still has several limitations that need to be considered for further research. In the first question, the researcher has identified the types of Appraisal used by Mr. K, but the depth of analysis is still limited because the amount of data is not comprehensive. This is because the researcher only took data from October 7 to November 7, 2024. In addition, this study only took captions with more than 2000 shares, so it does not represent all language strategies that might be used by Mr. K more broadly. In the second research question, this study focuses only on the representation of Palestine through caption text without linking the results of the analysis to reader responses such as comments, number of shares, or more measurable public engagement. Therefore, for future research, it is recommended to expand the range of data by taking more captions from various periods, also analyzing comments or audience responses. Future researchers can also compare Mr. K's use of Appraisal with other activists or figures on social media to obtain more in-depth results.

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## CURRICULUM VITAE








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## APPENDIXES



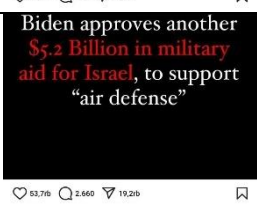

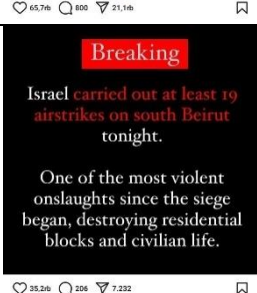
### Data Based on Appraisal Types (Martin and White, 2005)






NO	DATUM	APPRAISAL TYPES								IMAGE FROM POSTS
		ATTITUDE			ENGAGEMENT		GRADUATION			
		AF	JD	AP	MO	HE	FR	FO		
1	“Staggering figure. And rising by the day. Help the people of Gaza”	√			√		√			
2	“Staggering fact. Sad to see this. More children have died in Gaza over the past 12 months than the entire world in 5 years. Mindblowing “	√					√			
3	“Displaced, homeless and thousands of them orphaned. The humanitarian disaster in the Arab world is spiralling with each passing day. Gaza needs mattresses, clean clothes, sleeping bags, water and more. Especially the children.”	√					√			
4	“Harrowing days for the most hard hit part of the Strip.”	√			√					

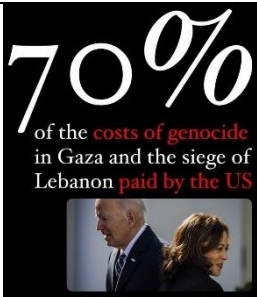
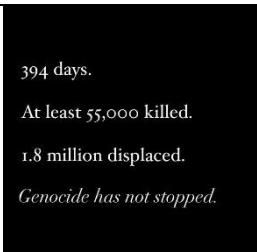








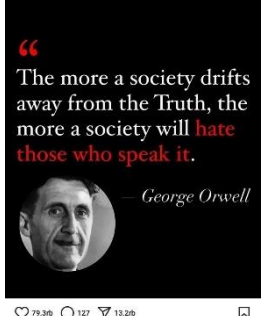

<p>10 “Another night, another violent attack in #Gaza. 10,000’s more will be homeless, displaced, and without anywhere reliable to sleep.”</p>	√	
<p>11 “1 year. 2 bookends to a dark chapter in human history. Read between the lines and between the two dates that make this bleak anniversary. Propaganda and pundits focus on trite lines and lies to sell you false narratives.”</p>	√	
<p>12 “The goal in Gaza is utter destruction, regime change, occupation and expansion of new order.”</p>	√	
<p>13 “The genocide in Gaza has brought up memory of the savagery in Iraq, when 1 million + civilians were slain during an unjust war. A war that capitalised on lies of “weapons of mass destruction” and myths of boogiememen.”</p>	√	
<p>14 “Everyone in north Gaza is posting goodbyes because Israel has been permitted to carry out a war of annihilation. All Eyes on North of Gaza.”</p>	√	





