

**AN ATTITUDE ANALYSIS OF GEORGE FLOYD AND BLACK LIVES
MATTER (BLM) COVERAGE IN AMERICAN MEDIA**

THESIS

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THESIS

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MALANG
2025**

STATEMENT OF AUTHORSHIP

I state that the thesis entitled **“An Attitude Analysis of George Floyd and Black Lives Matter (BLM) Coverage in American Media”** is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 22 December 2025

The researcher,



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APPROVAL SHEET

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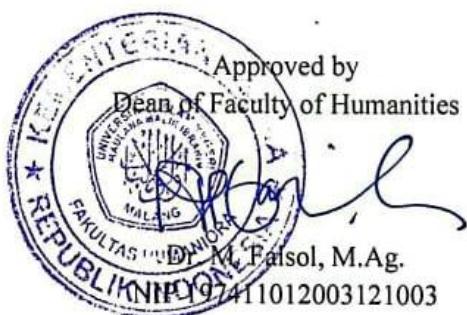
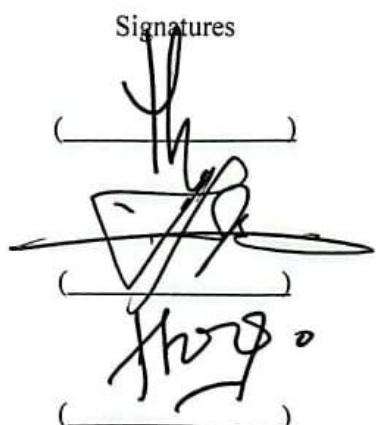
This is to certify that Siti Nur Juliati Sa'adah's thesis, "An Attitude Analysis of George Floyd and Black Lives Matter (BLM) Coverage in American Media," has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra (S.S.)* in the Department of English Literature.

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MOTTO

In a racist society, it is not enough to be non-racist, we must be anti-racist.

(Angela Davis)

DEDICATION

I dedicate this thesis to my family, especially my beloved mother, Katiah, and my beloved siblings, Ifa and Wahyu, who have always provided support, prayers, and endless love that have accompanied me in every step of this journey.

To my college friends who have always been a warm place to come back to, a place to share laughter, worries, and stories, thank you for being an integral part of this journey!

I also express my deep gratitude to myself, for persevering, fighting, and choosing not to give up, even when the road is hard and difficult.

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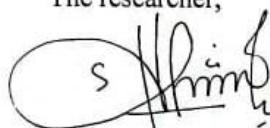
I would like to express my deepest gratitude to my advisor, Ms. Mazroatul Ishlahiyah, M.Pd., for her invaluable guidance, patience, and encouragement throughout the writing process of this thesis. Her constructive feedback, thoughtful insights, and continued support have been invaluable and have contributed greatly to the completion of this thesis. I would also like to express my sincere appreciation to all the lecturers in the English Literature Study Program at UIN Maulana Malik Ibrahim Malang who have taught, guided, and inspired me throughout my studies.

First of all, I would like to express my deepest gratitude to my parents. Thank you for all the sacrifices you have made for my education, comfortable clothes, food that suits my tastes, a safe place to live, and countless moments of happiness that are beyond words. May your blessings flow abundantly like rain and ceaselessly like a waterfall, and please always pray for me on my journey to success. I hope that one day I can repay, even a small portion, of what you have given me.

I would also like to express my sincere gratitude to all my friends who have always supported me and never given up throughout this journey: the "Atlet Rebahan" squad, the "Friends of Kak Gem" squad, the "Mic Ginarbik Mati" squad, my thesis advisors, and everyone else whose names I cannot mention individually. Thank you for your continued support, understanding, and encouragement, which have made this process feel lighter and more meaningful.

With the completion of this thesis, I hope the knowledge gained will bring goodness and benefits, both in this world and the hereafter. Recognizing that I am only human and not infallible, I acknowledge that this research still has several limitations. Therefore, I sincerely welcome constructive criticism and suggestions for future improvement.

Malang, 22 December 2025
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ABSTRACT

Sa'adah, Siti (2025) *An Attitude Analysis of George Floyd and Black Lives Matter (BLM) Coverage in American Media*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Mazroatul Ishlahiyah, M.Pd.

Keywords: Appraisal Analysis, George Floyd, Black Lives Matter, racism.

This study examined the attitudes expressed in the coverage of the American Media (The New York Times, CNN News, Fox News, The Washington Post, and USA Today) towards the death of George Floyd and the Black Lives Matter (BLM) Movement in 2024. This research focuses on the Attitude Subsystem (Affect, Judgment, and Appreciation). Using Appraisal Theory (Martin & White, 2005), this study seeks to examine the evaluative language used by American Media in each article to uncover the way the media frames the issue of George Floyd's death and the Black Lives Matter movement through a qualitative descriptive method. The results of the analysis showed that 73 data from American Media using the Attitude System, which was also dominated by Negative Judgment, showed a balanced pattern with other categories (Affect and Appreciation). The findings of this study suggest that American Media uses evaluative language in the attitude system to frame news coverage of George Floyd's death and the Black Lives Matter (BLM) movement. News tends to be dominated by Negative Judgment which is used to assess acts of injustice, violence, and moral and institutional failures related to the event. American media also shows Positive Affect and Positive Judgment, especially in representing the resilience, activism, and hope of the black community and the sustainability of the struggle for racial justice. This pattern shows that the American media not only emphasizes aspects of crisis and tragedy, but also places social movements as a space for meaningful, change-oriented struggles. Further research is suggested to expand the analysis by adding another subsystem of Appraisal, namely Graduation and Engagement, incorporating visual elements into news texts and analyzing audience responses to gain a better understanding of how media discourse shapes social meaning and public attitudes about racial justice.

ABSTRAK

Sa'adah, Siti (2025) *An Attitude Analysis of George Floyd and Black Lives Matter (BLM) Coverage in American Media*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Mazroatul Ishlahiyah, M.Pd.

Keywords: Analisis Penilaian, George Floyd, Black Lives Matter, rasisme.

Studi ini meneliti Attitude yang diungkapkan dalam liputan Media Amerika (The New York Times, CNN News, Fox News, The Washington Post, dan USA Today) terhadap kematian George Floyd dan Gerakan Black Lives Mater (BLM) pada tahun 2024. Penelitian ini berfokus pada Subsistem Sikap (Affect, Judgment, and Appreciation). Dengan menggunakan Appraisal Theory (Martin & White, 2005), penelitian ini berupaya mengkaji bahasa evaluatif yang digunakan oleh Amerika dalam setiap artikel untuk mengungkap cara media tersebut membungkai isu kematian George Floyd dan gerakan Black Lives Matter melalui metode kualitatif deskriptif. Hasil analisis menunjukkan bahwa 73 data dari American Media menggunakan Attitude System yang juga didominasi oleh Negative Judgment menunjukkan pola yang seimbang dengan kategori lain (Affect dan Appreciation). Temuan penelitian ini menunjukkan bahwa American Media menggunakan bahasa evaluatif dalam sistem attitude untuk membungkai liputan berita tentang kematian George Floyd dan gerakan Black Lives Matter (BLM). Berita cenderung didominasi oleh Negative Judgment yang digunakan untuk menilai tindakan ketidakadilan, kekerasan, dan kegagalan moral dan kelembagaan terkait peristiwa tersebut. Media Amerika juga menunjukkan Positive Affect dan Positive Judgment, terutama dalam mewakili ketahanan, aktivisme, dan harapan komunitas kulit hitam dan keberlanjutan perjuangan untuk keadilan rasial. Pola ini menunjukkan bahwa media Amerika tidak hanya menekankan aspek krisis dan tragedi, namun juga menempatkan gerakan sosial sebagai ruang untuk perjuangan yang bermakna dan berorientasi pada perubahan. Penelitian lebih lanjut disarankan untuk memperluas analisis dengan menambahkan subsistem penilaian lainnya, yaitu Graduation and Engagement, serta memasukkan elemen visual ke dalam teks berita dan menganalisis tanggapan audiens untuk mendapatkan pemahaman yang lebih baik tentang bagaimana wacana media membentuk makna sosial dan sikap publik tentang keadilan rasial.

البحث مستخل

سعدة، سفي (٢٠٢٥) تحليل تقييمي لخطبة جورج فلويد وحركة حياة السود مهمة (BLM) في وسائل الإعلام البريطانية والأمريكية. أطروحة البكالوريوس. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة الإسلام المولانا مالك إبراهيم مالانغ. المستشار: مظروة الإشلاهية، عضو البرلمان.

الكلمات المفتاحية: تحليل التقييم، جورج فلويد، حياة السود مهمة، العنصرية.

فحصت هذه الدراسة الموقف المعاير عنها في خطبة الإعلام الأمريكي (نيويورك تايمز، سي إن نيوز، فوكس نيوز، واشنطن بوست، وبو إس إيه توداي) تجاه وفاة جورج فلويد وحركة حياة السود مهمة (BLM) في عام ٢٠٢٤. يركز هذا البحث على نظام الموقف الفرعي (العاطفة، الحكم، والتقدير). باستخدام نظرية التقييم (مارتن & وايت، ٢٠٠٥)، تسعى هذه الدراسة إلى فحص اللغة التقييمية التي يستخدمها الأمريكيون في كل مقابل لكشف الطريقة التي يوطّر بها الإعلام قضية وفاة جورج فلويد وحركة حياة السود مهمة من خلال منهج وصفي نوعي. أظهرت نتائج التحليل أن ٧٣ بيانات من الإعلام الأمريكي باستخدام نظام الموقف، الذي كان يهيمن عليه أيضا الحكم السلبي، أظهرت نمطاً متوازناً مع فئات أخرى (العاطفة والتقدير). تشير نتائج هذه الدراسة إلى أن الإعلام الأمريكي يستخدم لغة تقييمية في نظام الموقف لتأطير خطبة الأخبار لوفاة جورج فلويد وحركة حياة السود مهمة (BLM). تميل الأخبار إلى أن تحيّن فيها الأحكام السلبية التي تستخدم لتقييم أفعال الظلم والعنف والمخالفات الأخلاقية والمؤسسية المرتبطة بالحدث. تظهر وسائل الإعلام الأمريكية أيضا التأثير الإيجابي والحكم الإيجابي، خاصة في تثليل الصمود والنشاط والأمل للمجتمع الأسود واستدامة النضال من أجل العدالة العرقية. يظهر هذا النمط أن الإعلام الأمريكي لا يركز فقط على جوانب الأزمات والماسي، بل يضع أيضاً الحركات الاجتماعية كمساحة للنضالات ذات المعنى والملوّحة نحو التغيير. يقترح إجراء المزيد من الأبحاث لتوسيع التحليل بإضافة نظام فرعي آخر للتقييم، وهو التخرج والمشاركة، مع دمج العناصر البصرية في نصوص الأخبار وتحليل ردود فعل الجمهور لفهم أفضل لكيفية تشكيل الخطاب الإعلامي للمعنى الاجتماعي والموقف العامة تجاه العدالة العرقية.

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CHAPTER 1

INTRODUCTION

This chapter contains the research background, research questions, research significance, scope and limitations, and definition of key terms. This study is designed to offer a clear understanding of the research context.

A. Background of the Study

In this modern era, the media plays an important role in shaping public understanding of various events, social issues, and global developments (Winarsih, 2025). The media not only disseminates information, but also influences the public's understanding of an event. The same events can be presented in different ways, depending on how journalists select and string information in news texts (Tenenboim-Weinblatt and Baden, 2018). Therefore, the language used by the media shapes certain attitudes and assessments of social, political, and cultural issues. Thus, the analysis of language in news texts is important to know how evaluative is formed in the news of a media.

The media plays an important role in shaping public understanding of social and political issues (McQuail, 2010). When a controversial or sensitive event occurs, the media not only conveys information, but also helps determine how the wider community understands the event. Public perception is influenced by the way the media chooses words, narratives, and perspectives, as well as who is voted in the news (Anand and Taneja, 2024). Thus, the use of language in a medium is an important aspect to analyze, because language has

the ability to reflect attitudes, build judgments, place social events and actors in a certain way.

The language used by the media is not always neutral, their judgments and views can be positive or negative, depending on the issue and the approval of the staff involved in the creation of news articles (Hanna and Sri, 2020). Language can be a tool to support justice or maintain power. In issues related to social inequality, the media plays an important role in shaping how social events and actors are represented in news discourse (Baumann and Majeed, 2020). Thus, when reading news, readers must pay attention to how the information is conveyed through language choice, not just pay attention to what is reported.

One example of a case that reflects the crucial role of the media in shaping the socio-political narrative is the murder of George Floyd on May 25, 2020. George Floyd was jailed after giving a \$20 counterfeit bill at a convenience store, Cup Foods. A police officer, Dherek Chauvin held his knee around Floyd's neck for 8 minutes and 15 seconds even though Floyd repeatedly said "please, I can't breathe." (Cappelli, 2020). Horrific videos depicting his death were widely circulated on social media and broadcast media, sparking demonstrations across the United States (Buchanan et al., 2020). Protests due to pain, anger, and hardship occurred and united under the banner of Black Lives Matter (BLM).

Black Lives Matter is a movement that was built in 2013 to fight racial injustice and police brutality in the United States (Barrie, 2020). The movement

gained great momentum after the murder of Michael Brown in Ferguson in 2014, then became even more widespread after the murder of George Floyd by a police officer at Minneapolis in 2020 (Francis and Rigueur, 2021). The death of George Floyd comes to the fore of the injustices that are happening around the world, and eventually these protests will reach across continents. The BLM movement is an interesting case because it is the most prominent political protest movement in North America in recent decades (Primbs et al., 2024). Thus, if there is a modern political movement that stands a chance of reducing bias, it is the 2020 BLM protests.

This racial case has been widely reported in various media, but with different framing, language styles, and approaches. Some media outlets emphasize social justice and violence, while others focus on riots, public order, or the track record of victims. According to Entman (1993), media framing involves the selection and emphasis of certain parts of reality to promote a specific problem definition or moral evaluation. In this case, the media not only convey facts but also actively shape public understanding and discussion about such events. Some of these differences show that the media not only reports, but also participates in shaping the meaning and opinions on the issue of this crucial issue.

In this study, the researcher used five news articles from the American media as the main data analyzed using Appraisal Theory (Martin & White, 2005). The purpose of the selection of these five articles was to obtain data that was fairly representative, yet still allowed for focused and in-depth linguistic

analysis. All selected articles discuss the death of George Floyd and the Black Lives Matter movement published in 2024, along with the four-year anniversary of Floyd's death. The media in the United States portrays elections based on events that occurred in the country, so that news in the domestic media is considered the most relevant in conveying attitudes, assessments, and opinions about the case. Therefore, the selected data allowed the researcher to investigate specifically how attitudes are linguistically constructed in American media news about the George Floyd case and the Black Lives Matter Movement.

