ATTITUDE ANALYSIS IN CNN AND BBC NEWS COVERAGE OF HURRICANE HELENE

THESIS

By:
Iffah Al Wafiroh Hamdiyanah
NIM 210302110087

**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2025**

AN ATTITUDE ANALYSIS IN CNN AND BBC NEWS COVERAGE OF HURRICANE HELENE

THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial of the Requirements for the Degree of Sarjana Sastra (S.S)

By:
Iffah Al Wafiroh Hamdiyanah
NIM: 210302110087

Advisor:
Mira Shartika, M.A.
NIP: 197903082023212008

**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2025**

STATEMENT OF AUTHORSHIP

I state that the thesis entitled **"Attitude Analysis in CNN and BBC News Coverage of Hurricane Helene"** 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 biblioghraphy. Hereby, if there is any objection or claim, I am the only person who is responsible for that.
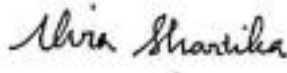
Malang, 19 December 2025
The researcher

Iffah Al Wafiroh Hamdiyanah
NIM 210302110087

APPROVAL SHEET

This is to certify that Iffah Al Wafiroh Hamdiyanah thesis entitled **Attitude in CNN and BBC News Coverage of Hurricane Helene** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S).

Malang, 19 December 2025
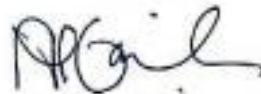
Approved by
Advisor,

Mira Shartika, M.A.
NIP 197903082023212008

Head of Department of English Literature,

Dr. Agwin Degaf, M.A.
NIP 198805232015031004

Acknowledged by
Dean,

Dr. M. Faisol, M.Ag.
NIP 197411012003121003

LEGITIMATION SHEET

This is to certify that Iffah Al Wafiroh Hamdiyanah's thesis entitled **Attitude Analysis in CNN and BBC News Coverage of Hurricane Helene** has been approved by the board of Examiners as one of the requirements for the degree of Sarjana Sastra (S.S.) in Department of English Literature.
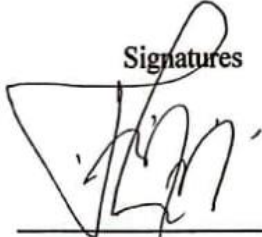
Malang, 19 December 2025

Board of Examiners   Signatures

1. Chair

   Dr. Ulil Fitriyah, M.Pd., M.Ed.

   NIP 198208232023212021

2. First Examiner

   Mira Shartika, M.A.

   NIP 197903082023212008

3. Second Examiner

   Vita Nur Santi, M.Pd.

   NIP198306192011012000

Approved by

The Dean of the Faculty of Humanities

Dr. M. Faisol, M.Ag.

197411012003121003

DEDICATION

This final project is dedicated to those who have always supported me. To all my lecturers who guided me from the beginning of my studies until I was able to successfully complete this final project. To my parents who fully supported all of my choices and prayed for me day and night. To my fellow students who have accompanied me from the beginning of my studies until the thrilling moments at the end of this academic journey. May Allah continue to ease our path in all our good endeavors. Amen.

ACKNOWLEDGMENT

Praise and thanks be to Allah SWT, who has blessed the author with good health, Islam, and faith, enabling him to complete this task well. We offer our prayers and greetings to His Majesty the Prophet Muhammad SAW, who has guided his servants from darkness to the joy of worshipping Allah. We also express our gratitude for the support given to the author's education at UIN Malang, namely to the rector of UIN Malang, Prof. Dr. Hj. Ilfi Nur Diana, M.Si., CAHRM., CRMP. The Dean of the Faculty of Humanities, Dr. M. Faisol, M.Ag., the Head of the English Literature Department, Dr. Agwin Degaf, M.A., the faculty advisor, Dr. Siti Masitoh, M.Hum., and the most influential person in the completion of this final project, the advisor, Mira Shartika, M.A. May you always be blessed with ease and swiftness in all good things.

To KH. Marzuki Mustamar and Umi' Saidah Mustaghfiroh, who provided the author with a comfortable and safe place to study and rest, as well as worldly and religious knowledge that is very meaningful to the author's life. To Mr. Drs. Abdul Karim Fuad and Mrs. Suwaibatul Aslamiyah, who supported the author in many ways, from words of encouragement, financial support, and prayers day and night. may your shoulders always be strengthened and their lives be prolonged. To the author's siblings, Amak, Fithri, and Ahmad, who are all striving on different paths. To the extended family who has always supported the author's educational journey, a thousand thanks and warm regards filled with longing.

To my fellow English Literature students at Escanor 21, thank you for supporting each other and being friends who challenge each other intellectually over the past 4.5 years. Good luck on your future journeys, friends! To my friends at the Gasek islamic boarding school who helped me with many things, talked with me day and night, and taught me many new things. May Allah always ease our process in doing good. And not forgetting Iffah Al Wafiroh, myself. Thank you for being strong, persevering, and rising above all the fatigue, laziness, and doubts. Thank you for not forcing perfection but ultimately being able to achieve it. May what has been strived for be granted by the One who grants all. Aamiin.

Last but not least, may the results of this final project contribute to the world of literacy or to future generations. This thesis is far from perfect, but the author hopes that this simple work may serve as a first step toward continued learning, growth, and providing benefits to anyone who reads it.

Motto

"And that human will get nothing except what he strives for"

An Najm: 39

ABSTRACT

Hamdiyanah, Iffah Al Wafiroh (2025) *Attitude Analysis in CNN and BBC News Coverage of Hurricane Helene*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Mira Shartika, MA.

Key word: Atttitude,, CNN, BBC News, hurricane Helene

This study examines how CNN and BBC News evaluate attitudes, emotions, feelings, events, objects, and behaviors in news texts about Hurricane Helene. This study uses the attitude from Martin & White's Appraisal Theory (2005). This study uses a descriptive qualitative research method by taking four data from CNN and BBC News online media from September to October 2024. The analysis was conducted by examining attitude categories. The results show that CNN uses more negative appreciation and negative affect to assess the damage and impact caused by the storm, as well as the personal stories of the victims. Meanwhile, BBC was more dominant in using negative appreciation to assess the scale of damage, the severity of the storm, and the post-storm recovery process. The difference in the use of evaluative language shows that CNN and BBC have different perspectives even though they highlight the same event. On the other hand, this study also has many limitations so that it cannot be generalized widely. Therefore, it is recommended to expand the number of media and data to be analyzed, as well as to use other appraisal categories such as engagement and graduation so that the analysis results are more comprehensive for further research.