15	<p>“Breaking. Israel is burning displaced and starving Palestinians alive in Gaza, right now. Israel just bombed a tented camp in Central Gaza. Right now in Gaza.”</p>	√		
16	<p>“Like I’ve always said: Arab Lives are only newsworthy when villains, not victim. The truth hurts. Remaining oblivious to it is deadly. Where are the ‘anti-racists’ and civil rights ‘leaders’? Apparently their definition of ‘racism’ doesn’t include the systematic slaughter of Palestinians. We see you, and your words will always have this glaring footnote.”</p>	√		
17	<p>“Look at all of the Palestinian stories that are ‘leaving soon.’ Israel is already trying to erase the Palestinians of Gaza and the West Bank. Why is Netflix erasing Palestinian media from its platform?”</p>	√		
18	<p>“NO NEW FOOD was let into northern Gaza from October 2-October 15th. On top of the hellish circumstance, famine was part of it. We are working hard to deliver food to north Gaza, with @humanappeal. It is urgent that we all help.”</p>	√	√	
19	<p>“Right now. Day 380. A genocidal killing machine continues. They believe that men and boys are ‘terrorists.’ That is the very essence of racism.”</p>	√	√	

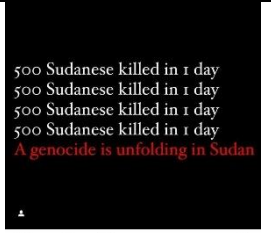




20	<p>“Still. A day after 90+ were slain in Bait Lahia. They are committing massacres and airstrikes in the dark. This is what they want. ‘Internet connectivity went down in northern Gaza late Saturday and had not yet been restored by midday Sunday, making it difficult to gather information about the strikes and complicating rescue efforts“</p>	√			
21	<p>“Look close, Look even closer. Children among the captives taken in Beit Lahia two days ago, who did not make it out. Kids. Why are Palestinian boys excepted from every human right standard?”</p>	√			
22	<p>“American weapons are the means that enabled genocide in Gaza, it hasn’t stopped.”</p>	√	√		
23	<p>“A gross violation of human rights and every measure of ethicality. Just sinister. Just when you thought this genocide cannot get anymore vile.”</p>	√	√	√	
24	<p>“They are now attacking banks and schools, seeking to decimate civilian life as they did in Gaza., the people need our help.”</p>	√			

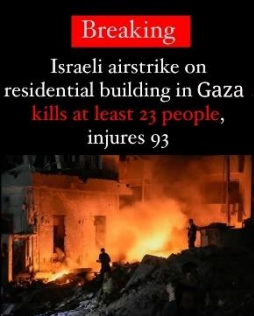




25	<p>“Let me tell you a secret... Those who are always calling others terrorists are usually the ones doing the real terrorizing. 25,000 children slain, and 1 million having to endure trauma and life-changing horror. 50% of Gaza are children.”</p>	√				 <p>“If you're not careful, the newspapers will have you hating the people being oppressed, and loving the people doing the oppressing.” ~ Malcolm X</p> <p>1416 859 25,846</p>
26	<p>The most sadistic army in the world.”</p>	√	√	√		 <p>Israeli soldiers hung a teddy bear in a destroyed Palestinian home. US tax dollars at work.</p> <p>76,746 3,115 11,346</p>
27	<p>“These men were taken from a hospital, many of them medical workers. Some of them patients, elders and teens and children among them. What is the purpose of stripping them down and shooting images like this one, beyond humiliation and stripping these men of their dignity.”</p>	√				 <p>67,646 798 5,547</p>
28	<p>“Every image you see, every war crime and act of humanity, know this: that the Israeli and American regimes are inflicting these crimes, and will one day be held accountable.”</p>	√		√		 <p>67,646 798 5,547</p>
29	<p>"From operating within the country, a travesty and another attempt to starve the people of Gaza."</p>	√				 <p>42,146 568 5,973</p>