Several American Media articles used in this research; Walz Has Faced Criticism for His Response to George Floyd Protests (The New York Times, August 2024), George Floyd's family calls on Congress to pass police reform, 4 years after his murder (CNN News, May 2024), George Floyd biopic 'Daddy Changed the World' greenlit, produced by his 10-year-old daughter (Fox News, May 2024), Four years later, has the racial-justice movement lost the fight? (The Washington Post, May 2024), Four years after George Floyd's murder, what's changed? The Excerpt (USA Today, 2024).

Many American media outlets are conducting internal audits on diversity and expanding their teams covering racial issues, as done by The Washington Post and The New York Times. The New York Times article (Mitch Smith, August 8, 2024) discusses criticism of Governor Tim Walz's response to the George Floyd protests, highlighting how American media cover issues related to racism and social protests in detail. Additionally, an article in The Washington Post (Robert Samuels and Toluse Olorunnipa, May 25, 2024)

evaluates whether the racial justice movement is still effective four years after George Floyd's death, which shows the media's deep reflection on the long-term impact of racial issues in America.

To analyze the attitude used in news texts, the researcher used Appraisal Theory developed by Martin and White (2005). The researcher chose this theory because it provides a systematic linguistic framework for categorizing and identifying attitude expressions in language, through attitude subsystems; affect, judgment, and appreciation. This research focuses solely on the attitude system because this subsystem directly reveals moral, emotional, and aesthetic evaluations, which are most relevant in examining how evaluative meanings toward social actors and events are linguistically constructed in news texts. Moreover, attitude allows for an in-depth analysis of the media without the need to cover other aspects such as graduation or engagement, because its scope is limited to analyzing the evaluative meanings expressed through the Attitude System. Using this theory, the researcher can reveal how the media implicitly shows emotions, attitudes, or aesthetic judgments towards the characters and events that are reported.

The researcher chose Appraisal Theory because it was considered to be in accordance with the focus of the analysis in this study, especially to analyze the evaluative language found in news texts. Appraisal Theory allows for an analysis focused on evaluative elements and attitudes expressed through language (Liu, 2018). In news coverage of racially sensitive issues, it is important to understand how attitudes and judgments are conveyed implicitly

through language choice. Thus, Appraisal Theory is considered relevant to analyze how evaluative meaning is constructed in news without interpreting the relationship between ideologies or broader power relations.

To support this research, some relevant previous research also needs to be analyzed. The research provides an overview of how appraisal theory has been applied in analyzing news texts, especially in social and political contexts. In addition, this review will also show gaps or shortcomings from previous research that this study seeks to fill.

Previous research has applied appraisal theory in various media and socio-political texts. Among them, White (2024) examines the use of evaluative language in news and opinion using appraisal theory, showing how the two genres affect the reader's point of view through implicit and explicit attitudes. Then, Hanna and Sri (2020) used appraisal theory as well to compare Tempo and Kompas editorials on the Papuan protests to show different patterns of assessment and effects. Both support monoglossic expressions to affirm the author's attitude. Meanwhile, Luo et al. (2022) applied positive discourse analysis and appraisal theory to China Daly's article, which shows how *affect, judgment, and appreciation* are used to build a positive image related to China-ASEAN relations.

In addition, most studies do not conduct cross-cultural research and concentrate on data from a single language or one country. For example, Prastikawatia (2021) examines BBC News on humanitarian issues using appraisal theory (attitude system) in a qualitative approach to identify the

dominance of affect as a plan to build readers' attention. Demitry (2019) applied an appraisal model to eight British press articles related to the wedding of Prince Harry and Meghan Markle to evaluate attitudes towards pre-realism. This researcher found that judgment and affect still reflect traditional ideologies.

Meanwhile, Mirzaaghebeyk (2022), used appraisal theory and the SFL approach to analyze the evaluation of attitudes in one text of Donald Trump's speech. As a result, the judgment is the most dominant and an indication of the author's ideological orientation. In addition, Asad et al. (2021) combined CDA and appraisal theory to analyze two Pakistani news stories about PM Imran Khan's speech, showing Khan's indirect attitude and position as the main appraisal actor.

Other researchers have also explored the case of George Floyd and the BLM movement, but from a non-linguistic or alternative perspective. Scotland et al. (2024) used selective exposure and digital citizen empowerment theories to explain how Facebook users responded to the video of George Floyd's death. Machine learning-based sentiment analysis was used to analyze 7,137 comments, the data was extracted through a facepager. Primbs et al (2024) used a biased situational model to test the impact of BLM protests on implicit and explicit racial bias. Quantitative methods were used to analyze the data using mixed linear models and directional acyclic graphs to estimate causal relationships. The focus of the analysis is on the dynamics of social norms as a mediator of attitude change.

Furthermore, Barrie (2020) analyzed the surge in Google searches related to racism in 101 countries using a transnational political awareness framework. The data is visualized with heatmaps and time series after being collected through pytrends. Cappelli (2020) uses the approach of emotional discourse analysis and visual rhetoric to understand protest graffiti as a collective expression of racial injustice. Qualitative methods are used to analyze visual documentation data to find out the role of emotions in shaping the identity of marginalized communities in public places. Meanwhile, Panjaitan and Janah (2022) used appraisal analysis and a collective identity framework in analyzing 13 tweets related to #PapuanLivesMatter using the Intelligent Perception Analysis method. Based on previous research, there is a research gap where studies that specifically analyze and compare how the media from different countries operate are still rare, such as the United Kingdom and the United States, report on the same issues, such as the death of George Floyd and the Black Lives Matter movement.

To fill this gap, this study analyzed the use of evaluative language in online news from America that discusses the death of George Floyd and the Black Lives Matter Movement in 2024. Although this case has been widely researched from a social and political perspective, Research that specifically examines how attitudes and judgments are constructed through the choice of language used in news texts is still limited. Using the attitude system in Appraisal Theory (Martin & White, 2005) which includes Affect, Judgment,

and Appreciation, this study aims to uncover how American Media represents social events and actors through evaluative meanings in their reporting.

B. Problem of the Study

Based on the research background and the gaps found, the researcher formulated the objective of the study into two research questions, which are:

1. What are the types of attitudes (affect, judgment, appreciation) used by the American media in reporting on George Floyd and the Black Lives Matter movement?
2. How do American Media frame the coverage of George Floyd's death and the Black Lives Matter movement through the language choices?

C. Significances of the Study

Practically, this research is expected to contribute to understanding how evaluative language is used by American Media in creating narratives about racial justice issues. By analyzing the use of the Attitude System in reporting on the death of George Floyd and the Black Lives Matter (BLM) movement, this study can provide insight for educators, discourse analysts, and media practitioners regarding how language choices function to place actors and social events through emotional and moral evaluation. In addition, the findings of this study are expected to help readers and students who study language and media to be more critical in evaluating the use of language in reporting sensitive political and social issues, especially those related to social justice and race.

D. Scope and Limitation

The scope of this study is discourse analysis using the theory of Appraisal by Martin and White (2005). This research analyzes a total of five news articles from American media (The New York Times, CNN News, Fox News, The Washington Post, and USA Today) published in response to the death of George Floyd and the Black Lives Matter (BLM) social movement. These articles were selected based on their relevance to the topic, their prominence in national media discourse, and their publication in 2024, marking four years after the death of George Floyd.

American article includes; Walz Has Faced Criticism for His Response to George Floyd Protests (The New York Times), George Floyd's family calls on Congress to pass police reform, 4 years after his murder (CNN News), George Floyd biopic 'Daddy Changed the World' greenlit, produced by his 10-year-old daughter (Fox News), Four years later, has the racial-justice movement lost the fight? (The Washington Post), Four years after George Floyd's murder, what's changed? The Excerpt (USA Today). Therefore, the results of this study are not only descriptive but also analytical. The goal is to reveal how the evaluative meaning is constructed through language rather than making claims about broader ideological or social effects.

The analysis is limited to the Attitude system in Appraisal Theory, and does not analyze visual elements, audience responses, or other appraisal subsystems, such as graduation and engagement. In addition, this study did not analyze the impact of news articles on public opinion or behavior. The scope

of analysis of this research is limited to the linguistic aspects of the text content of the selected article.

E. Definition of Key Terms

To avoid misunderstanding, the terms used in this study are described below.

1. **Appraisal Theory** is the framework in Systemic Functional Linguistics (SFL) developed by Martin and White (2005), which examines how writers or speakers express evaluative meaning in discourse (Martin, 2019)
2. **Discourse Analysis** focusing on language research beyond the sentence level, with an emphasis on how language creates meaning in specific social, cultural, or political contexts (Dunmire, 2012).
3. **Attitude System** is a subsystem of appraisal theory related to the expression of feelings, values, and evaluation that divided into 3 categories: affect, judgment, and evaluation. This system is used to analyze how media texts encode evaluations of people, actions, and events (Prastikawati, 2021).
4. **Black Lives Matter** is a decentralized socio-political movement founded in 2013 in response to the acquittal of Trayvon Martin's killer and gaining global momentum after the murder of George Floyd in 2020. it seeks to address systemic racism, police brutality, and violence against Black communities, particularly in the United States (Gaines, 2022).

5. **George Floyd** is an African American man who died on May 25, 2020, in Minneapolis during an arrest by police officer Derek Chauvin sparked protests worldwide against police brutality and systemic racism (Barrie, 2020).
6. **Racism** is a form of social inequality and discrimination rooted in a power structure that privileges one racial group over others. A complex social system in which Europeans dominate people of other origins. (Van Dijk, 2000).

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter focuses on the related literature review of several theoretical aspect of research, Discourse Analysis, Systemic Functional Linguistics (SFL), Appraisal Theory, and Racism in the media.

A. Discourse Analysis

Discourse Analysis is an umbrella term used to describe a series of interconnected schools of theory and methodology that focus on the way humans create meaning, identity, and cultural change (Fairclough, 2003). In practice, discourse analysis usually begins with the collection of text archives, which are then used to analyze discursive constructions of identity, meaning, power, antagonism, and social change (Fairclough et al., 2011). This can involve interviews, observations, news articles, ethnographic, academic studies, policy documents, speeches, or even survey responses (Hansen and Sørensen, 2005).

Discourse Analysis is an approach in linguistics study that not only examines the grammatical structure of a sentence, but also considers the social and cultural context in which the speech or text is produced and interpreted. Transcripts in discourse analysis are not neutral or objective, but are theoretical concepts that reflect the analytical understanding of the relationship of data in a given context (Gee, 2011). The transcription of data in discourse analysis does not reveal completely objective facts. On the other hand, transcripts are

representations that are built on theory and analytical goals. Not all linguistic features are included, only those considered relevant for argument analysis (Gee, 2011). Therefore, the validity of the analysis is not determined by the level of detail of the transcript, but by how far the transcript supports the overall argument of the analysis.

In James Paul Gee's book "An Introduction to Discourse Analysis," the interaction between researchers and African-American students are exemplified to show how microelements such as word pressure, intonation contour, and pitch of voice play an important role in creating or avoiding understanding in interactions. He pointed out that misunderstandings can arise not because of the incompetence of students, but because of cultural assumptions and institutional practices that are not comparable (Gee, 2011). For example, a question that appears to be simple from the researcher supposes an abstract answer, while the student responds with a literal answer based on everyday experience.

B. Systemic Functional Linguistics (SFL)

Systemic Functional Linguistics (SFL) is a linguistic theory developed by M. A. K. Halliday that views language as a source of meaning (meaning potential). Language works as a system of meaning potential, and language users make choices from this system based on the communicative function they want to achieve in a particular situation (Halliday, 1994). In other words, language is seen as something shaped by context, and at the same time, it shapes context.

Halliday identifies three main metafunctions:

1. Ideational Metafunction: Ideational metafunction is the content function of language (Halliday, 2007). This metafunction relates to how social reality is represented in language (Halliday, 1973). In the context of news, this metafunction plays a role in describing events, actors, and actions reported by the media, as well as how an event, such as the death of George Floyd and the Black Lives Matter Movement, is constructed through processes, participants, and circumstances in sentences.
2. Interpersonal Metafunction: Language conveys attitudes and relationships and regulates social interactions. Subjects, predictors, and moods are part of this metafunction that indicate how the text producers or text consumers interact with their audience (Halliday and Matthiessen, 1999). This metafunction relates to how the text constructs a relationship with the reader, as well as conveying certain attitudes and judgments. In the context of news, the way the media expresses attitudes about events and actors is indicated by this metafunction, both explicitly and implicitly.
3. Textual Metafunction: Language organizes ideological and interpersonal metafunctions into a cohesive text. Interpersonal and ideological meanings are actualized in textual functions (Halliday 2007). In the context of news, this metafunction organizes the flow of information, places emphasis on specific aspects, and governs

how the evaluation of events is strategically positioned within the news structure.

SFL is closely related to the social context because it sees language as an integral part of social processes. According to Halliday, the circumstances and culture in which the language is spoken always influence the language. In SFL, the concept of registers uses three main variables to show how language and context are related, :

- 1) Field: An activity or action in progress. In this online news text study, field refers to reported social events, such as violence committed by the police.
- 2) Tenor: The types of relationship between the participants of the communication. In this study, tenor is related to the relationship between journalists (writers) and readers (general audience).
- 3) Mode: The way communication takes place, both written or spoken. In this study, fashion refers to an informative and institutional form of written communication.

In discourse analysis, SFL allows researcher to thoroughly investigate the patterns of meaning present in the text. This shows how the lexical and grammatical choices of the text achieve certain social goals. The book Language of Evaluation by Martin and White (2005) emphasizes the importance of understanding attitudes and evaluations in texts through the metafunctional analysis.

Martin and White (2005) developed Appraisal Theory, which is an important development of Systemic Functional Linguistics (SFL). It is used to look at how the author or speaker conveys an attitude, influences the reader, and construct evaluative meaning in the text. SFL serves as the main theoretical framework in this study to analyze how the media in America uses language to assess events related to the death of George Floyd and the Black Lives Matter (BLM) movement, specifically through Appraisal Theory (Martin & White, 2005).

C. Appraisal Theory

Appraisal Theory refers to a system of interpersonal meanings in which the author or speaker adopts attitudes towards the material they present, and who communicates with them (Hanna & Sri, 2020). It has to do with the way writers and speakers support or dis-support, encourage or hate, praise or criticize, and how they encourage their readers or listeners to do the same (Martin & White, 2005). The aim of this theory is to gain a better understanding of how language expresses attitudes, forms interpersonal relationships, and can contribute to ideological solidarity between writers and readers. Appraisal theory is grouped into three interconnected domains, attitude, graduation, and engagement (Saira et al., 2021)

The main goal of this theory is to identify and analyze the way texts convey positive or negative judgments of a particular person, object, or phenomenon. This theory also helps to understand how writers explicitly or implicitly express their attitudes through lexical and grammatical choices. With

a wide scope, Appraisal Theory can be applied in various types of discourse, such as academic texts, public speeches, public service advertisements, to newspaper editorials.