الملخص

حمديانة، إيفة الوفيره (٢٠٢٥) تحليل المواقف والجوانب الإنسانية في تغطية CNN و BBC News لإعصار هيلين.أطروحة. قسم الأدب الإنجليزي،كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية، مالانج. المشرف: ميرا شارتيكا، ماجستير.

الكلمات المفتاحية: الموقف ، CNN، BBC News، إعصار هيلين.

تبحث هذه الدراسة في كيفية تقييم CNN و BBC News للمواقف والعواطف والمشاعر والأحداث والأشياء والسلوكيات في النصوص، وكذلك كيفية إبراز كلا الوسيلتين الإعلاميتين للجانب الإنساني في تغطية إعصار هيلين. تستخدم هذه الدراسة الموقف من نظرية التقييم لمارتن ووايت (٢٠٠٥) لا يزال تطبيق نظرية التقييم ونظرية التأطير نادرًا في الدراسات السابقة، لذا تحاول هذه الدراسة سد هذه الفجوة. تستخدم هذه الدراسة طريقة البحث النوعي الوصفي من خلال أخذ أربعة بيانات من وسائل الإعلام الإلكترونية CNN و BBC News من سبتمبر إلى نوفمبر ٢٠٢٤. تم إجراء التحليل من خلال فحص فئات المواقف المستخدمة في النص ثم ربطها بعناصر الاهتمام الإنساني من نظرية التأطير. تظهر النتائج أن CNN تستخدم تقديرًا سلبيًا وتأثيرًا سلبيًا لتقييم الأضرار والتأثيرات التي تسبب فيها العاصفة، بالإضافة إلى القصص الشخصية للضحايا. بالإضافة إلى ذلك، تسلط CNN الضوء أيضًا على اللغة العاطفية والقصص الشخصية، وهي العناصر الأكثر هيمنة في الاهتمام الإنساني، مع التركيز على الجوانب العاطفية والوجدانية واتخاذ نهج مكثف تجاه الضحايا. في الوقت نفسه،كانت BBC News أكثر هيمنة في استخدام التقدير السلبي لتقييم حجم الأضرار وشدة العاصفة وعملية التعافي بعد العاصفة. من حيث الاهتمام الإنساني، قامت BBC News بتأطير اللغة العاطفية والصور العاطفية بشكل أكبر، مع التركيز على المشاعر ووصف الأحداث بوضوح في النص. تُظهر هذه النتائج أن الاختلاف في اللغة بين CNN و BBC News يؤدي إلى اختلاف وجهات النظر حول موضوع ما، بحيث يكون لكل وسيلة إعلامية هويتها الخاصة من حيث معنى سردها الإخباري.

ABSTRAK

Hamdiyanah, Iffah Al Wafiroh (2025) *Analisis Sikap dan Aspek Kemanusiaan pada Pemberitaan Badai Helene di CNN dan BBC News.* Skripsi. Jurusan Sastra Inggris Fakultas Humaniora Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Mira Shartika, M.A.

Kata kunci: *Sikap, CNN, BBC News, badai Helene*

Penelitian ini menelaah bagaimana CNN dan BBC News mengevaluasi sikap, emosi, perasaan, peristiwa, objek, dan perilaku dalam teks berita hurricane helene. Kajian ini menggunakan attitude dari Appraisal Theory Martin & White (2005). penelitian ini menggunakan metode penelitian kualitatif deskriptif dengan mengambil empat data dari media online CNN dan BBC News dengan rentang waktu September sampai Oktober 2024. Analisis dilakukan dengan menelaah kategori attitude. Hasil penelitian menunjukkan bahwa CNN lebih banyak menggunakan negative appreciation dan negative affect untuk menilai kerusakan dan dampak dampak yang diakibatkan oleh badai, dan cerita personal dari korban terkait. Sementara itu, BBC lebih dominan dalam menggunakan negative appreciation untuk menilai skala kerusakan, tingkat keparahan badai dan proses pemulihan pasca badai. perbedaan penggunaan bahasa evaluatif tersebut menunjukkan bahwa CNN dan BBC memiliki sudut pandang yang berbeda meskipun menyoroti peristiwa yang sama. disisi lain, penelitian ini juga memiliki banyak keterbatasan sehingga belum dapat digeneralisasikan secara luas. oleh karena itu, disarankan untuk memperluas jumlah media dan data yang akan dianalisis, serta menggunakan kategori appraisal lain seperti engagement dan graduation agar hasil analisis menjadi lebih komprehensif untuk penelitian selanjutnya

TABLE OF CONTENT

CHAPTER I

BACKGROUND OF THE STUDY

This introductory chapter covers the background of the research, research questions, benefits, significance of the study, scope and limitations, and definition of key terms. This chapter explain how this research was conducted.

A. Background of the Study

Disasters have become a public concern because they have a tremendous impact on human life and ecosystems (Adnan & Budirahayu, 2023). Natural disasters are also a challenge for an affected area in economic and social recovery, especially the recovery of the environment itself. According to Parida (2021), disasters are sudden events that cause major societal disruptions, such as economic and environmental damage and loss of life. Reporting from Britannia.com, natural disasters are adverse events caused by natural phenomena, not human activity. Englund (2023) adds that disasters are large-scale, traumatizing events that often cause significant losses to individuals and affected communities.

Hurricane Helene is one example of a natural disaster highlighted by international media, BBC News, and CNN. As reported by CNN, Hurricane Helene was a major storm that originated in the Gulf of Mexico and quickly approached the Florida coast. The storm formed and strengthened over super-warm waters in the Gulf of Mexico, which provided additional space to enhance

the storm's presence. This storm is one of the largest in the Gulf of Mexico in the last 100 years. Its wind strength was extensive, covering an area as far as the distance between Indianapolis and Washington extensive, covering an area as far as the distance between Indianapolis and Washington DC. According to the National Hurricane Center (NHC), Hurricane Helene caused hundreds of deaths and billions of dollars in property damage. Strong winds caused widespread damage, knocking down buildings, uprooting trees, and damaging the gulf's power lines and coastal areas to the mountains of North Carolina. Also, Hurricane Helene brought devastating impacts, one of which was that many communities affected by the disaster experienced impaired access to health services, including shortages of essential medicines and services for people with chronic diseases (Wren, 2024).

The media plays an important role in disseminating information about Hurricane Helene to the general public. This makes the media one of the factors shaping public opinion and can influence how people view issues. In conveying this, the media often uses certain language and presentation methods to frame news and social issues so that they can form interpretations, understandings, and emotional responses according to the reactions presented (Elahi, 2023). In addition, technological developments have shifted the pattern of information dissemination, where the media no longer rely on traditional models such as print or public broadcasting but are increasingly influenced by commercial media and online platforms (Wang, 2022). However, in its reporting, the media also does not present all aspects in its delivery, but only emphasizes certain parts that are considered important (Irom et al., 2021).