30	"There is no genocide in Gaza, without a willing financier."	√	√		 <p>70% of the costs of genocide in Gaza and the siege of Lebanon paid by the US</p> <p>65k 611 13.6k</p>
31	"Just because so many have stopped talking about it doesn't mean it has stopped."	√	√	√	 <p>394 days. At least 55,000 killed. 1.8 million displaced. <i>Genocide has not stopped.</i></p> <p>62.9k 324 21k</p>
32	"Well done everybody and don't stop."	√			 <p>BREAKING McDonald's faces the biggest decline in global sales in four years</p> <p>LPC</p> <p>198k 1,776 22.1k</p>
33	"A vile lie to justify settlement and occupation. This is a blatant lie, as more than 150,000 Palestinians remain in north Gaza."	√			 <p>Israel declares that <b>north Gaza is fully ethnically cleansed</b>, on US election day. Which is a lie.</p> <p>Amichai Stein @AmichaiStein</p> <p>The IDF announces: The division of the northern Gaza Strip into two parts has been completed, and we getting closer to the complete evacuation of the northern part from civilians and terrorists: "This time there is no intention to allow the residents of the northern Gaza Strip to return to their homes and that humanitarian aid will regularly enter the southern Gaza Strip - since there are no more civilians left north of Gaza City".</p> <p>48.4k 508 9.3k</p>
34	"Everything in this world can be robbed and stolen, except one thing, this one thing is the love that emanates from a human being towards a solid commitment to a conviction or cause."	√			 <p>Today in Gaza. Unbroken.</p> <p>124k 502 9.7k</p>

35	“Salute to Malaysia and its people for standing with Gaza. After spending time in #Malaysia, I witnessed first hand how the people are so strongly committed to Gaza and justice. Boycotts work. Globally.”	√	 <p>Over 100 Starbucks locations closed in Malaysia due to Gaza boycott</p> <p>109k 1,970 15,9k</p>
36	“After UNRWA has been classified a terror organization, outside aid is more key than ever.”	√	 <p>1.4 million displaced &amp; homeless People need warm clothes, blankets, sleeping bags and tents</p> <p>48,1k 208 7,384</p>
37	“The airstrikes and bombing have only intensified on Gaza since Biden sent Israel another \$8 Billion”	√	 <p>Breaking</p> <p>At least 55 Gazanese have been killed in the last 24 hours as death toll nears 3,000</p> <p>39,2k 229 6,549</p>
38	“States in the region have to tread lightly.”	√	 <p>Iran x US</p> <p>Iran is threatening to target Arab Gulf states and other US allies in the region if their territories or airspace are used for an attack on Iran.</p> <p>55,6k 1,396 5,279</p>
39	“Never more true than it is today.”	√	 <p>“The more a society drifts away from the Truth, the more a society will hate those who speak it.”</p> <p>— George Orwell</p> <p>79,3k 127 13,2k</p>
40	“The one who should be imprisoned is free, and the one imprisoned should be free.”	√	 <p>100k 1,442 23,5k</p>

41	The real verdicts from wars are never immediate. Time is a slow but decisive judge."	√		<p>Israel is losing the long war.</p> <p>Every target it kills and assassinates <b>becomes beloved 100x more.</b></p> <p>Remember, they once called Malcolm X and Nelson Mandela terrorists.</p> <p>49,468 345 7,219</p>
42	"This is where the state of American journalism is. They're literally framing enforcers of genocide as 'victims' to have sympathy for. CNN has become a joke, and the genocidal bigotry is becoming far too much to take."	√		<p>CNN covers the feelings of the genocidal soldier over the people he genocided</p> <p>Israeli soldier moans that after bulldozing civilians, it's harder to eat meat.</p> <p><a href="https://www.cnn.com/2024/10/21/mid...">cnn.com/2024/10/21/mid...</a></p>  <p>No one will understand what I saw: Israeli soldiers speak out about trauma after serving in Gaza.</p> <p>74,446 2,326 16,26b</p>
43	"Many have been slaughtered already, while those living will face imprisonment or worst."	√		 <p>41,446 1,340 10,96b</p>
44	"The layers of this genocide are limitless and limitlessly vile."	√	√	<p><b>Israel + America are starving Gaza: people waiting for bread in central Gaza yesterday</b></p>  <p>71,246 830 13,94b</p>
45	The UAE must stop backing this genocide"	√	√	<p><b>All eyes on Sudan</b></p> <p>500 <b>men</b> slain in one day 130 <b>women</b> killed themselves to avoid rape.</p>  <p>1320b 1,630 99b</p>