Main Subsystems in Appraisal Theory, :

1. Attitude: Focuses on expressing a positive or negative attitude towards something through three aspects, as follow:

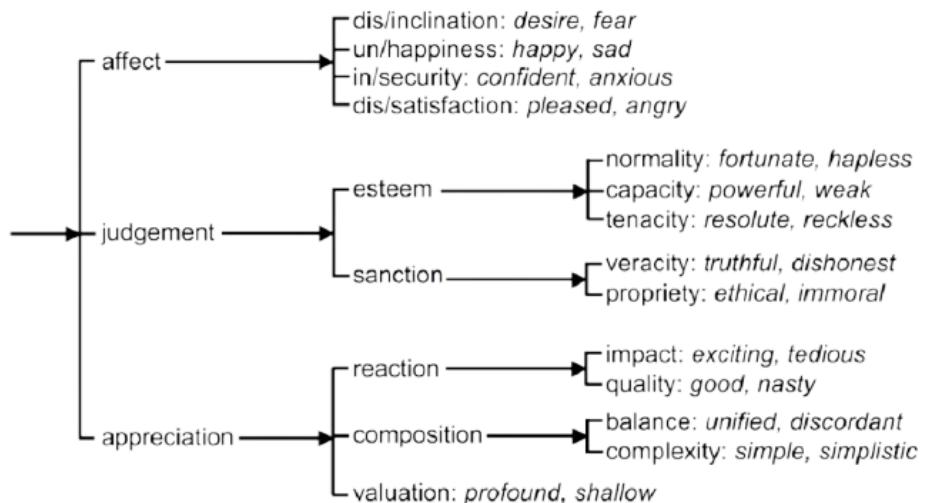


Table 1 The Attitude System (Martin & White, 2005)

- a. Affect: Involves the expression of feelings or emotions, either explicitly or implicitly. Examples are words such as happy, sad, love, or hate. It has four sub-resources which are 'in/Security', 'un/happiness', and 'Dis/Inclination' (Martin and White, 2005).

An example of its use in news texts (BBC News) is a sentence like:

The protesters said they fear the vehicle might ram them.

The data shows **Negative Affect** in the Insecurity Category, because the verb (mental process) "*fear*" identifies that evaluative attitudes

come from the emotions of the demonstrators, not just the media narrative. Meanwhile, the verbal clause "*might ram them*" describes the possibility of violence, thus reinforcing the context of the threat risk they face. This data expresses an emotional experience in the form of fear of the threat of physical violence.

- b. Judgment: Evaluating individual behavior by considering social norms. Assess behaviors such as bad, miserly, minatory, etc. (Saira et al., 2021). An example is evaluation such as silly or honest. Judgment has two types, 'social sanctions' and 'social esteem' having the responsibility to evaluate attitudes by applying rules or laws (Mirzaaghabeyk, 2022). This is classified into two types, namely 'Veracity' which relates to how honest a person is, and second, 'Propriety' to know one's ethics (Saira et al., 2021).

For example, in one of the BBC articles the sentence:

Perry began searching for the locations of Black Lives Matter protests weeks before the shooting and messaged friends on social media, comparing protesters to "a bunch of monkeys flinging [expletive] at a zoo.

The phrase reflects a **negative judgment** of Perry in terms of moral behavior. Comparing the demonstrators to "*Monkeys flinging expletive*" reflects racist and condescending attitudes, which are contrary to social values. This phrase puts Perry negatively in the reader's view in a way that implies that he has malicious intent and

views filled with hatred towards a particular race/ethnicity, not just as a form of self-defense.

c. Appreciation: Evaluating the aesthetic character of a phenomenon or object, usually related to inanimate things. It can be classified into three sub-types, namely reaction, composition, and value. In other words, appreciation includes our attitudes about things like books, CDs, TV shows; about paintings, gardens, houses; about drama, feelings about nature (Hanna and Sri, 2020). Similar to affect and judgment, appreciation can be done positively or negatively. These three sub-types of appreciation have positive and negative dimensions that indicate the possibility of positive and negative evaluations of objects, people, or texts. These three variables provide a strong structure to assess and understand the different ways people make evaluations and assessments (Mirzaaghabeyk, 2022).

An example of a sentence:

Texas has one of the strongest 'Stand Your Ground' laws of self-defence that cannot be nullified by a jury or a progressive District Attorney...

The phrase above can be interpreted as a **Positive Appreciation** of a certain legal system. Governor Abbott evaluated the “*Stand Your Ground*” Law as something “*strong*.” This shows that the aspect of appreciation can appear in the context of judging systems, not

only artistic or physical objects, as discussed in many literary texts.

By mentioning "*one of the strongest*" affirms a positive assessment of the quality of the law. It is placed as a form of legitimacy and solid legal protection.

2. Engagement: In general, engagement is concerned with the way the speaker or writer positions himself or herself towards a particular value or view conveyed through the text, as well as to the possible response from the listener or reader (Martin and White, 2005). Evaluating the way, the writer organizes their proposition compared to other voices in the discussion. Deal with attitudes sourcing and voices playing around opinions in discussion (Wei et al., 2015). Engagement involves using dialogical tools to expand or contract the existing dialogue space in the text. Engagement consists of two sub-systems, namely monoglossia and Heteroglossia. Monogloss uses categorical statements to form values along with the recipient by presenting the idea as common sense and having no alternatives. Instead, Heterogloss acknowledges the possibility of alternative perspectives, responses, or truth values.
3. Graduation: Addresses the phenomenon of grading in which categories become blurry and emotions are intensified (Martin and White, 2005: 6). Graduation includes strengthening (force) and blurring categories (focus).

In discourse analysis, Appraisal theory is used to examine evaluative meanings in the texts, how attitudes are linguistically constructed to position readers, and establish interpersonal relationships between the reader and the author. For example, newspaper editorials often use judgment to assess public policy or appreciation to assess the impact of social phenomena. Such language may contribute to the construction of shared perspectives and influence how readers interpret social issues.

This analysis shows how emotions, social judgment, and aesthetic appreciation can influence readers in various discourse contexts, focusing on attitude systems.

CHAPTER III

RESEARCH METHOD

This chapter discusses the various research methods used, research design, research instrument, data and data sources, data collection, and data analysis.

A. Research Design

This study was a descriptive qualitative research that used the Discourse Analysis approach and Appraisal theory from Martin and White (2005). Descriptive research was research that aimed to describe an event/phenomenon and its characteristics (Nassaji, 2015). While qualitative research was a holistic approach that involved discovery that aimed to explain, describe, and interpret the data were collected (William, 2007). This study aimed to examine the representation of attitudes in the news about the death of George Floyd and the Black Lives Matter (BLM) movement in the American media. The researcher chose this design because this research focused on understanding the choice of language had been used in news texts and how the media uses language in news texts to construct certain evaluative meanings. This study uses Descriptive Qualitative Design focusing on the Attitude System to investigate how evaluative meaning is portrayed in news in the American media.

B. Research instruments

The main instrument in qualitative research was humans, namely the researcher herself. Researcher had a role to collect and analyze data directly, as well as be decisive in the process of classification and interpretation of

meaning based on the theory was used. An important aspect in the validity of this study was the ability of the researcher to understand the context, sort and select relevant data, and the ability to apply theory appropriately.

C. Data and Data Sources

The data were used in this study were in the form of online news articles in the form of text excerpts that reflect evaluative language according to appraisal theory, specifically the attitude system. The data consisted of words, phrases, and sentences, which served as units of analysis because they contain evaluative stances, such as assessments of figures, actions, and events being reported.

The data sources in this study were online news articles published by five American media outlets. The American media outlets selected were The New York Times, CNN News, Fox News, The Washington Post, and USA Today. The researcher chose this media because it is a widely read national news organization and has a significant public reach. These media often cover major socio-political issues in the United States such as cases of racism and lawlessness, such as the death of George Floyd and the Black Lives Matter movement. The articles were published around the event's fourth anniversary in 2024, the articles ensure that the data is contextually and actually relevant to investigate evaluative language in modern media reporting.

D. Data Collection

The researcher took several steps to collect the data. First, the researcher collected data from the official website of American Media (The Washington Post, The New York Times, CNN News, Fox News, USA Today). Second, all of these articles are stored in one document. Then, the researcher identified which words, phrases, and sentences contained the Attitude System. Finally, these words, phrases, and sentences are arranged in the Appendix for further analysis using Appraisal Theory (Martin & White, 2005).

E. Data Analysis

Data analysis in this study was conducted through several steps. First, the researcher read the news texts repeatedly to understand its content and social context. The data tagging process is carried out by referring to the Attitude system in Appraisal Theory (Martin & White, 2005) which divides the attitude system into three main categories, namely Affect, Judgment (based on social esteem and social sanction), and Appreciation. Second, the researcher marks words, phrases, or sentences that are classified as Affect if they express an emotional state or feeling, both explicit and implicit. While Judgment is used to assess the character or behavior of social actors based on social or moral norms, such as capacity, honesty, or obedience. Then, appreciation is used to judge events, objects, or social phenomena based on their value, quality, or significance. Third, data that has been marked is classified into three categories of attitude, namely affect, judgment, or appreciation. Then, the researcher analyzed patterns of attitude used across American Media outlets that reported on issues related to George Floyd and the Black Lives Matter movement. The

last step, data was collected by considering the social, political, and cultural context. This research was conducted in a descriptive qualitative research that aims to show how the choice of language used in the narrative/news text shapes attitudes towards the issue. Therefore, after analyzing the findings, the researcher would draw conclusions from the results that have been discussed.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the explanation of the findings and discussion. The researcher will present the analysis in the findings section, while the discussion section will outline the relationship between the research findings and the theoretical framework. Therefore, this chapter discusses two research questions proposed in the first chapter of this study.

A. FINDINGS

The findings of this study were analyzed using Appraisal Theory by Martin and White (2005), which is part of the Systemic Functional Linguistics approach. The researcher found 73 data from American Media, consisting of 16 Affects, 35 Judgments, and 22 Appreciations.

The data will be analyzed using Appraisal Theory to identify the types of attitudes expressed in news reports related to George Floyd and the Black Lives Matter Movement. According to Martin and White (2005), Attitude is divided into 3 subsystems: Affect, Judgment, and Appreciation. Each attitude will be classified based on its realization in texts from the American Media to answer the first research question, which focuses on identifying the types of attitudes used. After classifying the data, the researcher will compare the distribution and use of affect, judgment, and appreciation in the two media groups. This analysis is used to answer the second research question, which is to explain how do

American Media frame the coverage of George Floyd's death and the Black Lives Matter movement through the language choices they use.

1. Types of Attitudes used by the American Media in Reporting on George Floyd and the Black Lives Matter Movement.

This section presents findings related to the first research question, which is to identify the types of attitudes used by the American media (The New York Times, CNN News, Fox News, The Washington Post, and USA Today) in reporting on George Floyd and the Black Lives Matter Movement. The analysis was carried out by classifying sentences based on the types of attitudes, Affect, Judgment and Appreciation. The results of the study showed that there were 73 sentences that contained attitude. Of the 73 sentences collected, The Washington Post contributed the greatest number of 17 sentences, followed by The New York Times with 16 sentences, USA Today with 15 sentences, CNN News with 13 sentences, and Fox News with 12 sentences.

A. Affect

1. The Washington Post

The Washington Post is an American daily newspaper, published in Washington, D.C., known for its focus on national government and political news. From this media, the researcher found 7 affect data, consisting of 4 negative affects, 2 positive affects, and 1 mixed affect.

Datum 1 (Positive Affect)

I, too, dream of an America in which folks' biases do not impede anyone's ability to attain their most American dreams.

Datum 1 comes as Robert Samuels talks about the personal impact of George Floyd's death as well as his experiences as a black journalist living in a system that is still racially biased. This statement does not speak of grievance or suffering directly, on the contrary, it shows hope for a more just social state in the future.

This datum contains **Positive Affect** in the subcategory of **Aspiration**. The verb "*dream*" is conveyed optimistically, even though it indicates an unrealized hope or desire. The verb "*dream*" means a strong desire for a better future, while the phrase "*do not impede*" serves as an indicator of the expected ideal condition, which is a state when social bias no longer hinders individual opportunities. In this datum, the Affect shown is not a negative emotion in the form of anger or sadness, but a positive emotion that is prospective. Although the reality still shows inequality, this hope shows moral optimism about the possibility of social change.

Therefore, the Affect used in this datum serves to build an emotional attitude that encourages the reader to see racism as an existing structural problem and as something that can be changed through hope and vision of the future. This emotional attitude is conveyed through lexical choices, without explicit or confrontational statements of evaluation.

Datum 2 (Negative Affect)

So many times in the two years since publishing our book, "His Name Is George Floyd," people have asked whether there is any hope for the country.

Datum 2 comes out two years after Robert Samuels' book, "His Name Is George Floyd," was published, and reflects the expected public response to the book. This statement shows that the question often asked by the public is no longer about concrete achievements, but about whether there is hope for the future of the country. Therefore, this datum 2 shows a collective emotional response to the social situation after the massive protests in 2020.

This datum indicates a **Negative Affect** in the **Insecurity** subcategory. The noun phrase "*any hope*" indicates that the existence of hope itself is doubtful. When expectations become the object of question, it indicates feelings of uncertainty and concern about possible social change. In addition, the use of the word "*whether*" also serves as a marker of uncertainty, adding to doubts about the future. The affect expressed in this datum is not individual, but on a collective scale, because the "people have asked" question is asked by many people. This shows that these doubts and fears are felt by society at large, not just by the author (as an individual).

Therefore, this datum uses simple but meaningful lexical choices to construct emotional attitudes that consist of social uncertainty and anxiety. Affect is used to describe the mood of people who begin to question the sustainability of expectations for change, without explicitly giving moral or ideological assessments of certain actors or institutions.

Datum 3 (Mixed Affect)

He decried the actions of the officer as coldblooded, cried out to his mother, and then he repeated over and over again, to his children and to his friends, that he loved them.

Datum 3 shows the intense emotional state leading up to George Floyd's death. This datum contains **Negative Affect** and **Positive Affect** that are expressed simultaneously. Negative Affect is indicated by the phrase "*cried out to his mother*". The word "*cried out*" indicates a strong emotion filled with fear, sadness, and suffering. This phrase reflects the extreme emotional state and vulnerability suffered by the victim in such circumstances.