On the other hand, the media also functions as a means of disseminating information and helping the public to get clear and precise information (Morss et al., 2024). Not only presenting news during the event, but the media also conveys the development of information after the main news is reported (Englund, 2022). Post-disaster misinformation is a major obstacle to recovery, so a better strategy for disseminating information is needed (Wren, 2024). Therefore, the media must convey information and be fast, precise, accurate, and responsible so that the public can understand the situation correctly, especially in the delivery of news about disasters, because if reporting disasters with excessive language without respect for victims, the public doubt the truth of the news itself.

In analyzing how the media framed the news of Hurricane Helene, appraisal theory was used to find out how evaluative language played a role in analyzing the news of Hurricane Helene. White (2015) explains that appraisal is a framework within Systemic Functional Linguistics (SFL) to analyze evaluative meaning in texts. White divides the main categories of appraisal theory into attitude, graduation, and engagement. Attitude itself is divided into three subcategories. Among them are affect, Judgment, and Appreciation.

The media must also use language easily understood by the public in their reporting. Language is a means of communication and plays an important role in conveying information because it can determine how the public understands and even believes the news. For this reason, the researcher used Martin and White's (2005) appraisal theory to analyze disaster news texts from CNN and BBC News.

Several previous studies have used appraisal theory to analyze evaluative language in texts, both spoken and written. The first was a study conducted by Mirzaaghabeyk (2020). This study focused on US President Donald Trump's speech at the 2019 Thanksgiving celebration. The study aimed to analyze the attitude expressed in the political speech of US President Donald Trump. The analysis took 472 sentences from Donald Trump's 2019 Thanksgiving speech. The study results showed that the "judgment" aspect was the most dominant used by Donald Trump in his speech. This was followed by two other elements, namely affect and Appreciation.

Research on attitude evaluation was also conducted by Thahara et al. (2024) from five articles on Jakartapost.com regarding the 2024 presidential election debate. The purpose of this research was to determine the attitudes toward the political ideologies of each presidential candidate. The study results showed that the Judgment aspect dominated the presidential election debates, with 39.7% negative and 24.6% positive evaluations, followed by Appreciation, with 16.4% negative and 8.2% positive evaluations. Affect was the least frequent aspect, with 9.6% negative and 1.4% positive emotions.

White (2024), in his study entitled Appraisal Theory and the Analysis of Point of View in News and Views Journalism, discusses the comparison between two media texts. News reporting written by the news media and viewed journalism containing opinions/comments from the author. The researcher examines how texts influence readers through four factors: the type of attitude appraisal, how the appraisal is communicated, the source of the attitude, and the target of the assessment.

The study results indicate that neither news media nor writers' opinions are ever truly neutral. News media use subtle language that appears neutral but leans toward one side. At the same time, opinion articles express personal views but are sometimes made to seem like the opinions of a particular party. Thus, appraisal theory can explore how journalists cover public opinion using neutral language.

Research using appraisal theory has also been conducted by Krishnan et al. (2024) in their study entitled An Appraisal Analysis of the Performance of Malaysian Fresh Graduates in a Job Interview. Krishnan et al. analyzed how fresh graduates choose appropriate English vocabulary to pass job interviews. The data was collected from the transcripts of interviews with 10 fresh graduates applying for administrative officer positions. The results showed that the candidates who passed the interviews primarily utilized the appreciation subsystem, which involves evaluating and explaining matters using positive language.

Muneeb et al. (2025), in their study entitled Evaluative Language in Political Interviews With Pakistani Politicians: an SFL-Based Appraisal Analysis, discuss how Pakistani politicians use evaluative language in political interviews using the three aspects of appraisal theory, namely attitude, engagement, and graduation. The data analyzed consisted of six interviews: two interviews with Imran Khan, two interviews with Bilawal Bhutto Zardari, and two interviews with Shahbaz Sharif. The results showed that Imran Khan used more negative evaluations, particularly in Judgment, to criticize his opponents. Bilawal Bhutto frequently used Appreciation to praise the government.

Shahbaz Sharif frequently used Affect to create emotional appeal. Imran Khan and Bilawal Bhutto frequently used Monoglossia. Meanwhile, Shahbaz Sharif predominantly used Heterglossia and Force to emphasize urgency.

Simanjutak (2024) also conducted the same research in his study titled An Appraisal Analysis of the Text of President Joko Widodo's Speech. The research used Martin & White's (2005) appraisal theory to analyze the text of President Joko Widodo's speech. The study results show 10 attitudes consisting of 2 positive affects, five positive judgments, two positive appreciations, and one negative Appreciation.

Meanwhile, research on CNN and BBC within the same scope has also been conducted several times with different theories and research objects. For example, research conducted by Hashim (2025) discussed how CNN and BBC represented the Gaza conflict through online news. The results show that CNN is more open in supporting Israel's official narrative. CNN also more often uses quotes from Israeli officials. Meanwhile, the suffering of Palestinians often appears in the background. Meanwhile, the BBC is more careful in conveying narratives and often uses passive language. Meanwhile, research by El Nawawi and Hasan (2021) discusses how CNN and BBC responded to the Christchurch shooting that occurred in 2019. The results of this study found that CNN was more aggressive and explicit in using sensitive language such as terrorism, using more emotional and strong language, and focusing more on the perpetrators, such as their backgrounds and families. Meanwhile, the BBC was more cautious in conveying sensitive language, such as rarely using the word terrorism directly.

Based on the description of previous research above, it can be seen that Martin and White's (2005) Appraisal theory has been widely used to analyze evaluative language in texts. However, research that specifically focuses on analyzing the attitude subsystem to analyze disaster news from two media outlets, CNN and BBC, is still relatively limited. Thus, this study was conducted to fill this gap.

As mentioned above, this study uses two international media outlets, namely CNN and BBC. CNN and BBC themselves come from two different countries. CNN is from the United States and BBC is from the United Kingdom. The differences in the backgrounds of these two media outlets allow for differences in the delivery of information, especially in reporting news about storm disasters.

Disaster reporting requires in-depth analysis because disaster news not only presents information about the occurring disaster but also shapes how the public views safety, risk, and post-storm recovery efforts. Hilberts (2025) explains that storms show signs of arrival but strike fiercely when they hit. This causes misinformation in the media to spread quickly. Therefore, it is necessary to analyze disaster news in the media.

Appraisal theory plays a role in detecting evaluative language in a text. Attitude, as a subsystem of appraisal theory, analyzes how a text, especially a news text, builds emotions, compassion, empathy, and even fear. Through the use of attitude, evaluative language becomes a means for the media to display the emotional side of an event. In addition, researchers can also see how attitudes and assessments of the phenomenon that occurred, as well as the parties involved, are conveyed in the news text.