46	“The silent genocide in sUAEdan”	✓		 <p>500 Sudanese killed in 1 day 500 Sudanese killed in 1 day 500 Sudanese killed in 1 day A genocide is unfolding in Sudan</p> <p>62.8k 221 12.1k</p>
47	“An unidentified baby girl, 3 months old, left abandoned and lifeless in Gaza. This is not Halloween. This is Genocide.”	✓	✓	 <p>An unidentified baby girl, 3 months old, left abandoned and lifeless in Gaza. This is not Halloween. This is Genocide.</p> <p>163k 4.927 45.1k</p>
48	“This relentless aggression has left nothing without destruction, and every profession, every life, has been claimed by it.”	✓		 <p>Matthew Miller @StateDeptSpox · 3h Today, the United States reaffirms its commitment to ending impunity for crimes against journalists. We call on all governments to protect journalists from violence and hold perpetrators of crimes accountable.</p> <p>Hossam Shabat @HossamShabat · 1h Who is committing crimes against journalists? Which country just killed 170 journalists? Which country is constantly threatening journalists? You would think an official spokesperson would be able to name the killer and identify the victims?</p> <p>45.8k 411 5.94k</p>
49	“Genocide, Genocide, Genocide. You can’t negotiate or ‘strategise’ past a genocide.”	✓		 <p>Khaled Beydoun @KhaledBeydoun Kamala lost all of the heavily Arab and Muslim districts in Michigan. — South End of Dearborn — East and West Dearborn — Dearborn Heights Dearborn: 47% Trump; 27% Harris; Stein 21% The Muslim Vote may cost her Michigan — a determinative swing state. It all came down to Gaza.</p> <p>75.3k 2.157 10.2k</p>
50	According to #ESPN: ‘The timing of the move is bizarre. The Jets have been disappointing, but they’re still 2-3 and will be in first place in the AFC East if they beat the Bills on Monday night.’ Another interesting fact: The Jets owner has NEVER fired a head coach in season before.”	✓		 <p>NY Jets fire coach Robert Saleh, after wearing a patch of Lebanese flag</p> <p>112k 2.325 16.5k</p>

51	<p>“The war in Gaza continues to spiral downward. Source: Al Jazeera”</p>	✓	 <p>Breaking Israeli airstrike on residential building in Gaza kills at least 23 people, injures 93</p> <p>526 432 9,120</p>
52	<p>“The death toll is likely far higher.”</p>	✓ ✓	 <p>Israel killed at least 50 children in 48 hours in Jabalia, Gaza Day 393</p> <p>79,446 522 18.24b</p>
53	<p>“BREAKING: France has banned Israeli companies from participating in a naval arms trade show next month. This decision comes amid growing tensions due to the Macron government’s concerns about Israel’s actions in the wars in Gaza and Lebanon. Source – Reuters.”</p>	✓	 <p>BREAKING France has banned Israel from participating in the naval arms trade show</p> <p>1506 1,862 10,84b</p>
54	<p>We are working hard to deliver food to north Gaza”</p>	✓	 <p>64,846 455 9,317</p>
55	<p>"They nearly wiped out the entire town and village, and thousands fled. It's key to highlight that Netanyahu isn't only going after H and Muslims as #Christian communities and Lebanese are suffering immensely as well. Christians globally should be incensed, and talking about this."</p>	✓	 <p>Israel killed at least 30 in the majority Christian town of Aitou in north Gaza</p> <p>61,866 495 9,744</p>

<p>56 “The number of dead is mounting and the number displaced skyrocketing.”</p>	 <p>65,465 446 8,237</p>
<p>57 “Hands off Gaza!”</p>	 <p>123k 432 16.1k</p>
<p>58 “Many were children. Holding onto life by IVs.”</p>	<p>Patients <b>still connected to IVs</b> were burned alive after Israel launched missiles at Al Aqsa Hospital in Gaza</p>  <p>251k 5,290 137k</p>
<p>59 “SHARE WIDELY”</p>	<p><b>Breaking</b></p> <p>Israel has <b>cut off Internet</b> service in north Gaza.</p> <p>Talk about this.</p> <p>99,718 820 23,56b</p>
<p>60 “JUST NOW. 73 Palestinians killed in Beit Lahia”</p>	<p>Isreal has just killed over 73 Palestinians in Gaza In less than 5 minutes</p> <p>LPC</p> <p>120k 1,380 29,3k</p>
<p>61 “So many of us have lost family and loved ones, as many of us have lost our most beloved people in Gaza. This whole saga has delivered heartbreak after heartbreak. Every day. Every passing day.”</p>	 <p>83,1k 717 16,3k</p>