Meanwhile, Positive Affect appeared through the phrase "*that he loved them*". The verb "*loved*" describes feelings of love and affection for those close to him, such as his children and friends. The phrase "*over and over again*" increases the emotional intensity of the feeling, indicating that the feeling of love is the last emotional expression conveyed. Therefore, this datum shows the emotional difference between suffering and compassion. Through expressions of love and emotional closeness, Affect is used to show the victim's humanity and show grief and pain in the face of death. These emotions are conveyed through lexical choices, without the need for moral evaluation of other actors.

The results of the analysis from The Washington Post news researchers found 7 affect data, consisting of 4 negative affects, 2 positive affects, and 1 mixed affect. Based on the analysis of Affect in this article, it can be seen that the emotional representation in the text is dominated by negative affect, in the form of sadness, uncertainty, and pessimism.

Negative affect is used to reflect the public's emotional exhaustion, doubts about the sustainability of social change after the death of George Floyd, and the subsidence of large waves of demonstrations. However, this article also has a Positive Affect in the form of hope, affection, and an attempt to find happiness personally. Nevertheless, Positive Affect is not considered an indicator of structural success, but rather as evidence of the emotional resilience of individuals and communities in the face of increasingly problematic social realities. Thus, this article in The Washington Post creates a complex emotional landscape, where negative emotions dominate, while positive emotions are only present in a limited and individual way.

2. The New York Times

The New York Times is a highly respected and well-known daily newspaper published by The New York Times Company. From this media, the researcher found 2 data affects and both are negative affects.

a. Affect

Datum 4 (Negative Affect)

In a statement, a spokesman for the governor, Teddy Tschan, said it had been “a tragic time for our state and our country”

Datum 4 reported on the clarification from Governor Tim Walz regarding the state government's response to the massive demonstrations following the death of George Floyd. The noun phrase “*a tragic time*” is

used to describe the situation that the United States and the state of Minnesota in general are experiencing.

The word "*tragic*" means great suffering, sorrow, or misfortune. This word is used as an adjective to modify the noun "*time*," thus describing the period as a time full of sorrow. This lexical choice represents Negative Affect in the subcategory of unhappiness, as it describes the grief and loss experienced collectively as a result of George Floyd's death and the social impact that followed. In this statement, Affect describes events as shared emotional experiences rather than technical or administrative issues. By emphasizing the "*tragic*" aspect, the language used serves to help people feel empathy and solidarity with the crisis that occurs. Negative Affect focuses on suffering and suffering, without directing moral judgments or evaluations of specific institutional actors, explicitly.

Datum 5 (Negative Affect)

Many police officers and protesters were injured, and at least three deaths were linked to the unrest.

Datum 5 shows the physical and humanitarian impact of the riots that occurred after the death of George Floyd. The lexical choices "*were injured*" and "*at least three deaths*" refer to injuries and deaths, which indicate the suffering and serious impact of the event.

This datum shows **Negative Affect** in the **Unhappiness** subcategory. Although emotions are not explicitly expressed, the representation of wounds and death serves as an emotional chalitzer that makes the reader

sad and grieved. In addition, the phrase "*at least*" indicates uncertainty regarding the number of casualties, as it suggests that the impact of the event may be greater than reported. Therefore, Negative Affect in this datum is built through an explanation of the physical and humanitarian consequences of riots. It emphasizes an atmosphere of crisis and collective suffering without involving moral judgments of specific actors directly.

The results of the analysis in The New York Times show that the researcher found 2 affects and both were negative. The Negative Affect is represented through lexical choices that emphasize the grief, suffering, and humanitarian impact of the events following the death of George Floyd, such as in the phrase "*a tragic time*" and statements about injuries and deaths due to riots. The dominance of Negative Affect and the absence of positive affect in this New York Times article portray the event as a social and humanitarian crisis filled with grief and loss. The absence of Positive Affect suggests that the article does not focus on hope, optimism, and emotional recovery, but instead emphasizes collective grief and the increased social impact as a result of the conflict and violence that occurs.

3. CNN News

The Cable News Network (CNN) is a multinational news organization that now controls several social media accounts, TV channels, and websites. This 24-hour cable news channel was founded by American media owners, Ted Turner and Reese Schonfeld (1980), with headquarters

in Atlanta. From this media, the researcher found 2 data affect, consisting of one positive affect and one negative affect.

a. Affect

Datum 6 (Positive Affect)

This spring, Jones joined Gwen Carr, the mother of Eric Garner, an unarmed Black man who was also killed by police in 2014, to talk about how they've turned their pain into purposeful activism at Harvard University.

Datum 6 appears in a news report by CNN News that emphasizes how the grieving experience of police violence does not stop at personal suffering, but evolves into a larger social action. The (verb) phrase "*turned their pain*" denotes the emotional pain experienced due to trauma and loss, while the word "*pain*" describes Negative Affect, especially in the form of suffering and sadness.

However, the Negative Affect changes through the phrase "*purposeful activism*", which contains a positive emotional orientation because it relates the experience of suffering to purpose, meaning, and constructive action. Therefore, this datum shows a pattern of changes in feelings from Negative Affect to Positive Affect, which is in the form of constancy, hope and emotional strength. The process indicated by the word "turned" indicates that emotions are directed to meaningful actions and do not stop at suffering. In this datum, Affect is seen as an emotional resource that can be mobilized into the social realm rather than as a passive/immobile emotion. Therefore, the affect in this CNN News article is used to construct a narrative of emotional resilience in which loss and grief are portrayed as

the starting point for significant/meaningful social engagement. The positive affect that emerges shows how negative emotions can be processed into an impulse to act in the context of social justice.

Datum 7 (Negative Affect)

Derek Chauvin, a White police officer, was filmed kneeling on Floyd's neck and back for nearly nine minutes as Floyd pleaded for help and said he couldn't breathe.

Datum 7 reconstructs the moments leading up to George Floyd's death by showing the physical and emotional condition of the victims. The verb phrase "*pleaded for help*" indicates a request accompanied by fear and despair, while the word "*pleaded*" indicates an urgent and emotional request, indicating that the victim is in a very vulnerable situation. While the "*said he couldn't breathe*" clause reflects both Floyd's physical and emotional suffering at the time of the incident. This phrase not only describes a medical condition, but it also describes feelings such as panic and helplessness.

This datum contains a **Negative Affect** in the subcategory of **insecurity/distress**, because it shows fear, panic, and suffering that threatens the safety of life. In this datum, Affect is explicit because the victim's emotions are shown directly through their own speech, not through the interpretation of others. This datum portrays Floyd as a person who is in an emergency situation and needs help because it shows the victim's voice and emotional state. Affect shows the suffering of the victims directly, which encourages the reader to understand the incident

from a humanitarian and empathetic point of view, without the need for a clear/explicit moral evaluation.

The results of the analysis from CNN News show that the researcher found 2 affects, consisting of one positive affect and one negative affect, with the main pattern of emotional representation, namely the suffering experienced by the victim and the emotional transformation towards social action. Negative Affect is shown through the representation of fear, panic, and physical suffering experienced by George Floyd, especially through the expressions "*pleaded for help*" and "*said he couldn't breathe*". In addition, CNN News also shows a shift towards positive affect through narratives of emotional transformation, where loss and pain are directed into meaningful forms of activism. This blend shows that CNN News portrays the incident as a humanitarian tragedy and an emotional experience that drives social resilience. Therefore, Affect is used to make people feel empathy for victims while showing that suffering can be the basis for collective action.

4. Fox News

Fox News Channel (known as Fox News) is an American multinational conservative news and television news website and political commentary based in New York City. From this media, The researcher found 4 affect data, consisting of one positive affect, one negative affect, and two combination data of negative affect and negative judgment.

a. Affect

Datum 8 (Positive Affect)

We are excited the world will see the real, jovial, and loving George we know.

Datum 8 appeared in the news about the production of the George Floyd biographical film. The source (filmmaker) expressed his happiness and enthusiasm that the world could finally see Floyd's story from a certain point of view. The use of the word "excited" signifies feelings of enthusiasm, excitement, and hope for something to come, namely the screening of a film depicting the figure of George Floyd. The word "*excited*" is a form of inscribed affect that is included in the Positive Affect in the subcategory of happiness (satisfaction) because it shows positive emotions directly. These emotions not only led to his death, but to an attempt to bring Floyd's image as a "real, jovial, and loving" individual so that the focus of these emotions shifted to the representation of his humanity.

This use of positive affect suggests that Fox News interprets the story as a form of human-interest story, not as a controversial debate or criticism of the institution. The feeling of "*excitement*" towards the film reflects the hope that Floyd's story can be told in a more human and valuable way, and opens up space for the public to empathize. Therefore, the Positive Affect shown by this datum seeks to portray Floyd's feelings in a more neutral and personal way, even though Fox News is often associated with conservative media. It also shows that they don't fully incorporate Floyd's issue into political debates or conflicts.

Datum 9 (Negative Affect)

No other child should lose their father like Gianna did.

Datum 9 appears in a discussion related to how George Floyd's death has caused psychological and social trauma, especially for his family and his daughter, Gianna. This datum is used as an expression of empathy and a moral appeal to prevent similar tragedies from happening again. The focus is not only on Floyd (the individual), but also the emotional impact on his son.

The verb phrase "*lose their father*" indicates the experience of losing a parent, which describes deep grief, grief, and emotional distress. While the clause "*No other child should...*" serves as an evaluative expression that indicates grief and moral concern, while the phrase "*like Gianna did*" indicates that the suffering is real and has been experienced by a child directly. This datum is included in the **Negative Affect** subcategory of **unhappiness/sadness**, because the emotions shown are sadness and empathy, not fear or anger. This sentence does not show an aggressive emotional reaction, on the contrary, it encourages the reader to sympathize with the suffering of the child who loses his father figure. By placing Gianna at the center of an emotional story, the media used discursive tactics to transform Floyd's tragedy from a structural or individual problem into a universal humanitarian tragedy.

The case of George Floyd is placed as a moral lesson that transcends racial and political boundaries through "*No other child should...*", thus

directing the reader to the values of common humanity. By emphasizing Floyd's role as a father and the emotional impact his death had on the child, this strategy serves to challenge stereotypical representations of the black community.

The results of the analysis in the Fox News article showed that the researcher found 4 affect data, consisting of one positive affect, one negative affect, and two combination data of negative affect and negative judgment. Of the four data, only one showed positive affect, namely an expression of enthusiasm in an effort to represent George Floyd in a more humane way. While one datum contains negative affect that focuses on empathy and grief over the impact of Floyd's death on his family, especially his son. The other two datum show a combination of negative affect and negative judgment that not only expresses suffering and grief, but also provides a moral evaluation of the actions of the police and the Floyd murder as a national disgrace.

This pattern suggests that Fox News does not avoid moral criticism or empathy entirely, but instead uses relatively safe and normative language, such as "*tragic*," "*shameful moment*," and child suffering. Therefore, the impact in this article aims to portray the George Floyd incident as a humanitarian tragedy and moral failure rather than a complex structural problem. In addition, the limited positive impact suggests an attempt to humanize Floyd, even though the overall story is dominated by grief and moral condemnation rather than greater hope or social transformation.

5. USA Today

USA Today is a national daily newspaper of the United States published by the Ganneth Corporation, and founded by Al Neuharth (1982), and is known for its distinctive and nationally distributed visual reporting style. From this media, the researcher only found one negative affect data that at the same time contained negative judgment.

a. Affect

Datum 10 (Negative Affect)

Of course, millions took to the streets to protest Floyd's killing.

Datum 10 appeared in a discussion about the public reaction after the death of George Floyd. This datum is used to indicate a significant social impact, in response to Floyd's death that was perceived as unjust, both on an individual and collective level. This datum has two evaluations, namely Affect and Judgment.

The phrase "*took to the streets to protest*" indicates anger, disappointment, and sadness. The act of taking to the streets is considered an expression of strong negative emotions, especially in **Negative Affect** in the subcategory of **unhappiness/anger**, where emotions are not expressed explicitly through the word feeling, but through social actions. The word "*millions*" confirms that these emotions are mass and widespread in society. In addition, the phrase "*Floyd's killing*" indicates **Negative Judgment** in the subcategory of **propriety**, because the word "*killing*" indicates a moral judgment that the act is wrong and unjustifiable.

Therefore, this datum combines negative affect and negative judgment, where collective emotions arise in response to serious moral violations.

The results of the analysis in USA Today show that the researcher only found one negative affect data that at the same time contained negative judgment. The datum described the demonstrations as a reasonable and legitimate response to the country's racial violence and suffering. Personally, USA Today doesn't show a person's feelings, instead, they express feelings through a narrative of collective action and public resistance. This pattern shows that in this medium, emotions are often channeled through the direct depiction of individual feelings.

B. Judgment

1. The Washington Post

The Washington Post is an American daily newspaper, published in Washington, D.C., known for its focus on national government and political news. From this media, the researcher found five data that showed a judgment, consisting of two negatives and three positives.

Datum 11 (Positive Judgment)

In retrospect, Frey told me, the past years had taught him to be a better listener — and to “take a beat.”

Datum 11 comes at a time when political actors are reconsidering their response to George Floyd's death and the protests that followed. According to Jacob Frey, statements are considered a form of

retrospective self-assessment, which means assessing oneself after experiencing intense critical and social pressure.

This datum contains **Positive Judgment** in the subcategories of **capacity** and **tenacity** (social esteem). The phrase "*be a better listener*" assesses Frey's ability to play his social and leadership roles. Being "*a better listener*" shows interpersonal ability and the ability to adapt to public demands, which in Appraisal theory includes an assessment of ability, not morality. While the phrase "*to take a beat*" represents **tenacity**, which means strength and self-control in action. This expression indicates the ability to think rationally, control desires, and act wisely in crisis situations. This assesses the character quality of a leader as an emotionally mature person who is able to learn from his mistakes.

Datum 12 (Negative Judgment)

On the other hand, we faced racist online campaigns to discredit our work, and well-meaning event attendees who asked us if the contrast between our successes as Black men and Floyd's demise proved that racism was not the real problem.

Datum 12 came as the authors recounted the negative response they received after publishing their book, which included an open attack and a more subtle denial of the issue of racism. This context shows that efforts to delegitimize the struggle for antiracism are still ongoing in the public sphere.

This datum shows **Negative Judgment** in the subcategory of **Propriety**, because it assesses social attitudes and actions as immoral and violates norms. The noun phrase "racist online campaigns" considers such

actions to be morally wrong because racism is understood as a violation of the principles of equality and human dignity. Meanwhile, the verb "*discredit*" represents unethical behavior because it aims to damage credibility through discriminatory and biased means. Negative Judgment in this datum refers to a pattern of social attitudes that seek to reject or downplay racial injustice. Through this evaluation, the media shows that denial of racism, both aggressive and covert, is considered a morally problematic act in public discourse.