B. Research Question

Based on the background described above, the research questions are formulated below.

1. How are the attitudes of CNN and BBC news in reporting Hurricane Helene?

C. Significance of the Study

This research is important because it aims to determine how two major media outlets, CNN and BBC, present news about tropical storms regarding language and focus. Through this research on storm news, it is hoped that readers understand that news content is about the facts presented and the human side behind them. This research is also conducted so that readers become more aware of disasters, especially natural disasters. This research is useful for readers to help them obtain accurate and wise information. In addition, this research can also broaden the general public's understanding that disaster news is not just information in the media or natural events, but also a social issue that impacts society.

D. Scope and Limitation

This research analyzes hurricane news in international news media, CNN, and BBC News using appraisal theory within the Systemic Functional Linguistics (SFL) framework. The limitation of this research is that this study only uses two news media, namely CNN and BBC News, and the research results cannot be generalized to all media coverage of Hurricane Helene news.

This research uses qualitative methods by relying on textual analysis. This study also does not analyze external factors that can influence the production of news texts.

This study used a total of four news articles; two news articles were taken from CNN, and two news articles from BBC News, covering the period from September 2024 until October 2024. This number was considered sufficient for qualitative research so that the researcher could focus on the depth of the analysis process rather than the amount of data. In addition, this study only used one aspect of Martin and White's (2005) appraisal theory: attitude. Attitude is used in this study because the researcher focus on how language or text appraisal reflects emotions, moral judgments, or appreciation of an event that has occurred. Among the three systems, attitude is the most relevant to the researcher's field of interest

E. Definition of Key Term

The researcher provided brief definitions of the keywords used in this study to avoid misunderstandings.

1. Appraisal theory is derived from interpersonal Metafunction, one of the systems in the Systemic Functional Linguistics (SFL) framework. Appraisal helps analyze how writers or journalists express their attitudes, emotions, and assessments of an event through language structure.

2. Attitude is a subcategory of appraisal that focuses on conveying emotions, moral judgments, and appreciation of an event. Attitude is divided into three aspects, namely affect (emotion), judgment (judgment of an attitude, morality, or event), and appreciation (judgment of a phenomenon or object).

3. Hurricane Helene was one of the major storms that hit Florida on September 26, 2024. The storm was accompanied by heavy rain and strong winds of up to 140 miles per hour. The event resulted in casualties, economic losses, and disruption to public services.

CHAPTER II

REVIEW ON RELATED LITERATURE

This chapter presents a theoretical description that forms the basis of this study. It covers Systemic Functional Linguistics (SFL), Appraisal Theory, News Media, and Discourse Analysis. This discussion aims to provide a conceptual foundation in line with the scope and scope of the study.

A. Systemic Functional Linguistics (SFL)

Matthiessen and Halliday (2009) explain that SFL is also a tool for social interaction, which has evolved to meet the communicative needs of society. Martin and White (2005) explain that SFL views language from two perspectives. The first is that SFL looks at how language has many possibilities for conveying various meanings, and how those meanings are realized in a text. According to Matthiessen and Halliday, Systemic Functional Linguistics (SFL) has three language functions called metafunctions, namely:

1. Ideational Metafunction

   Ideational Metafunction deals with how language functions to describe experiences, both real and in the human mind. This function helps us understand and recognize the world around us in the form of words and sentences.

5. Interpersonal Metafunction

    Interpersonal Metafunction relates to how language is used in social interaction. With language, humans can express attitudes, build interactions with others, and influence ways of thinking.

6. Textual Metafunction

    Textual Metafunction focuses on how a text is organized to be easily understood. The function makes sentences and paragraphs flow well, are not messy, and have intercoontedness.

    Based on their, the Metafunction that focuses on how language builds social interaction and conveys attitudes is the interpersonal Metafunction. This is consistent with Martin & White's (2005) appraisal theory as a system that is specific enough to examine the involvement of attitudes and language evaluation in a text.

B. Appraisal Theory

Martin and White (2005) explain that appraisal theory is one of the three systems in Systemic Functional Linguistics (SFL) that functions to develop interpersonal meaning. Lu (2023) adds that appraisal theory helps determine how the media shapes public opinion through word choice and language structure. In the interpersonal Metafunction, appraisal does not only stand alone, but also interacts with two other systems: Negotiation and involvement. Negotiation explains how social beings exchange ideas, notions, and perspectives in oral communication.

Usually, these conversations can be statements, questions, suggestions, orders, or even argumentative discussions. Involvement is related to creating closeness in social interactions, such as using slang, nicknames, and other language that shows closeness to others.

In addition to the two systems that interact with appraisal theory, according to Martin and White (2005), appraisal theory has three main components. Among them are:

1. **Attitude**

   Attitude is the core of appraisal theory. Attitude focuses on the language used to express positive or negative attitudes. Either towards objects, individuals, or events. Through appraisal theory, one can build opinions and influence the audience, either readers or listeners. According to Martin & White (2005), attitude has three subcategories:

   a. Affect (expression of emotions and feelings)

      Affect focuses on how a person expresses emotions and feelings into the text. The emotions expressed can also be expressed in different types of levels. There are several types of expressions in affect

      1) Un/happiness: expression of happiness/sadness

2) In/security: expressions of security or insecurity

3) Dis/satisfaction: expression of being satisfied or dissatisfied 0u

b. Judgement (assessment of human attitudes)

Focuses on assessing a person's actions, character and attitudes based on moral and social norms. judgment is divided into two main categories:

1) Social esteem: social esteem is an assessment made on a person's ability or personality. In this category there are three types of personality assessment. Namely normality, how generally a person act normally. Capacity, which is how talented a person is. Tenacity, which is about the toughness of the person.

2) Social sanction: judgment based on legal and moral norms. There are two types of judgment in this category. Veracity, a person's

sincerity in saying something. Proprierty, a person's conformity to norms and ethics.

c. Appreciation

Appreciation refers to objects, events, ideas, notions and works that are evaluated based on their impact, usefulness and visual image. There are three types of assessment in this subcategory:

1) Reaction: the attractiveness of something to the audience

2) Composition: the degree of organization of something to the audience

3) Valuation: being able to judge something that has a certain meaning.

2. **Engagement (building on or opposing ideas in a text)**

Engagement describes how a text provides a point of view on another text. Does the text reinforce the truth, or refute it, or is it neutral towards the other opinion. There are 4 categories of engagement in composing communication with other opinions:

a. Disclaim (rejection of an opinion)

1) Deny: a direct rejection. Using denial words such as no, don't, not.