62	<p>“Look close. Look even closer. Children among the captives taken in Beit Lahia two days ago, who did not make it out.”</p>	✓	<p>Look close — children among the captives in north Gaza. Many who were killed.</p>  <p>71,566 839 10,296</p>
63	<p>“This is where the state of American journalism is. They’re literally framing enforcers of genocide as ‘victims’ to have sympathy for.”</p>	✓	<p>CNN covers the feelings of the genocidal soldier over the people he genocided</p> <p>Israeli soldier means that after bulldozing civilians, it's harder to eat meat.</p> <p><a href="https://www.cnn.com/2024/10/21/mid...">cnn.com/2024/10/21/mid...</a></p>  <p>No one will understand what I saw: Israeli soldiers speak out about trauma after serving in Gaza</p> <p>74,446 2,328 16,296</p>
64	<p>“You can see clearly the Israeli bomb falling from the sky.</p>	✓	 <p>28,446 1,085 6,641</p>
65	<p>“Yakir or B.E. Is a sniper for the Israeli military in Gaza, and currently employed at Microsoft. Looking at the statistics in Gaza, combined with the role of snipers in civilian areas, we can just imagine how much people this Microsoft employee has slain.”</p>	✓	<p>Microsoft fired two employees for having a vigil for Gaza but wont punish an employee serving in the Israeli army, who's partaking in genocide.</p>  <p>61,846 895 9,502</p>
66	<p>"We will never forget. I can never forget raised hands at the UN foiling another ceasefire or the smug looks on their faces saying 'Israel has a right to defend itself,' which is an implicit approval of more genocide in Gaza and more sieges."</p>	✓	<p>Your Legacy is GENOCIDE.</p>  <p>65,646 542 9,835</p>

67 "The new terrorism is the old terrorism. It didn't start on October in either # Gaza."

√



## GLOSSARY

AF: Affect

JD: Judgment

AP: Appreciation

MO: Monogloss

HE: Heterogloss

FR: Force

FO: Focus

### • Screenshot of Email Approval to Analyze Mr. K's Instagram Captions

Request for Permission to Analyze Your Instagram Captions for Academic Research

Dear Professor Khaled Beydoun,

I hope this message finds you well. My name is Nafarida Awwaliyyah Reza, and I am an undergraduate student in English Literature at UIN Maulana Malik Ibrahim Malang, Indonesia.

I am currently doing on my thesis for my undergraduate study, which analyzes the use of evaluative language in your Instagram captions related to the Palestine issue. My research uses Appraisal Theory by Martin and White (2005), which studies how language expresses feelings, judgments, and values. I am particularly interested in how your captions advocate for Palestine through emotional and moral expressions.

For academic and ethical purposes, I would like to kindly ask your permission to use a selection of your Instagram captions specifically those posted between October 7 to November 7, 2024 as the main data source for my thesis. Your content has been instrumental in raising global awareness and I deeply admire your dedication to justice and human rights.

Please rest assured that your work will be credited properly and used only for academic purposes.

Thank you very much for your time and consideration. I look forward to your kind response.

Warm regards,  
Nafarida Awwaliyyah Reza  
Undergraduate Student – English Literature  
UIN Maulana Malik Ibrahim Malang, Indonesia  
Email: nafarida126@gmail.com

**Khaled A. Beydoun**  
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**From:** NAFARIDA AWWALIYYAH REZA <nafarida126@gmail.com>  
**Sent:** Tuesday, June 3, 2025 9:10 PM  
**To:** Khaled Beydoun <Khaled.Beydoun@asu.edu>  
**Subject:** Request for Permission to Analyze Your Instagram Captions for Academic Research

Salaam Nafarida, Of course, feel free to use them!