The results of the analysis in The Washington Post news show that the researcher found five data that showed a judgment, consisting of two negatives and three positives. It can be interpreted as this media shows a balance between Positive Judgment and Negative Judgment towards society and individuals. Positive judgment is more dominant in the representation of social actors who show firmness, capacity, and positive moral orientation, such as Jacob's self-reflection as "a better listener" and the ability to "*take a beat*" which evaluates the increase in leadership capacity (capacity/tenacity). In addition, the media also gave a positive judgment to the collective resilience and moral fortitude of the Black community, through Floyd's belief in the American Dream and the statement that activism after Floyd's death "would not so easily be extinguished", which considered the struggle legitimate and socially meaningful. Overall, the judgment in The Washington Post serves as a critique of immoral actions and legitimizes values and actors that are seen

as ethical, reflective, and oriented towards social change, without presenting judgments in a confrontational manner.

2. The New York Times

The New York Times is a highly respected and well-known daily newspaper published by The New York Times Company. From this media, the researcher found 11 judgment data, consisting of 7 negative judgment data and 4 positive judgment data.

Datum 13 (Positive Judgment)

...saying he and others in state government were acting in good faith amid unimaginable circumstances.

Datum 13 discusses Minnesota Governor Tim Walz's response to the massive riots following the death of George Floyd (2020). In this case, Walz was considered slow to act in deploying National Guard troops to deal with the chaos. However, he defended himself in his statement by saying that he and other officials were "*acting in good faith*" amid a stressful situation.

This datum indicates **Positive judgment** in the subcategory of **Property**, because it looks at behavior based on moral standards. The nominal group "*Good Faith*" shows moral sincerity, honesty, and ethical responsibility in behavior. It is a form of social sanction judgment, which judges a person's actions as ethically right or wrong. By saying that Walz "acting in Good Faith," this nominal group leads the reader to view Walz

sympathetically, and while his actions may not be perfect, they were driven by genuine intentions, not indifference or carelessness.

The use of this nominal group reflects the strategy of Discursive Mitigation by the media. The New York Times shows the human side of a public official who is in the spotlight. The choice of "*Good Faith*" diction reinforces Walz's image as a just, honest, and responsible leader, even in difficult political situations. Indirectly, it shows the tendency (bias) of liberal media such as the New York Times to portray the actions of Democratic officials with more empathy than criticism of police or conservative groups.

Datum 14 (Negative Judgment)

He suggested that Mr. Walz's personal sympathies toward protesters might have delayed a muscular response.

Datum 14 discusses criticism of Governor Tim Walz regarding delays in sending Minnesota National Guard troops to control the riots after the death of George Floyd. The nominal group "*personal sympathies*" suggests that Walz is charged with having an emotional bias that prevents him from acting decisively. While, the verb "delayed" failure to act in a timely manner, which provides an evaluation that this attitude caused him to be negligent in carrying out his duties as a state leader. This datum indicates **Negative Judgment** subcategory of **Propriety**, because it considers Walz's actions unethical: a Governor should prioritize public

order, not allow personal bias to influence decisions that have far-reaching consequences.

Datum 29 shows how political criticism often evaluates decisions made by officials from a moral perspective rather than technical effectiveness. This statement questioned the correctness of the action as well as his loyalty to law and order by accusing Walz of empathizing with the demonstrators. It is in keeping with the strategy of conservative discourse that often portrays Democratic leaders as "too soft" on social justice reform. Thus, the judgment shown here is not neutral, but full of ideology, because it connects political leadership with loyalty and morality to the power structure.

The results of the analysis in The New York Times news show that researcher found 11 judgment data, consisting of 7 negative judgment data and 4 positive judgment data. The dominance of Negative Judgment shows that this media focuses on public criticism, assessments of Governor Walz's performance, as well as state officials during the chaos and handling of the George Floyd case. This media considers government actions to be ineffective, inadequate, or not in accordance with public moral expectations, as shown in several data, "personal sympathies," "should have," "delayed response," or "not doing more..."

Meanwhile, positive judgment is present in the context of defending Walz, as shown by the phrase *"acting in good faith"* which emphasizes the integrity and goodwill of the state government. However, in the results of

the analysis, the positive judgment amounts to less because the overall narrative emphasizes structural failures and the government's response which is considered less than optimal. Therefore, the judgment pattern used by The New York Times shows a tendency to critically evaluate institutions and public officials, in accordance with a journalistic approach that emphasizes political responsibility.

3. CNN News

The Cable News Network (CNN) is a multinational news organization that now controls several social media accounts, TV channels, and websites. This 24-hour cable news channel was founded by American media owners, Ted Turner and Reese Schonfeld (1980), with headquarters in Atlanta. From this media, the researcher found 8 data that showed judgment, consisting of 4 positive judgments and 4 negative judgments.

Datum 15 (Positive Judgment)

“Change is needed.” Philonise Floyd, George Floyd’s brother, said at a news conference Thursday where democratic lawmakers announced their latest effort to pass the George Floyd Justice in Policing Act.

Datum 15 comes amid reports of continued efforts to push for policy changes in the wake of George Floyd's death. Quoting Philonise Floyd's statement at a joint press conference with Democratic legislators, "*Change is needed*," serves as a moral message that emphasizes how important it is to change the police system of the United States. This clause indicates **Positive Judgment** in the subcategory of **tenacity/propriety**. It does not

praise a specific individual, on the contrary, it evaluates a collective attitude that is considered courageous, precise, and ethical: change is needed.

This clause supports the idea that systemic problems cannot be left without action and that the demands of the victims' families have political and moral legitimacy. This statement challenges the case quo and puts state institutions, especially the legislative and police, in a position to act. In addition, this datum also unites personal feelings with public interest, so that the Floyd family's voice is considered part of a broader social struggle than individual actions.

Datum 16 (Negative Judgment)

"In their mind they (police) are looking at you as a target just because you're somebody of color.

Datum 14 delivered by George Floyd's brother, Philonise Floyd, at a press conference commemorating the four-year anniversary of George Floyd's death. The phrase "*looking at you as a target just because you're somebody of color*" shows criticism of the discriminatory actions of police who see a person based on the color of their skin, not their behavior. It indicates that blacks are often targeted solely because of their racial identity. This phrase indicates **Negative Judgment** in the subcategory of **Propriety**, because it considers the police action to be morally inappropriate. Propriety is related to ethical norms, and in this case, discrimination is seen as a form of abuse of power as well as a violation of

the value of justice. Thus, this phrase not only conveys individual experiences, but also serves as a moral judgment of the institution of the police.

In the verbal group, "*looking at you as a target*" positions "*you*" (people of color) as objects or phenomena that are seen as wrong. The word "*target*" indicates the position of black people as targets of discrimination. Then, the use of "*just because*" reinforces the evaluation: the reason for discrimination solely because of the color of the skin that is ideologically considered illegitimate. This phrase shows a critique of systemic racism. By broadcasting the Floyd family's voice, CNN showed that racial discrimination is not an abstract issue, but a real experience that is still happening. Through this datum, the media reinforces the idea that fair legal protection has not been fully realized because the police continue to make negative generalizations against black people.

The results of the analysis in CNN News show that the researcher found 8 data that showed judgment, consisting of 4 positive judgments and 4 negative judgments. Positive judgment arises when the resource person shows determination, moral drive, or commitment to change. Meanwhile, negative judgment leads to actions that are considered wrong or unethical, especially regarding police violence and discriminatory practices. So, this comparison shows that CNN presents a balance of moral judgment, positive judgment for someone who drives social change, while negative judgment for those who are considered responsible for injustice. This

shows a pattern of news that highlights advocacy for change and criticism of institutions.

4. Fox News

From this media, The researcher found 4 data that showed judgment, 2 data were positive judgments and 2 data were negative judgments.

Datum 15 (Positive Judgment)

"He will not be portrayed as a perfect person, we're told, but as one with flaws and many layers like all of us.

Datum 15 appeared in a Fox News report related to the production of George Floyd's biographical film, Daddy Changed the World. In the film's reporter's statement, Floyd is not portrayed as an ideal individual, instead, he is portrayed as an ordinary human being who has weaknesses and problems, just like everyone else. The verbal clause "not to be portrayed as a perfect person" shows the moral judgment that Floyd does not need to be glorified and that imperfection is natural and humane. Meanwhile, the (prepositional) phrase "*with flaws and many layers like all of us*" reinforces the judgment that Floyd is a normal human being. This confirms that he is just like everyone else.

This datum indicates **Positive Judgment** in the subcategory of **Normality/Propriety**. This evaluation is related to moral and social norms, Floyd is considered an honest person, not exaggerated, but still respected with the recognition of his human side. This evaluation

emphasizes the authenticity of representation and provides an ethical basis that one does not need to be perfect to be worthy of justice and dignity.

Fox News and filmmakers say Floyd's struggles and legacy are still valid even though he is not the ideal person. It also links the narrative of social justice with a recognition of complex humanity, not just heroism.

Datum 15 (Negative Judgment)

The killing of George Floyd was a tragic, shameful moment in our nation's history.

Datum 40 appeared in the news about the making of the biopic **"George Floyd: Daddy Changed the World."** This datum was conveyed by one of the producers, Timothy Christian, when assessing the historical reasons behind the film's production. His statement views the incident as a piece of American history, not just an individual incident.

The datum meaningfully contains two types of evaluation, but the main emphasis is directed to **Negative Judgment** in the **Propriety** subcategory. The (adjective) word "*shameful*" is not just an emotional explanation, but a moral judgment that considers the act to violate the morals of society and human norms. He pointed out that the incident was not only sad, but also shameful, because it showed that the state and law enforcement institutes lacked moral integrity. The word '*tragic*' brings an element of Negative Affect to the subcategory of sadness/distress.

This datum criticizes the institutions and social systems that support racial violence, describing Floyd's murder as a national disgrace, not just an individual tragedy. In addition, this datum also places the film as a tool

to improve morals and acknowledge history. Thus, this datum considers the incident to be wrong, shameful, and contrary to the moral values that the state is supposed to uphold.

The results of the analysis on Fox News show that there is a balance between negative and positive. The researcher found 4 data that showed judgment, 2 data were positive judgments and 2 data were negative judgments. Positive judgment arises in the portrayal of the film's narrative as an effort to honor Floyd's story, which is considered to have human value and deserves to be raised. In addition, in the data *"he will not be portrayed as a perfect person... with flaws and many layers like all of us"* Floyd is illustrated as an ordinary person who has a natural moral complexity like everyone else. Meanwhile, in some data that shows negative judgment, it shows that this media combines emotions and moral judgments when narrating tragedy. This balance between positive and negative judgment in Fox News suggests that it is trying to maintain a perspective that does not attack someone directly, despite admitting that there was a moral error in the Floyd case.

5. USA Today

From this media, the researcher found 7 data that indicated judgment, and all of them were negative.

Datum 16 (Negative Judgment)

Phillip M. Bailey: Accountability for law enforcement doesn't really register as a top issue for Americans.

Mr. Bailey's remarks come in the context of an American political and public evaluation four years after the death of George Floyd. He emphasized that police accountability that used to trigger the national movement, is no longer prioritized by the wider community and policy makers. This datum consists of the verbal group "*doesn't really register*" which embodies assessments that are considered unimportant, as well as the nominal group "*a top issue*" which is actually the top priority which should be among the groups that support police accountability, but in reality, it is not. So, the phrase "*doesn't really register as a top issue*" indicates **Negative Judgment** in the subcategories of **Tenacity** (lack of commitment) and **Propriety** (moral failure because they ignore issues related to life and social justice).

Datum 16 criticizes the normalization of indifference to institutional violence and suggests that the interests of black people and affected groups are not treated as an urgent moral agenda. Therefore, this sentence contains an ethical critique of society and political elites because they fail to maintain a commitment to racial justice and structural reform.

The results of the analysis in USA Today show that researcher found 7 data that indicated judgment, and all of them were negative. The dominance of negative judgments in this article shows that this media is more likely to position institutions, political actors, and society as parties that fail to meet moral standards and social responsibility, so that the

judgments raised emphasize criticism, not defense and worship. As some datum points out, such as "a lot of those promises have been unkept" which emphasizes disappointment over broken reform promises and the emergence of backlash.

C. Appreciation

1. The Washington Post

From this media, the researcher found 5 appreciation data, consisting of 2 positives and 3 negatives.

Datum 17 (Positive Appreciation)

These four years have taught me that we simply don't tell stories in order to live; we tell stories because we get to live.

Datum 17 appears at the end of the reflective passage of the piece, when the author thinks about the dynamics of the struggle for racial justice and the emotional and social journey following the death of George Floyd. This quote shows a shift in perspective, from previously viewing narrative as a way of survival, now viewing it as an expression of meaning and existence.

Datum 25 indicates **Positive Appreciation** in the **Valuation** subcategory, because it assesses the intrinsic value of experience and storytelling. The clause "*because we get to live*" places life and stories as something worth cherishing, not just a survival mechanism. It does not judge individuals, but gives value to the social practice of "*telling stories*" as something valuable and worth continuing.

This clause emphasizes that narratives, testimonies, memories, and histories of struggle, are ways of acknowledging the existence and continuity of culture and not just a response to suffering. In other words, life is a form of agency that is lived with awareness, not just something that is maintained. It opposes the (passive) narrative of the victim and replaces it with a concept of a subject that has hope, voice, and meaning. This clause gently reinforces the idea that the struggle for racial justice is not about surviving suffering, but rather about reviving dignity through inherited stories.

Datum 18 (Negative Appreciation)

And he pointed out that police killings, disproportionately of Black men, have continued unabated in the years since Floyd's murder sparked calls for overhauling policing.

Datum 18 comes as part of a consideration of the setback in the racial justice movement after George Floyd's death. This datum shows that the demand for structural change is inconsistent with the institutional violence that continues to occur.

Datum 26 indicates **Negative Appreciation** in the **Valuation** subcategory. The (verb) phrase "*continued unabated*" assesses social phenomena as a significant and unresolved problem. This shows that police violence against black people is not an isolated incident but an ongoing systemic pattern. In addition, the phrase "*disproportionately of Black Men*" affirms a negative evaluation of structural injustice, which

indicates violations of social values such as justice, equality, and citizen safety.

This (verb) emphasizes that the rhetoric of change after Floyd's death is not comparable to effective action on the ground. By juxtaposing the fact that violence continues to occur and demands for reform, the author criticizes the fundamental failure of state institutions to protect the lives of black citizens. Moreover, this evaluation rejects the notion that the momentum of 2020 brought real change, suggesting that structural damage is still present and may continue. In this perspective, the sentence not only tells what happened, but also reveals the moral and political failure of the state in taking care of the oppressed.