Example: rain is not the main factor causing storms

b. Counter: rejection in a more invisible way. Usually uses the conjunctions "although", "but"

Example: Even if it rains all day, the storm won't come.

c. Proclaim (give approval to an opinion)

1) Concur: shows certainty

Example: Of course, everyone knows that continuous rain is not good for nature and other ecosystems.

2) Pronounce: shows firmness in opinion.

Example: There is no denying that heavy rainfall that falls all day can certainly worsen the condition of nature.

3) Endorse: show evidence

Example: research conducted by prof. is enough to show that high rainfall throughout the day have a negative impact on the sustainability of the ecosystem.

4) Entertain: in this category, the writer shows a more neutral opinion. They usually use the words likely, likely and the like in their opinions.

Example: Heavy rain all day is likely to cause flooding.

d. Attribute: quoting other people's opinions.

1) Acknowledge: neutrally attribute someone else's opinion.

Example: According to Mike, prolonged heavy rain can have a negative effect on the surrounding ecosystem.

2) Distance: relying on someone else's opinion but not fully believing it.

Example: According to Mike, prolonged heavy rain can have a negative effect on the surrounding ecosystem. However, there is no clear scientific explanation for this opinion.

3. **Graduation**

Graduation is a part of appraisal theory that focuses on how a text shows how strong or how clear an attitude is. There are two main types in this category.

a. Force

Force explains how strong or weak the text is in conveying a phenomenon. Force itself is divided into two parts.

1) Intensification: shows how much the process, emotion or quality is strengthened or weakened.

Examples: very good, running fast, very strong earthquake.

2) Quantification: shows the strengthening or weakening of frequency or amount.

Example: often happens, many victims affected, little attention.

b. Focus

The focus in this graduation explains how clear and assertive the text is in conveying a phenomenon. The focus itself is divided into two parts:

1) Sharpening: shows that the impression in the domain is firm and clear 2.

Example: biological father, really miserable.

2) Softening: indicates that the textual intent of the topic is gray, unclear and uncertain.

E.g. still approximate, quite dangerous, relatively the same.

C. News Media

1. **Aspects of Language Analysis in News**

According to Bell (1991), when analyzing language in news, there are three things to consider:

a. Genre: the type of program or text from the media to be analyzed. For example, political news, horror podcasts, or comedy TV shows.

b. Media outlets: determine the media to be analyzed. For example, news articles from CNN or the Jakarta Post, Instagram captions, newspapers, advertisements on Spotify, or live TikTok videos.

c. Output: the results produced or the final output of the media that can be heard, read, or seen by the audience. For example, the result of an article is the news itself.

2. **Media Genre in General**

   In general, media genres are divided into four categories, namely:

   a. Service information: contains a list of information, not long articles. Typically filled with financial reports or sports statistics.

   b. Opinion: contains subjective views such as official media opinions, opinion columns, or reader letters.

   c. Special-topic news: reports focused on a specific field, such as the entertainment world or art information available only on certain days.

   d. Other supporting elements such as headlines, subheadings, bylines, and photo captions.

3. **Genre of Media Workers**

   Meanwhile, for media workers or newsworkers, there are two main genres:

   a. Hard News

     Hard news contains news about important and recent events. In its delivery, hard news gets straight to the point and uses more

formal language. Examples include news about accidents, crime, disasters, and official announcements from an agency.

b. Feature

The content of features tends to be longer than hard news. This is because features discuss a topic in greater depth and detail. In its presentation, features use more casual language than hard news, taking the form of opinion pieces or storytelling. Sometimes features are not written by journalists.

However, the distinction between these two types of news is not fixed; sometimes they are mixed depending on the context and the news being reported. Additionally, many parties are involved in producing news, so news scripts undergo several rounds of revision and refinement. News scripts circulate extensively within the newsroom or editorial office before being officially published.

4. **News Production Process**

There is a process of repeated revisions in the newsroom or editorial office during news production. The news production flow is as follows:

a. The news text is written by a journalist and then submitted to the chief reporter.

b. The chief reporter revises the first version to create a second version, which is then given to the subeditor.

c. The subeditor edits and creates a third version, which is then sent to the editor.

d. The editor reviews the third version and creates a fourth version. The editor returns it to the subeditor.

e. In the final version, the existing manuscript is refined to create a fifth version, after which the new news text is sent to the media.

5. **Editing Process**

In addition to the news production process, the editing process also has several stages. The editing process includes several things:

a. Deleting some parts of the original text. This is because there is information that the editor considers unnecessary.

b. Adding basic explanations of terms found in previous news scripts.

c. Correcting spelling and style.

6. **News Source**

In creating news, journalists use spoken and written language, sourced from:

a. Direct or online interviews

b. Written texts from speeches

c. Documents from reports or surveys

  d. Press releases

  e. Previous news on the same topic

  f. Journalists' personal notes

7. **The Roles of The Audience**

  After undergoing several rounds of revisions, the news script can be consumed by the audience. The roles of the audience are as follows:

  a. Addressee: recognized by the speaker and able to speak directly with them.

  b. Auditor: recognized by the speaker but not directly invited to speak.

  c. Overhear: someone who is present but not an official participant in the conversation.

  d. Eavesdropper: someone who listens quietly without the speaker's knowledge.

CHAPTER III

RESEARCH METHOD

This third chapter explains the research methodology, including the type of research, data source, research instrument, data collection technique, and data analysis technique applied in this study. This explanation aims to show the systematic steps for data collection and analysis.

A. Research Design

This study used qualitative methods because it conducts an in-depth analysis of a news story, rather than simply using existing data. In addition, the data in this study has been taken from news stories about disasters that had clearly already occurred. According to Creswell (2007), this study analyzes evaluative meanings in greater depth in line with the characteristics of qualitative research. It highlights how the media emphasizes the human side of news reporting, rather than simply using existing data. Still in line with the characteristics of qualitative research, this study also makes the researcher the main instrument for data collection. In addition, this study is also flexible so that it can be adapted to the conditions in the field. Thus, qualitative methods in this study are most appropriate because they can help with detailed media analysis using evaluative language.

B. Data and Data Source

The data source of this research has been taken from online news texts published by CNN and BBC News regarding Hurricane Helene news. The data

from news articles published by the two media above includes pre, during, and post-hurricane Helene news in Florida and surrounding areas in September 2024 until October 2024. Researcher access the two media above to collect relevant data with the keywords "hurricane Helene" and "attitude". Researcher examined the content of the news, starting from words, phrases, clauses, and sentences that contained attitudes.

Not all storm news reports within the aforementioned time period were analyzed in this study. The researcher only analyzed news reports containing the word "Hurricane Helene" in text form, not images or videos. In addition, the researcher only took news content with a maximum of 800 words from the official CNN and BBC websites. This is because news articles with too many words tend to be dominated by informative words and lack evaluative language, which is why the researcher imposed a word limit on the selection of news articles to be analyzed. Based on the above criteria, the researcher obtained two CNN news articles and two BBC articles that met the research criteria.