The results of the analysis on The Washington Post news show that the researcher found 5 appreciation data, consisting of 2 positives and 3 negatives. Generally, the appreciation used in this article shows a balance between understanding human values (positive appreciation) and social criticism of sustainable racial injustice (negative appreciation). Positive appreciation is used to assess the meaning of life, narratives, and valuable human experiences, while negative appreciation emphasizes stagnant social realities, such as police violence against black people. The dominance of negative appreciation in the media shows the critical perspective of journalists on the slow pace of social change after Floyd's death.

2. The New York Times

From this media, the researcher found 3 appreciations, consisting of 2 negative appreciations and 1 positive appreciation.

Datum 19 (Positive Appreciation)

But the governor's actions in 2020, as his state faced the country's most significant outbreak of rioting in a generation, are sure to be examined more closely by voters and his Republican rivals in the weeks ahead.

Datum 19 discussing the political evaluation of Governor Tim Walz, especially about how he handled the massive protests after the death of George Floyd. This sentence focuses on Walz's actions will be the subject of debate again as the events he faced were illustrated as "*the country's most significant outbreak of rioting in a generation.*" This phrase gives historical value to the chaos and shows that it was not only a local incident, but also an important part of national history. The (adjective) phrase "most significant" considers an event to have significance, which means important, great, and of historical value. This datum indicates **Positive Appreciation** in the **Valuation** subcategory, because it sees riots as an important event that has socio-political value that must be considered and reviewed by political elites or society.

This (adjective) phrase shows the media's attempt to frame the post-Floyd riots as a tumultuous and important event in American social history. The media not only conveyed the facts, but also saw this incident as a turning point that affected the political legitimacy of the governor. This appreciation is useful to reinforce the narrative that demonstrations and riots are not just an emotional response, but part of a significant

dynamic in the fight for social justice that will continue to influence national political discourse.

Datum 20 (Negative Appreciation)

Looting, arson and violence followed, quickly overwhelming the local authorities, and some faulted Mr. Walz...

Datum 20 comes as The New York Times shows the chaotic situation following the death of George Floyd. This sentence is used to indicate the level of unrest and the inability of the local government to address the problem. In this datum, the phrase that shows **negative appreciation** in the **valuation** subcategory is "*overwhelming the local authorities*," because it provides an evaluation of the magnitude of the social impact of the event. The verb "overwhelming" considers the situation not just a demonstrative action, but an event with a serious level that exceeds the capacity of the institution. This assessment does not direct the individual morally (not judgment), but rather a measurement of the degree of escalation and relevance of the situation.

This choice of diction reinforces the idea that the chaos following Floyd's death was a major social event that tested the capabilities of local governments and not just an emotional reaction. At the same time, the mention of "*some faulted Mr. Walz*" allows for criticism, suggesting that the blame is related to leadership and the situation. Therefore, Appreciation here triggers a discourse about structural failures and political responsibility in overcoming racial crises.

The results of the analysis in The New York Times news show that the researcher found 3 appreciations, consisting of 2 negative appreciation and 1 positive appreciation. The dominance of negative appreciation in this article, as in the data "... more than 1,500 businesses and buildings were damaged..." who consider the impact of chaos to be very detrimental and large-scale. In addition, in this article, a lot of negative appreciation appears through data that strengthens the understanding that riots are a destructive event. Meanwhile, the positive appreciation that there is only one in this article assesses historically, the scale of the event is significant. Therefore, the appreciation pattern in The New York Times emphasizes the failure of institutional responses and significant impacts critically and evaluatively.

3. CNN News

From this media, the researcher found 3 appreciation and all of them were positive.

Datum 21 (Positive Appreciation)

"At the end of the day, if they can make federal laws to protect the bird, which is the bald eagle, then they can make federal laws to protect people of color."

Datum 21 came in coverage of the Floyd family's efforts to push for policy reform through legislation. This datum was conveyed as a critique of the gap in legal priorities in the United States. The (verb) phrase "*make federal laws to protect people of color*" indicates the assessment of social value to a legal action that is considered useful, important, and has positive

value. The (verb) phrase indicates **Positive Appreciation** in the **Valuation** subcategory, because it assesses that protection for vulnerable groups. In this case, people of color are in accordance with the value that is important, high, and worthy of being on the national legal agenda.

This datum shows that the legal system is criticized because it is considered disproportionate and inhumane. By positioning the bald eagle as a protected legal symbol, the speaker showed that the state actually has the political and legal capacity to protect anyone, but chooses not to provide the same protection to "*people of color*". The ideology that emerged was a demand for distributive justice and the recognition of human dignity above the national symbol. This phrase also changed the narrative that the protection of people of color is a political and moral imperative that must be fulfilled by the state.

The results of the analysis in CNN News show that the researcher found 3 appreciation and all of them were positive. In this article, the use of appreciation tends to be positive because it assesses policies, actions, and legal measures regarding the George Floyd issue as important, valuable, and progressive. This media writes perspectives that highlight the importance of change, legal protection, and the moral value of policies that support racial justice. Thus, the evaluation that appears dominantly affirms the positive social value of the actions and solutions offered, so that no negative appreciation is found.

4. Fox News

From this media, the researcher found 4 data appreciation and all of them were positive.

Datum 22 (Positive Appreciation)

Movie studios and a prominent screenplay writer are working on a biographical movie about the life of George Floyd, the man whose death in police custody launched a summer of violent protests in 2020.

Datum 22 reports that a George Floyd biopic is being produced by several major studios. This piece is reminiscent of the devastating impact of Floyd's death, which sparked grief and nationwide protests throughout the summer of 2020. The phrase "*launched a summer of violent protests in 2020*" considers Floyd's death not just a criminal event, but the source of a series of large-scale socio-political events. The verb "*launched*" places the event as the basis for the social explosion, while the attribute (pre-modification) "*violent protests*" indicates the scale and intensity of the community's response.

This datum indicates **Positive Appreciation** subcategory of **Valuation**, as it provides an evaluation of the significance of social events, which mark that Floyd's death has great historical value that has far-reaching impacts. The focus is not on the individual, but on its social significance as a catalyst for change. The media emphasized that Floyd's death was not only a personal tragedy, but a social event that had a great impact on America. Despite being known to be conservative, Fox News nonetheless acknowledges its historical strength by calling it the cause of

"violent protests," which also demonstrate social tensions and the urgency of reform.

The results of the analysis on Fox News showed that the researcher found 4 data appreciation and all of them were positive. This media considers the George Floyd biographical film project to be something important and valuable, both in terms of social heritage and cultural works. Fox News sees the effort to retell Floyd's story as a way to immortalize his significance and humanity in the community's memory. This pattern shows that the media places more emphasis on the legacy, important values, and cultural function of Floyd's films and figures, rather than presenting negative evaluations of the project and events.

5. USA Today

From this media, the researcher found 7 appreciation data, which contained 6 positive data and 1 negative data.

Datum 23 (Positive Appreciation)

Other cities are trying to adopt 911 alternatives where we're sending unarmed civilians to more low emergency calls.

Datum 23 appears in an evaluation of policy changes in the wake of George Floyd's death, especially regarding the reform of the law enforcement system in various American cities. The clause "*adopt 911 alternatives*" indicates the existence of institutional steps that are considered innovative and socially meaningful because they present a new approach beyond the armed policing model. While, the non-finite clause

"sending unarmed civilians to more low emergency calls" describes a change in practices that are considered more humane, safe, and adaptive, which encourages positive assessments of the policy. So, this datum indicates **Positive Appreciation** section of the **Valuation** subcategory, because it considers the action to be progressive and beneficial.

This datum suggests that community-based and non-violent methods can be used to build a public security system rather than using military force. His focus is on unarmed civilians who show appreciation for the humanization and de-escalation of security practices, but he also criticizes the long-standing reliance on military police.

Datum 24 (Negative Appreciation)

Are those days gone? USA TODAY Chief Political Correspondent Phillip M. Bailey discusses.

Datum 24 appears in the opening episode of USA Today's the Excerpt podcast, which considers the socio-political consequences of George Floyd's death four years after the incident.

The clause that asks *"Are those days gone?"* indicates **Negative Appreciation** in the **Valuation** subcategory, as it raises doubts about the sustainability of values and the consequences of such changes. This sentence shows the difference between the euphoria of post-2020 reform and the fact that socio-political commitment is currently declining. It influences the listener or reader to question whether racial justice really

brings about sustainable change or is just a temporary reaction that is currently beginning to dim.

The results of the analysis in USA Today show that the researcher found 7 appreciation data, which contained 6 positive data and 1 negative data. This media reporting system is generally used to assess the historical impact of Floyd's death and the reform efforts that emerged in the aftermath of the tragedy. The dominance of positive appreciation in the media places policies, such as in datum 43 as innovations and advances in the public safety system. The tragedy of Floyd's murder is considered a historic event that "*changed everything*".

Table 2 Distribution of Attitude System used in American Media

Attitude		AMERICAN MEDIA					TOTAL
		TWP	TNY	UT	CNN	FN	
Affect	P	2	-	-	1	1	4
	N	5	2	1	1	3	12
Judgment	P	3	4	-	4	2	13
	N	2	7	7	4	2	22
Appreciation	P	2	1	6	3	4	16
	N	3	2	1	-	-	6
Grand Total							73

Notes:

TWP = The Washington Post

TNY = The New York Times

US = USA Today

CNN = CNN News

FN = Fox News

Table 2 presents the distribution of attitude systems in American Media. In this Media (The Washington Post, The New York Times, CNN

News, Fox News, USA Today) negative judgments emerged as the most dominant category, with a total of 22 data, positive affect (4 data) and negative appreciation (6 data) appeared the least.

2. How do American Media frame the coverage of George Floyd's death and the Black Lives Matter movement through the language choices?

American Media uses evaluative language derived from the Attitude subsystem in Appraisal Theory to frame its coverage of George Floyd's death and the Black Lives Matter movement. This framing is carried out through attitudes that appear in the form of emotions, moral judgments, and evaluations of actors and related social events. Affect is used by media to create an atmosphere of suffering, tragedy, and collective emotional reaction, while Judgment is used to place acts of violence, institutions, and social responses in the context of moral judgment and social responsibility. Therefore, American Media's framing of the death of George Floyd and the Black Lives Matter (BLM) movement is linguistically shaped through the choice of words and language structures that influence the reader's understanding of the event.

First, from Affect's perspective, American Media tends to focus on reporting on the death of George Floyd and the Black Lives Matter (BLM) movement by emphasizing collective emotions, such as *suffering, grief, fear, and exhaustion*. However, there are some parts where there is still room for resilience and hope. Negative Affect shows considerable dominance through lexicals, such as "*tragic, " "cried out, " "injured, " and "death,*" which

creates an atmosphere of deep crisis and grief caused by police violence and its social consequences. After all, American Media doesn't just focus on negative emotions. Positive Affect appears in several articles and emotional changes, as shown in the lexical "*dream*," which in the datum expresses the dream of a more just future, as well as in the lexical "*purposeful activism*," which shows the transformation of affect from negative to positive related to how pain is transformed into meaningful activism. This patterns suggest that American Media frames these events not only as a tragedy, but also as an emotional experience that drives awareness, social change, and solidarity.

Meanwhile, from the perspective of Judgment, American Media frames the case of George Floyd's death and the Black Lives Matter movement through moral judgments of social actors, both implicit and explicit. Negative Judgment is often directed at institutional behaviors and actions that are considered to be violations of social and ethical norms, especially through lexicon such as "*killing*" and "*shameful moment*," and mentioning actions by police that caused Floyd's death. This form of judgment positions law enforcement officials as parties who fail to meet professional and moral standards. However, on the other hand, Positive Judgment also appears, especially in community leaders, activist representations, or individuals, as shown in the lexicon, "*held onto believe that the American dream was still possible*," "*inspire change and create a better future*," and "*change is needed*." This pattern shows that American

Media not only denounces actions that are considered wrong but also builds a narrative about morality, accountability, and the possibility of improving social and political systems.

Then, in the perspective of Appreciation, American Media often portrays the death of George Floyd and the Black Lives Matter movement, as well as the public's response to it as a social event of great impact and national significance. The use of lexicons such as "*tragic time*" and "*harrowing events*" suggests that these events are considered not only individual criminal incidents, but also as tragedies that have an impact on the moral and social structure of American society. Negative appreciation abounds, especially in assessing the tragedy of police violence and the impact of riots, which are described as painful, destructive, and crisis-ridden. In addition, Positive Affect also emerged, which is directed at forms of activism and social movements, which are described as legitimate, meaningful, and valuable responses in the struggle for racial justice. This pattern shows that American Media uses Appreciation as a tool to frame events and public responses within the framework of social values, emphasizing that these events have historical value and have broad moral significance.

Overall, the findings of the analysis show that American Media uses a combination of Affect (moral evaluation), Judgment (moral assessment of social actors), and Appreciation (assessment of social events) to frame news coverage of George Floyd's death and the Black Lives Matter (BLM)

movement. Affect shows an atmosphere of grief, anger, trauma, and hope that increases the humanitarian dimension of the victims and the emotional impact of the tragedy. Meanwhile, judgment is used to assess the actions of the apparatus, government responses, and community attitudes that reflect moral evaluations of justice, social legitimization, and responsibility. Then, Appreciation is used to assess the death of George Floyd and the response to it as a social event that has a structural impact and has a broad meaning. Therefore, American Media's framing is not only informative but also evaluative because it builds meaning through language consistently to provide readers with an understanding of racial justice issues.

B. DISCUSSION

The findings of this study show that American Media news is dominated by the Negative Judgment category with a total of 22 data, related to the death of George Floyd and the Black Lives Matter (BLM) movement. This happens because the main focus of the news is to judge certain parties, especially the apparatus, the legal system, institutions, and politicians, not just describe feelings (affect) and judge events in general. In other words, these media use negative judgment because they often frame the George Floyd case as a moral issue and institutional accountability, not just as a tragedy or an ordinary event. These findings are in line with several previous studies that examined the discourse on anti-racism protests and public responses. For example, Cappelli (2020) who analyzed graffiti and protest discourse that found moral criticism of

institutions and the police, as well as Scotland et al. (2024) and Primbs et al. (2024) who researched public emotions that show the dominance of sadness and anger in social reactions.

While several other studies contradict these findings. For example, Luo et al. (2022) and Mirzaaghbeyk (2022) who show that news that seeks to build a positive image (diplomatic media) or patriotic speech news tends to show positive judgment or positive affect. In addition, Prastikawatia (2021) and White (2024), with different genres (disaster and editorial), ranked to find the dominance of affect or differences between invoked/inscribed attitudes. Generally, these differences can be explained by differences in genres, topics, platforms, temporal momentum, editorial orientation, and methods/units of analysis used in each study. These factors affect the media, whether the media chooses the critical-accountability function, which produces negative judgment), or the legitimacy/celebration function, which produces positive affect/judgment.

An analysis of American Media's coverage of the George Floyd case and Black Lives Matter (BLM) shows that this media tends to show a critical and problem-oriented representation. The dominance of negative judgments shows that American Media has a strong tendency to evaluate institutional and moral actions, criticize the violence of the authorities, system failures, and political responses that are considered inadequate. Judgment is an assessment of social behavior based on moral norms (Martin & White, 2005). These findings are in line with Cappelli (2020)

and Scotland et al. (2022), who note that condemnation is not only directed at individuals, but also systemic structures that are considered oppressive/racist. It also demonstrates the media's function as a social and moral watchdog, a role in the American context reinforced by the media's long history of criticizing racial inequality and overseeing state institutions.

Meanwhile, the categories that appear most rarely are positive affect and negative appreciation, which only show 4 data for positive affect and 6 data for negative appreciation. A fairer American positive affect (hopes, dreams, and solidarity) shows that there is room for narratives, in line with Mirzaaghbeyk's (2022) research, which states that news that includes narratives of social improvement is more likely to generate positive affect in a limited context. Meanwhile, the limitations of negative appreciation show that American media criticism is more directed at actors/institutions through judgments supported by the research of Panjaitan and Janah (2022) that in the evaluation of the topic of racism often includes moral personalization.

In addition, in American media there is no absent category, meaning that this media uses the entire attitude system (affect, judgment, and appreciation), both positive and negative. Within the framework of Appraisal Theory (Martin & White, 2005), this shows the media's interpersonal positioning strategy in representing events as institutional crises, personal tragedy, and opportunities for social change. In line with

the studies of Primbs et al. (2024) and Scotland et al. (2022), which affirm that the news of Floyd drives the discussion towards systemic evaluations and collective expectations, which go beyond individual events.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents conclusions from the research results and offers suggestions that are expected to be useful for future research.

A. Conclusion

The purpose of this study is to examine how the American media creates evaluative attitudes and meanings in reporting on the death of George Floyd and the Black Lives Matter (BLM) movement using Appraisal Theory, especially the Attitude subsystem, which includes Affect, Judgment, and Appreciation. This study positions language as the primary means of understanding how the media positions events, social actors, and values related to issues of racial injustice using the Discourse Analysis approach and the Descriptive Qualitative method.

The findings of this study show that Appraisal Theory, especially attitude systems, is an effective framework for uncovering how emotions, evaluation, and moral judgment are linguistically constructed in news texts. Journalists not only convey factual information, but also serve as a tool to build relationships between the media and readers through evaluative attitudes that are often implicit. Therefore, the media portrays social events as institutional, moral, and humanitarian issues, not just individual events.

The use of attitude in the context of American media coverage of George Floyd's death and the Black Lives Matter (BLM) movement shows a strong

tendency to judge acts of injustice, violence, and moral and institutional failure through the dominance of Negative Judgment. This assessment considers the position of the media in condemning actions that are judged to be violations of norms and ethics, especially those related to structural racism and state violence. On the other hand, the existence of affect, both positive and negative, shows that emotions are used strategically to build empathy, emphasize the suffering of the victim, and show the collective reaction of the community to the incident.

In addition, the emergence of Positive Affect and Positive Judgment in several datum shows that American Media not only frames the death of George Floyd as a tragedy, but also as a space for hope, resilience, and sustainability of social struggle. This positive attitude emerges in the self-reflection of public actors, representations of activism, and belief in the possibilities of social change. This shows that the framing of the American media tends to be ambivalent, on the one hand emphasizing moral and humanitarian crises, but on the other hand still opening up space for social transformation and optimism.

Overall, this study concludes that American Media frames the case of George Floyd's death and the Black Lives Matter (BLM) movement through complex evaluative language, combining moral, emotional, and appreciation assessments of the social significance of an event. The framing shown not only reinforces the narrative of suffering and injustice, but also places it as a legitimate form of social and moral response to racism that exists throughout society. Therefore, this study emphasizes that Appraisal analysis, especially attitude systems, can reveal how media language plays an important role in

shaping public attitudes, social meaning, and public understanding of the issue of racial injustice in the United States.

B. Suggestion

Based on the findings and discussion in the previous chapter, this study has several limitations. This analysis focuses only on the attitude system in Appraisal Theory without covering the other subsystems (Graduation and Engagement), so the overall attitude of the appraisal of the text may be incomplete. Then, the amount of data collected was limited to 5 online news articles selected from American Media, so the findings could not be generalized to all news sources or other types of media texts (social media posts, documentaries, or television reports). In addition, this study only looked at the linguistic aspects of the text without analyzing its visual elements (such as images) that might also contribute to the formation of meaning. The last, this study did not analyze how news reports impact public opinion, behavior, or audience acceptance. Therefore, any statement about how readers respond to or be influenced by news narratives does not fall within the scope of this study.

Based on the limitations of this study, some suggestions can be made for further research. Further research can extend the analysis beyond the attitude system by incorporating other subsystems of Appraisal Theory (Graduation and Engagement), to identify how journalists reinforce, and soften their attitudes towards social events. Then, further research could include visual elements (such as images) to analyze how visual and verbal modes shaped representations of George Floyd and the Black Lives Matter movement. In addition, further

research can focus on audience responses, such as analyzing comments or reactions on social media to find out how readers understand and evaluate media discourse on racial justice. The last, further research can look at how news coverage impacts public opinion or behavior, for example by combining CDA with surveys or interviews, which will allow for more comprehensive research on the relationship between media language and social attitudes toward racism and policing.

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CURRICULUM VITAE



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APPENDIX 1

(American Media)

NO.	SOURCE	DATA	ATTITUDE			DESCRIPTION
			Affect	Judgement	Appreciation	
1.	The New York Times	Walz Has Faced <u>Criticism</u> for His Response to George Floyd Protests.		✓		negative judgment (capacity/propriety) The word " <i>Criticism</i> " means to criticize or judge badly. These words show a direct assessment of Walz's perceived abilities and actions, which leads to a negative judgment.
2.		Tim Walz should have deployed the Minnesota National Guard sooner when riots broke out following the police <u>murder</u> of George Floyd.		✓		negative judgment (propriety) The word "murder" means unlawful killing, which carries a very negative moral and ethical meaning. Therefore, this sentence judges the actions of the police poorly.
3.		Looting, arson and violence followed, quickly <u>overwhelming</u> the local <u>authorities</u> , and some faulted Mr. Walz...			✓	Negative appreciation (Valuation) " <i>overwhelming the local authorities</i> " describes how big or serious the riots are beyond the capabilities of local authorities. This is a way to assess the significance of an event.
4.		... for <u>not doing more and not moving faster</u> to bring the situation under control with Minnesota National Guard troops and other state officials.		✓		Negative judgment (capacity/propriety) The phrase " <i>not doing more and not moving faster</i> " suggests that Walz is not capable or responsive enough to accomplish his responsibilities. This is a criticism of his capacity and responsibilities as a leader.
5.		"It was obvious to me that <u>he froze under pressure, under a calamity</u> , as people's properties were being burned down," said State Senator Warren Limmer...		✓		Negative judgment (tenacity/propriety) The phrase " <i>he froze under pressure, under a calamity</i> " assessed Walz showed a lack of determination and courage, which gave the impression that he was not resilient or unfit to experience a crisis.
6.		He suggested that Mr. Walz's <u>personal sympathies</u> toward protesters might have <u>delayed</u> a muscular response.		✓		Negative judgment (propriety) The phrase " <i>personal sympathies toward protesters</i> " considers Walz's

				attitude to be inappropriate/emotionally biased towards the protesters.
7.	...saying he and others in state government were acting in <u>good faith</u> amid unimaginable circumstances.	✓		Positive Judgment (propriety). The phrase " <i>Good faith</i> " considers Walz's behavior as positive judgment because it means sincerity or good intentions, thus showing a positive moral judgment of him.
8.	"I simply believe that we try to <u>do the best we can</u> ," Mr. Walz said recently at a news conference when asked about his response to the riots.	✓		Positive judgment. The phrase " <i>do the best we can</i> " indicates the ability and persistence to try your best, Walz's actions are considered a positive decision.
9.	But critics have said that the riots grew larger and lasted longer because he <u>did not move sooner</u> .	✓		Negative Judgment. The phrase " <i>did not move sooner</i> " suggests that Walz lacked the speed or ability to act, causing things to get worse.
10.	In a statement, a spokesman for the governor, Teddy Tschan, said it had been " <u>a tragic time</u> for our state and our country"	✓		Negative affect (unhappiness/sadness). The phrase " <i>a tragic time</i> " shows deep sadness and sorrow for the situation experienced by the state and state.
11.	...and that " <u>Governor Walz took action and deployed the National Guard to keep our city safe</u> ."	✓		Positive Judgment (propriety/capacity). The phrase " <i>took action and deployed the National Guard to keep our city safe</i> " literally assesses that Walz acted appropriately, capable, and responsible to keep the community safe.
12.	But the governor's actions in 2020, as his state faced the country's <u>most significant</u> outbreak of rioting in a generation, are sure to be examined more closely by voters and his Republican rivals in the weeks ahead.		✓	Positive Appreciation (Valuation). The phrase "the country's most significant outbreak of rioting in a generation" considers the riot event to be very important and of historical value on a large scale.
13.	At the time, Mr. Walz, who had previously served in the National Guard, called the city's response to the unrest an " <u>abject failure</u> ."	✓		Negative Judgment (Capacity/Propriety). The phrase " <i>abject failure</i> " means total or very bad failure, thus assessing serious incompetence/error in the city's response to riots.
14.	A spokeswoman for his office, Ally Peters, said in a statement that "During one of the city and state's most difficult moments, we collectively <u>tried our best to navigate unprecedeted times</u> and to do so quickly."	✓		Positive Judgment (capacity/tenacity). The phrase " <i>tried our best to navigate unprecedeted times</i> " means maximum effort, perseverance, and the ability to face very difficult situations.

15.	CNN News	In the end, according to a state legislative report, more than 1,500 businesses and buildings were damaged, a Minneapolis Police station, with an estimated <u>\$500 million in property damage statewide</u> .			✓	Negative Appreciation (valuation). The phrase "\\$500 million in property damage statewide" literally assesses the magnitude of material damage as a measure of a very significant impact scale.
16.		Many police officers and protesters were <u>injured</u> , and <u>at least three deaths</u> were linked to the unrest.	✓			Negative Affect (insecurity/unhappiness). The phrases " <i>injured</i> " and " <i>at least three deaths</i> " literally describe the pain, loss, and grief caused by the injuries and deaths caused by the riots.
17.		In May 2020, Floyd was <u>murdered</u> by Minneapolis Police Officer Derek Chauvin right outside this convenience store and sparked nationwide protest over police brutality.		✓		Negative Judgment (propriety). The word " <i>murdered</i> " considers Chauvin's actions to be immoral and deeply ethically wrong.
18.		" <u>Change is needed</u> ," Philonise Floyd, George Floyd's brother, said at a news conference Thursday where democratic lawmakers announced their latest effort to pass the George Floyd Justice in Policing Act.		✓		Positive Judgment (tenacity/capacity). The phrase " <i>Change is needed</i> " contains judgment (positive tenacity/capacity) because it shows the encouragement of determination and moral ability to fight for change towards better conditions.
19.		We have the opportunity to enact <u>bold, comprehensive reform to policing practices</u> , to correct and prevent unnecessary deaths.			✓	Positive Appreciation (valuation). The phrase " <i>bold, comprehensive reform to policing practices</i> " considers the reform to be important and of high value to improve policing practices and prevent unnecessary deaths.
20.		In their mind they (police) are <u>looking at you as a target just because you're somebody of color</u> ,		✓		Negative Judgment (propriety). The phrase " <i>looking at you as a target just because you're somebody of color</i> " literally criticizes the discriminatory actions of the police, that is, judging people based solely on the color of their skin, which is considered morally and ethically wrong.
21.		At the end of the day, if they can make federal laws to protect the bird, which is the bald eagle, then they can <u>make federal laws to protect people of color</u> .			✓	Positive Appreciation (valuation). The phrase " <i>they can make federal laws to protect people of color</i> " literally values the protection of vulnerable groups (people of color) as something important, even more valuable than the protection of animals (bald eagle).
22.		Derek Chauvin, a White police officer, was filmed kneeling on Floyd's neck and	✓			Negative Affect (insecurity/distress). The phrase " <i>Floyd pleaded for help and said he couldn't breathe</i> "

	back for nearly nine minutes as Floyd <u>pleaded for help</u> and said he <u>couldn't breathe</u> .				expresses the fear, physical suffering, and emotional distress that Floyd experienced when facing a life-threatening situation.
23.	Ilhan Omar, who represents Minneapolis, called on her fellow lawmakers to “think of the lives that could have been spared <u>if we had the courage to act</u> .”		✓		Negative Judgment (tenacity/capacity). The phrase “ <i>if we had the courage to act</i> ” expresses the lack of courage and inability to act from the members of the House of Representatives, thus causing an emotional evaluation in the form of disappointment and regret.
24.	We need <u>a clear national standard to uphold the promise of equal protection under the law</u>			✓	Positive Appreciation (valuation). The noun phrase “ <i>a clear national standard to uphold the promise of equal protection under the law</i> ” evaluates the importance of the existence of national standards as something of high value to achieve social justice.
25.	“ <u>I promised myself</u> as I’m watching that video (of his death) that <u>I got to do something. And I have not stopped doing something</u> ,” Floyd’s uncle Selwyn Jones told CNN.		✓		Positive Judgment (tenacity). The phrase “ <i>I promised myself</i> ”, “ <i>I got to do something</i> ” and “ <i>I have not stopped doing something</i> ” literally depicts Selwyn Jones’ determination and commitment to keep fighting, which is judged as perseverance and unyielding traits.
26.	This spring, Jones joined Gwen Carr, the mother of Eric Garner, an unarmed Black man who was also killed by police in 2014, to talk about how they’ve <u>turned their pain into purposeful activism</u> at Harvard University.	✓			Affect (Negative – Positive Transformation). The phrase “ <i>turned their pain into purposeful activism</i> ” shows feelings of sadness and loss which are then transformed into positive emotional energy in the form of meaningful activism, reflecting the change from suffering to hope and purpose.
27.	“What I can do is I can take the atrocity that he was dealt that day and <u>make a difference</u> ,” he said.		✓		Positive Judgment (propriety). The phrase “ <i>make a difference</i> ” indicates the intention to do something good, right, and morally beneficial in response to the tragedy, so that the action is seen as ethically worthwhile.
28.	“I’m <u>frustrated</u> because I don’t think it’ll ever get passed.		✓		The adjective “ <i>frustrated</i> ” represents Negative Judgment because it shows feelings of dissatisfaction, upset, and disappointment with a situation that is considered not to change or produce results.
29.	“Let’s all sit around and eat, drink, <u>rejoice and care about each other</u> .”		✓		Positive Judgment (propriety). The phrase “ <i>rejoice and care about each other</i> ” expresses feelings of happiness, togetherness, and affection between others.