The two media used as the main data collection were chosen because they are included in the international media, which are often used as the main information for the global public. In addition, researcher also analyze the differences between the two online media on how the two major media deliver hurricane news, whether there are differences in accentuating attitudes (appraisal), or how the two media above frame the existing hurricane news, whether one of the media shows enough sympathy for humanity through the news delivered, or vice versa.

The researcher focus the research conducted by collecting two news articles from CNN online news media and two news articles from BBC News online news media to serve as the main data to find out varied perspectives and a thorough understanding of the research focus taken. The two media used as the main data collection were chosen because they are included in the international media, which are often used as the main information for the global public. In addition, researcher also analyze the differences between the two online media on how the two major media deliver hurricane news, whether there are differences in accentuating attitudes (appraisal), or how the two media above frame the existing hurricane news, whether one of the media shows enough sympathy for humanity through the news delivered, or vice versa.

C. Research Instruments

The researcher acted as the main instrument or human instrument In qualitative research (Creswell, 2007). The researcher determined the direction and focus of the study directly. The stages carried out begin with the process of collecting data, preparing data analysis and providing conclusions. This role cannot be replaced by tools or other automated systems so that researcherare required to have a high sense of sensitivity to context, and can analyze text critically.

To support the data analysis process, researcher also prepared tools in the form of analysis sheets arranged in categorization tables. This table is made based on appraisal theory by Martin and White (2005), especially in the attitude category, which has three subcategories in it. Namely affect, feelings or emotions. Judgment, an assessment of a particular character or individual. Appreciation an assessment of phenomena, objects, processes related to the research topic.

D. Data Collection Process

At this stage, the researcher used systematic steps to collect data. Researcher obtained research data sources from online media, namely CNN and BBC News. The data sourced obtained were public and accessible to the general public from the official CNN and BBC News websites, so there was no need to obtain permission from any company or institution. The first step in the data collection process is to search for news from the official CNN and BBC websites using the keyword "Hurricane Helene." After that, the researcher applies the data selection criteria described in the Data Source subchapter. If the news found meets these criteria, the researcher downloads the article for analysis. Through this process, two news articles from CNN and two news articles from BBC were obtained.

E. Data Analysis Process

After obtaining news that met the criteria, the researchers read each article thoroughly and identified sections of text that contained attitudes based on Martin and White's Appraisal theory framework (2005). Data that indicated

attitudes were then entered into an analysis table according to the attitude categories described in the Research Instrument subsection. After that, each sentence or clause was analyzed individually to determine the attitude category contained therein. Once the category was found, the researcher provided an overall analysis of each word or phrase that contained attitude. Each piece of data analyzed came from one news article.

After that, at the end of each data analysis, the researcher concluded the most dominant attitude category. In addition, the researcher compared the findings from CNN and BBC with the results of previous studies at the end of the overall data analysis.

CHAPTER IV

FINDINGS AND DISCUSSIONS

A. Findings

Based on the data found, this study identifies the use of attitude from Martin and White's Appraisal theory (2005). The attitude appraisal that appears in the data includes all categories of attitude itself, namely Affect, Judgment, and Appreciation. Based on the overall data, appreciation and affect are the two categories that appear most dominant over judgment.

1. Affect

Affect is one category of attitude used to express and build emotional reactions to a text. Affect relates to the way language is used to record and express positive and negative feelings, such as feelings of happiness or sadness, confidence or anxiety, and excitement or boredom. Therefore, the affect category is used in this study to identify how emotions and feelings are displayed in the Hurricane Helene news text.

Datum 1

"Many shellshocked survivors can't even begin the arduous task of rebuilding"

The above quote describes the emotional state of the affected victims. Meanwhile, the word "shellshocked" refers to a state of mental shock. The phrase "can't even begin" emphasizes the victims' inability to start the recovery process after the disaster.

Based on Martin and White's (2005) Appraisal theory, the above quote falls into the affect category because it expresses the emotional condition of the affected victims. If analyzed further, the statement above is categorized as negative affect insecurity because it shows a sense of helplessness and emotional instability in facing the post-disaster situation. Thus, this data shows how CNN uses language to build readers' emotional reactions to the suffering of Hurricane Helene victims.

Datum 2

"I can't even think about a time frame for how long it's going to take to recover from this storm."

The above statement shows feelings of confusion and overwhelm in dealing with the storm situation. This is because the impact of Hurricane Helene is so severe and it is impossible to imagine when it will end. This expression refers to an emotional state full of uncertainty and concern about the future of the recovery process.

Based on Martin and White's (2005) Appraisal Theory, the above quote falls into the category of affect because it expresses the feelings and emotional reactions of victims to the situation that has befallen them. This statement is classified as negative affect, specifically insecurity, because it shows feelings of anxiety, worry, fear, and concern about improving the situation after Hurricane Helene. This shows that CNN is showing the emotional side of the victims to reinforce the humanitarian impact in its coverage of Hurricane Helene.

Datum 3

"Devastation does not even begin to describe how we feel"

The above statement shows that the feelings experienced by the victims are far greater than the visible damage to infrastructure. The phrase "how we feel" emphasizes the emotional state of the victims, who were deeply affected by Hurricane Helene. The statement above describes a deep sadness and a sense of loss that is difficult to express in words.

Based on Martin and White's Appraisal Theory (2005), the above sentence falls into the category of affect because it directly expresses the feelings and emotions of the victims. More specifically, the above sentence falls into the category of negative affect, particularly unhappiness, because it refers to the emotional sadness and suffering experienced by the victims. Through the use of this language, CNN highlights the emotional impact of the disaster to build readers' empathy for the victims affected by Hurricane Helene.

Datum 4

"My heart is broken for our people here."

The above statement expresses deep sadness for the condition of the community affected by Hurricane Helene. This expression not only conveys sympathy, but also shows emotional concern for the suffering experienced by residents in the region. This phrase reflects feelings of grief, empathy, and concern for the situation at that time.

The above quote falls into the category of affect because it expresses the emotions of the victims based on Martin and White's Appraisal theory (2005). The statement specifically falls into negative affect because it expresses sadness and pain for the suffering of people who are equally affected.

Thus, CNN reinforces the care and sympathy among victims affected by Hurricane Helene.

Datum 5

"We need emergency relief right now."

The above sentence describes the emergency situation experienced by the community affected by Hurricane Helene. The phrase "right now" indicates that assistance is needed immediately. The statement emphasizes the emotional stress, anxiety, and insecurity felt by victims in a situation of post-disaster deprivation.