30.	Fox News	Movie studios and a prominent screenplay writer are working on a biographical movie about the life of George Floyd, the man whose death in police custody <u>launched a summer of violent protests in 2020</u> .			✓	Positive Appreciation (valuation). The phrase " <i>launched a summer of violent protests in 2020</i> " indicates a valuation, as it emphasizes the magnitude of the historical impact of George Floyd's death that triggered major social events. It assesses the importance of the event, not just describing the facts.
31.		The project will not be a straightforward biopic, but a <u>gritty drama of a man and his community thrust into the fiery light of history</u> ," Deadline senior film reporter Matt Grobar wrote.			✓	Positive Appreciation (valuation). The noun phrase " <i>a gritty drama of a man and his community thrust into the fiery light of history</i> " considers the film's work as something worth more than just an ordinary biography—that is, full of historical meaning, complex, and has artistic weight.
32.		"He will <u>not be portrayed as a perfect person</u> , we're told, but as one <u>with flaws and many layers like all of us</u> .		✓		Positive Judgment (normality/propriety) because it literally assesses Floyd in the framework of an ordinary human being, with weaknesses and a reasonable human side. This is of positive value because the depiction rejects excessive glorification and emphasizes morally acceptable nature.
33.		The narrative will also address the <u>harrowing events leading to his murder by a police officer</u> , an incident that sparked global protests and a renewed call for justice."	✓	✓		The noun phrase " <i>harrowing events</i> " indicates Negative Affect (distress) because it literally conveys the pain, trauma, and emotional suffering of the event. While, the phrase " <i>his murder by a police officer</i> " contains Negative Judgment (propriety) because it explicitly assesses the actions of the police as morally wrong, violating norms, and unethical.
34.		We are <u>excited</u> the world will see the real, jovial, and loving George we know	✓			Positive Affect (happiness). The phrase " <i>excited</i> " contains a sense of joy and enthusiasm. The adjective "jovial, and loving" also includes affect (positive inclination/happiness) because it assesses Floyd with positive emotions, describing a warm, loving, and pleasant person.
35.		This film will <u>humanize him, embody the essence of his life</u> , and hopefully <u>reignite efforts to pass the George Floyd Justice in Policing Act</u> .			✓	Positive Appreciation (valuation). The phrases " <i>humanize him</i> " and " <i>embody the essence of his life</i> " consider the film to be something valuable in showing Floyd's humanity. The phrase " <i>reignite efforts to pass the George Floyd Justice in Policing Act</i> " emphasizes the social and political value of film as a means of driving justice change.

36.	The Washington Post	No other child should lose their father like Gianna did.	✓			Negative Affect (sadness/unhappiness). The phrase " <i>lose their father</i> " literally conveys the deep grief and loss experienced by the child (Gianna) due to the death of his father.
37.		"The killing of George Floyd was a <u>tragic, shameful</u> moment in our nation's history.	✓	✓		Negative Affect (sadness/distress). The word " <i>tragic</i> " literally shows the sadness and emotional suffering caused by the event. While, the word " <i>shameful</i> " denotes negative propriety because it gives a moral judgment that the incident is shameful and ethically unjustifiable.
38.		By telling George Floyd's story and shedding light on the injustices faced by marginalized communities, I hope to <u>inspire change and create a better future</u> for generations to come.		✓		Positive Judgment (propriety/tenacity). The phrase " <i>inspire change and create a better future</i> " literally describes determination, sincere intentions, and continuous efforts to drive better social change.
39.		George Floyd's legacy will not be forgotten, and I am honored to be a part of this <u>important project</u> ."			✓	Positive Appreciation (valuation). In the noun phrase " <i>important project</i> " Floyd's legacy is seen as important and worthy of respect. It emphasizes the value/significance of involvement in the project.
40.		The <u>backlash feels more enduring</u> than the reckoning itself.	✓			Negative Affect (Dis/satisfaction). " <i>Backlash feels more enduring</i> " indicates disappointment and frustration. Robert felt frustrated and disappointed because of the progress that was realized after George Floyd actually faced setbacks.
41.		So many times in the two years since publishing our book, "His Name Is George Floyd," people have asked whether there is <u>any hope</u> for the country.	✓			Negative Affect (Un/happiness/insecurity). The noun phrase " <i>any hope</i> " indicates anxiety, which indicates concern about the future of the country regarding racial justice.
42.		On the other hand, we faced <u>racist online campaigns</u> to <u>discredit</u> our work, and well-meaning event attendees who asked us if the contrast between our successes as Black men and Floyd's demise proved that racism was not the real problem.		✓		Negative Judgment (social sanction-propriety). The noun phrase " <i>racist online campaign</i> " and the verb " <i>discredit</i> " assumes that the behavior of others violates moral norms. Toluse considers the behavior of people who attack them online to be morally wrong.
43.		The dichotomy reflected what was happening throughout the country, where			✓	Negative Appreciation (valuation). The phrase " <i>at risk of being washed away</i> " indicates that social

		the racial reckoning sparked by Floyd's death seemed <u>at risk of being washed away</u> by waves of retrenchment and fatigue			movements are no longer valuable. The racial justice movement, which is a social phenomenon, is considered to be in decline.
44.		Walsh told me the reversal was both " <u>astonishing</u> " and " <u>expected</u> ."	✓		Judgment (social esteem-capacity/Normality (Mixed)). The word " <i>astonishing</i> " assumes that the school's new behavior is surprising, and " <i>expected</i> " assumes that the behavior can be predicted in a socio-political context. Walsh thinks the new school decision is surprising, but it could happen in a political context.
45.		I could not help but think that this local debate — even in a county that is more than 90 percent White — was a <u>reflection of the larger recoil</u> from the George Floyd summer.		✓	Negative Appreciation (Valuation). The phrase " <i>reflection of the larger recoil</i> " considers social phenomena in a negative way. The social phenomenon that occurred in Shenandoah County reflected a general setback in the struggle for racial justice.
46.		In retrospect, Frey told me, the past years had taught him to be a <u>better listener</u> — and to " <u>take a beat</u> ."	✓		Positive judgment (social esteem-tenacity/capacity). The noun phrase " <i>better listener</i> ", and the verb phrase " <i>take a beat</i> " indicate an increased human ability. Frey considers that he has learned to be savvier and more skilled in coping with socio-political pressures.
47.		Four years after his activism started, Hooker knew that <u>none of those tactics produced the change</u> he dreamed was possible.	✓		Negative Affect (Dis/satisfaction/Un/Happiness). The clause " <i>none... produces the change</i> " indicates dissatisfaction/disappointment. Hooker was disappointed that his protest did not result in major changes.
48.		Hooker told me he started to <u>invest in joy</u> . For him, that meant hosting a community chess club and sponsoring a Super Smash Bros.	✓		Positive Affect (Happiness/Satisfaction). The verb phrase " <i>invest in joy</i> " indicates a sense of happiness and emotional recovery. Hooker found a great way to continue helping the community.
49.		These four years have taught me that we simply don't tell stories in order to live; we tell stories <u>because we get to live</u> .		✓	Positive Appreciation (composition/reaction). The phrase " <i>because we get to live</i> " considers life experiences and stories as valuable. Narratives and life experiences are considered to have value and meaning.

50.	I, too, <u>dream</u> of an America in which folks' biases <u>do not impede</u> anyone's ability to attain their most American dreams.	✓			Positive Affect (Aspiration/Happiness). The verb " <i>dream</i> ", and the verb phrase " <i>do not impede</i> " indicates positive hope and aspiration. Robert believes in a just future.
51.	Floyd constantly <u>held onto the belief that the American Dream was still possible</u> for someone like him.		✓		Positive judgment (social esteem-tenacity). The verbal phrase " <i>held onto the belief ... possible</i> " assesses the nature of persistence and never giving up. Floyd was considered persistent and steadfast in the face of life's hardships and discrimination.
52.	One of the people who spoke on the panel with us was Cornell Williams Brooks, a former head of the NAACP, who told attendees in spirited tones that the activism that followed Floyd's death <u>would not so easily be extinguished</u> .		✓		Positive Judgment (social sanction/tenacity). The phrase " <i>would not be extinguished</i> " assesses the perseverance of activism. Despite facing great difficulties, activism is considered to never give up.
53.	And he pointed out that police killings, disproportionately of Black men, have <u>continued unabated</u> in the years since Floyd's murder sparked calls for overhauling policing.			✓	Negative Appreciation (valuation). The phrase " <i>continued unabated</i> " considers social phenomena as an unresolved problem. Social phenomena such as the murder of black citizens by the police are considered serious problems that need to be addressed.
54.	Over the course of our reporting, I came to believe this: <u>Pessimism is the ultimate American privilege</u> .	✓			Negative Affect (dis/satisfaction/un/happiness). The words " <i>pessimism</i> ", " <i>ultimate privilege</i> " considers negative feelings as a luxury that easily arises for some people. Robert considers pessimism to be an emotion that easily arises for socially safe people, which distinguishes it from the experiences of marginalized people.
55.	He decried the actions of the officer as coldblooded, <u>cried out</u> to his mother, and then he repeated over and over again, to his children and to his friends, that <u>he loved them</u> .	✓			Positive & Negative Affect (love/grief). " <i>He loved them</i> " as a form of affection, " <i>Cried Out</i> " expresses sadness. Floyd showed humanity and compassion in the face of death, while Chauvin was considered to have violated ethics in the extreme.
56.	And in that possibility, there is still an <u>opportunity</u> the country will, one day, <u>live up to its own ideals</u> .			✓	Positive appreciation (valuation). " <i>opportunity</i> ", " <i>live up to its own ideals</i> " considers that socio-political possibilities remain. Robert argues that socio-political possibilities still exist to achieve the ideals of justice.

57.	USA Today	On Saturday's episode of The Excerpt podcast: For a moment, George Floyd's murder <u>changed everything</u> .			✓	Positive appreciation (valuation). The verb phrase " <i>changed everything</i> " considers events to have a large/valuable impact.
58.		<u>Are those days gone?</u> USA TODAY Chief Political Correspondent Phillip M. Bailey discusses.			✓	Negative appreciation (valuation). The clause " <i>are those days gone</i> " assumes that the value of the change may not last.
59.		Of course, millions <u>took to the streets to protest Floyd's killing</u> .	✓	✓		Negative affect (sadness/anger) shown by the phrase " <i>protest Floyd's killing</i> " showing sadness and anger as a result of the incident, as well as the Negative Judgment (propriety) shown by " <i>Floyd's killing</i> " which considers the act of murder to be inappropriate/unethical.
60.		So at the time, it seemed like almost <u>similar to the murder of Emmett Till</u> , the 14-year-old Black boy who was killed back in 1954 in Mississippi, and so the <u>spark in many ways of the civil rights movement</u> .			✓	Positive appreciation (valuation). The phrase " <i>similar to the murder of Emmett Till</i> " considers Floyd's incident to be equivalent to a very important historical event. While " <i>the spark... of the Civil Rights Movement</i> " gave a high rating because it was considered to be the trigger for a large movement.
61.		But four years later, a lot of those <u>promises have been unkept</u> , a lot of those <u>commitments have been pulled back</u> , and many people, activists, residents, and voters feel like we're <u>in the midst of a backlash</u> , not seen since the civil rights movement.		✓		Negative judgment (propriety/tenacity) because the word " <i>promises have been unkept</i> " considers social actors (politicians) immoral because they do not keep promises (negative propriety), in the word " <i>commitments have been pulled back</i> " considers lack of commitment/perseverance (negative tenacity), then the word " <i>in the midst of a backlash...</i> " shows that serious social consequences are caused by failure to deliver on promises.
62.		There is enough <u>zero-sum game sentiment</u> around race relations in the country where anytime progress looks <u>like it's about to be achieved</u> or made, there's almost an <u>immediate backlash</u> that often starts with <u>recasting the origins</u> of what this initiative was, why we were here in the first place, and then it gets <u>turned into an anti-white resentment</u> .		✓		Negative judgment (Propriety) is shown in the " <i>zero-sum game sentiment</i> " which assesses social attitudes as unjust (selfish), in the word " <i>immediate backlash</i> " considers social/political reaction as a moral error because it rejects progress, then, the word " <i>recasting the origins... anti-white resentment</i> " indicates that motives and framing are manipulated, deemed inappropriate or unethical.
63.		But largely we have seen though between 2000 and 2022, for example, 62% of the			✓	Positive appreciation (valuation) on the sentence " <i>62%... adopted some types of alternative public</i>

	<u>largest US cities adopted some type of alternative public safety response.</u>				<i>safety response</i> " considers policy change as a form of real progress and positive value.
64.	"Look, we've <u>passed over 100 bills in George Floyd's name</u> at the local and state level."			✓	(positive appreciation - valuation). The phrase " <i>passed over 100 bills in George Floyd's name</i> " considers it a great achievement and positive value,
65.	For example, in Albuquerque, New Mexico, <u>millions of dollars we diverted to establish a new community safety department</u> .			✓	Positive appreciation. " <i>millions of dollars were diverted... to establish a new community safety department</i> " is recognized as a novelty (innovative) in public policy.
66.	Other cities are trying to <u>adopt 911 alternatives</u> where we're <u>sending unarmed civilians to more low emergency calls</u> .			✓	Positive appreciation (valuation/innovative) in the word " <i>adopt 911 alternatives</i> " is considered a new step/innovation, and the word " <i>sending unarmed civilians to more low emergency calls</i> " is considered a progressive way to improve public safety.
67.	Accountability for law enforcement <u>doesn't really register as a top issue</u> for Americans.		✓		Negative judgment (tenacity/propriety) the phrase " <i>doesn't really register as a top issue</i> " assumes that politicians/the public does not show commitment or seriousness (tenacity), and implicitly that ignoring important issues (police accountability) is a form of moral improbity.
68.	Joe Biden <u>featured George Floyd's sister in a campaign</u> ad.		✓		Negative judgement (propriety). " <i>Featured George Floyd's sister in a campaign</i> " initially showed moral support and commitment,
69.	Yet by 2022, his state of union address, he <u>went out of his way</u> , Taylor, to criticize defund the police, specifically saying that this is not the time to do that, we don't need to abandon our streets, that he opposes that idea.		✓		Negative Judgment (tenacity) " <i>went out of his way</i> " considers it a lack of consistency / not firm in commitment.
70.	That <u>became really a wedge issue</u> for Democrats.		✓		Negative judgment (propriety). " <i>became really a wedge issue</i> " considers action to be more triggered by political strategy than moral justice.