Based on Martin and White's Appraisal Theory (2005), the above quote falls into the category of affect because it expresses the emotional condition of the victims. The above statement is categorized as negative affect, specifically insecurity, because it shows a sense of insecurity and concern about unmet needs.

Datum 6

"Our prayer is that people are just not losing hope because our community is coming together."

The above statement shows that there is still hope amid the difficult situation caused by Hurricane Helene. The phrases "not losing hope" and "our community is coming together" show solidarity and social support among residents who are helping each other. This expression reflects the optimism and emotional strength of the community in facing disasters.

The above quote falls into the category of affect based on Martin and White's (2005) Appraisal Theory because it expresses the feelings and emotional state of the affected victims.

The above sentence falls into the category of positive affect, specifically security, because it shows a sense of hope, unity, and confidence that the situation will improve with the support of the community.

Datum 7

"He's worse shape than I am"

The above quote describes the physical and emotional state of someone who is in worse condition than the speaker. This expression indirectly shows concern for the suffering of others who are worse off than oneself.

The above quote falls into the category of negative affect, specifically insecurity, in accordance with appraisal theory because it relates to a person's feelings and emotional state.

Datum 8

"Shalana Jordan says she hasn't given up that her 70-year-old parents, Nola and Robert Ramsuer, will be located."

The above statement shows that Shalan Jordan has not given up and still hopes that her missing parents will be found. This statement shows the emotional state of someone who is in a situation of uncertainty, but still tries to maintain hope even though it is not yet known where they are after Hurricane Helene. Based on appraisal theory, the above statement falls into the category of positive affect, specifically hope, because it shows an attitude of optimism and belief that her parents can still be found.

Datum 9

"we sadly lost a few of our animals"

The victim expressed sadness over the loss of pets due to the disaster. The word "sadly" clearly shows feelings of grief and loss, and indicates that the impact of the disaster was felt not only by humans, but also by other living creatures. Based on appraisal theory, the above sentence falls into the category of negative affect because it shows sadness due to loss.

Datum 10

"There are a lot of children, a lot of parents, a lot of entire families lost."

In this statement, the victims affected by the storm describe the scale of loss caused by the disaster. The repetition of the phrase "a lot of" indicates the large number of victims, ranging from children to entire families. This statement paints a tragic and sad picture of the situation. The above quote falls into the category of negative affect, specifically sadness, according to appraisal theory. This is because the above sentence describes an emotional reaction to the loss of loved ones.

Datum 11

"and to see people that you know and have to see that in the aftermath of all this has been pretty difficult"

The above sentence expresses how emotionally difficult it is to see people you know, especially those who have been directly affected by the disaster. The phrase "pretty difficult" shows the difficulty that arises from being left behind by loved ones.

Based on the above sentence, the category of negative affect, specifically misery, is appropriate because it describes the deep emotional suffering caused by seeing the impact of a disaster on those closest to you.

Datum 12

"The death toll is expected to rise as dozens of search teams continue recovery efforts and relatives search for missing loved ones."

In this statement, the BBC reports that the death toll will continue to rise as evacuation and recovery efforts continue after the disaster. This statement describes an unstable and uncertain situation, especially for families who are still missing and searching.

Based on appraisal theory, the above quote falls into the category of negative affect, specifically insecurity, because it shows anxiety and uncertainty about the possibility of an increase in the death toll.

Datum 13

"the mayor says he is 'frustrated it's taken so long' for federal aid to arrive"

In this data, the BBC quotes the mayor's statement expressing frustration that aid from the federal government has taken too long to arrive. This expression shows disappointment at the slow response to the disaster.

In appraisal theory, the above quote falls under negative affect, specifically dissatisfaction, because it reflects a sense of discontent and disappointment with the aid that has not arrived.

2. Judgement

Judgment relates to the linguistic resources used to assess a person's behavior based on certain moral values such as ethical, social, or legal standards. Through judgment, speakers can offer criticism or praise according to the actions being taken.

Datum 14

"We do not need sightseers coming in to observe the damage. We ask you not to come in unless you are on a specific mission to help with rescue."

The above statement contains an appeal from the government for the public not to come just to see the damage. There is concern that the arrival of tourists, visitors, or sightseers could hinder the evacuation process after Hurricane Helene and the recovery process after the disaster. In appraisal theory, the above sentence falls into the category of judgment because it assesses human behavior. The above statement is classified as social sanction-property, with a negative assessment of sightseers and a positive assessment of rescuers.

Datum 15

"Officials implored residents to avoid traveling to hard-hit areas so emergency responders can reach those in need."

The above statement reports the appeal made by officials to residents not to travel to severely affected areas. The aim is to enable emergency personnel to move more quickly and effectively to help victims in need. Based on appraisal theory, the above quote falls into the category of positive judgment, specifically social sanction property.

This is because the above quote assesses the government's actions as appropriate and responsible in a hectic situation such as a disaster.

Datum 16

"Gary O'Dell, a disabled Vietnam War Veteran, epitomized that generosity by sharing his oxygen tank with a neighbor"

This statement highlights Gary O'Dell's action of sharing his oxygen tank with a neighbor despite his own physical limitations. This action demonstrates concern and sacrifice among fellow citizens and victims in the midst of an emergency such as this storm. The above statement falls under the category of positive judgment, specifically social sanction-property according to appraisal theory, because it evaluates the individual's action as a moral act.

Datum 17

"It is important to preserve as much potable water as possible for general hospital use"

CNN conveyed the importance of conserving water so that it can be used for many purposes, such as hospital needs. This statement emphasizes the emergency conditions and limited resources due to the impact of disasters. The above quote falls under positive judgment, specifically social sanction property. This is because the quote assesses the appeal to conserve water as an appropriate and responsible action for the benefit of many people.

3. Appreciation

Appreciation discusses how language is used to evaluate objects, events, or phenomena. This evaluation relates to how valuable and meaningful something is according to the writer. Appreciation can be positive or negative, depending on whether the writer considers the thing being evaluated to be valuable or not.

Datum 18

"The magnitude of devastation wrought by Helene intensifies by the hour as search crews discover more bodies and floodwaters slowly recede—revealing more neighborhoods obliterated by the storm."

The above quote describes the impact of the destruction caused by Hurricane Helene, which worsened over time. More and more victims were found, and residential areas were destroyed when the floodwaters receded. The above quote emphasizes the scale of the widespread damage. Based on theory appraisal, the above quote falls into the category of negative appreciation because it assesses or evaluates an event and its impact. Specifically, it is a reaction-impact because it assesses the magnitude of the impact caused by the disaster.

Datum 19

"It really feels like a post-apocalyptic scene."

The above quote describes the condition of the environment after a disaster, which is severely damaged and no longer normal, as evidenced by the use of the phrase "post-apocalyptic" as a metaphor. The above quote emphasizes how extreme and frightening the situation was for the victims at that time.

The above quote falls under negative appreciation, specifically composition according to appraisal theory. This is because the text above describes physical conditions and visualizes a place in a negative and extreme manner.

Datum 20

"We are seeing just piles of people's houses that were destroyed. Buildings that were destroyed. Cars overturned."

CNN describes the physical damage in detail through a list of buildings and vehicles destroyed by flooding caused by the storm. Repeated references to destruction indicate that the damage was widespread and severe.

The above quote falls into the category of appreciation because it assesses the condition of objects and the environment. The above statement is categorized as negative appreciation, specifically valuation. This is because the above quote emphasizes the severe level of damage to infrastructure and private property.

Datum 21

"Helene's destruction is the most devastating thing I've ever seen in our whole city."

The above statement shows a personal assessment of the scale of destruction caused by Hurricane Helene. With diction that mentions that Hurricane Helene was the most devastating storm in the speaker's lifetime, the above quote sufficiently describes the severity of the storm at that time.

Based on appraisal theory, the above quote falls under negative appreciation, specifically valuation, because it evaluates the severity of the disaster as something very bad and unprecedented.

Datum 22

"A massive relief effort is ongoing across the devastated region to restore power, rebuild damaged water and cell infrastructure, and get supplies to areas cut off from road access after Helene tore up and washed out roads and bridges."

CNN reports that a massive relief effort is underway. This statement indicates the recovery process that is being carried out after the disaster by repairing infrastructure and distributing aid to hard-to-reach areas. The above quote falls into the category of appreciation positive reaction-impact. This is because the above sentence evaluates the relief efforts as an active response that has an impact on the crisis situation.

Datum 23

"The Blue Ridge Parkway remains closed ... will remain closed with no set reopening date as crews continue assessing damage from Helene."

CNN reported that one of the important roads remains closed with no certainty as to when it will reopen. This shows that the impact of the disaster is still ongoing and has not been fully addressed. Based on appraisal theory, the above sentence falls into the category of negative appreciation, specifically reaction impact, as it shows the continued impact of the disaster on transportation access and community mobility.

Datum 24

"You'll see their trucks outside, but we have crews from across the country who are here, and that number is more than 1,300."

In this data, CNN highlights the large number of rescue teams that came from various regions to help with disaster management. The large number mentioned shows the scale of the national response to Hurricane Helene. In addition, the above sentence falls into the category of positive appreciation, specifically reaction-impact, because it assesses the presence of rescue teams as a strong response.

Datum 25

"Massive storm Helene has left a trail of devastation across six states in the south-east US, destroying communities and claiming more than 116 lives."

In this data, the BBC describes the massive impact of Hurricane Helene, which spread across six states in the southeastern United States. This statement emphasizes the enormous scale of the disaster, from the destruction of communities to the high number of casualties.

The above quote falls under negative appreciation, specifically reaction-impact according to appraisal theory, because it assesses the magnitude of the destructive impact caused by the disaster.

Datum 26

"The mountainous region of western North Carolina has seen homes and bridges washed away, villages flattened, and the tourist city of Asheville cut off."

The above sentence describes the physical damage that occurred in the mountainous region of North Carolina. Houses, bridges, and villages were destroyed. Meanwhile, the city of Asheville was isolated. This statement shows that disasters not only destroy buildings but also disrupt the social and economic life of the community.

In appraisal theory, the above quote falls under negative appreciation, specifically valuation, because it assesses the level of physical damage and its impact on the affected area.

Datum 27

"Recovery is proving difficult with so many roads impassable."

The above quote highlights the difficulty of the recovery process due to the large number of impassable roads. This condition slows down the distribution of aid to the local community. The appraisal category contained in the above sentence is negative appreciation, specifically reaction-impact. This is because the above sentence assesses the obstacles to recovery as a further impact of the disaster.

Datum 28

"Many communities were completely cut off, North Carolina Governor Roy Cooper told CNN on Monday, attributing the difficulty to the region's rugged terrain."

From the data above, the BBC quoted Governor Roy Cooper's statement explaining that many communities were still isolated due to difficult geographical conditions. This statement suggests that natural factors exacerbated the impact of Hurricane Helene. Based on theoretical appraisal, the above sentence falls under negative appreciation, specifically valuation, because it assesses the condition of the region that worsened the disaster situation and made evacuation difficult.

Datum 29

"We have biblical devastation."

The data above illustrates that the level of destruction caused by Hurricane Helene was extreme. This statement reinforces the impression that the disaster was beyond the normal scale. The above quote falls into the category of negative appreciation, particularly valuation, because it assesses the disaster as a very severe and extraordinary event.

Datum 30

"Large swathes of North Carolina remain immobilized by the effects of the storm."

The BBC reported that most of North Carolina remains paralyzed by the storm. This statement confirms that normal community activities have not yet returned to normal. In theoretical appraisal, the above sentence falls into the category of negative appreciation, specifically reaction impact, because it assesses the impact of the disaster on the continuity of life in the region.

Datum 31

"Mitchell County experienced a catastrophic 500-year flood."

The BBC reported that Mitchell County experienced a major flood described as a 500-year flood. This term is used to indicate that such floods are rare and on an extraordinary scale. This statement helps readers understand that this event was not a normal occurrence, but an extreme event that had a major impact on the region. Based on appraisal theory, this quote falls into the category of negative appreciation, specifically valuation.

This is because it evaluates the flood as a very severe event that had a serious impact on the environment and the community.

B. Discussions

Based on the findings, this study answers the research question regarding the attitudes of CNN and BBC in reporting Hurricane Helene. The study found that CNN and BBC's coverage of Hurricane Helene was dominated by the use of affect and appreciation, while judgment appeared in more limited quantities. The dominance of affect and appreciation shows that both media outlets focused more on the emotional aspects of the victims and the scale of the disaster's destruction, rather than moral judgments of specific individuals.

The dominance of affect in the coverage of Hurricane Helene shows that CNN and BBC are consistent in building emotion in their texts. The use of negative affect, such as sadness, anxiety, frustration, and loss of loved ones or possessions, shows how both media outlets highlight the suffering of the victims. This is in line with the function of affect in Martin and White's (2005) appraisal theory, which is to express feelings.

These findings indicate that disaster reporting not only serves to convey information, but also as a means to build public empathy. By presenting direct quotes from victims that show uncertainty and sadness, the media encourages readers to understand disasters as human experiences, not just natural events. In addition to negative affect, this study also found the use of positive affect such as hope and community solidarity. The presence of this positive affect shows that the media not only conveys suffering but also the solidarity of local residents.

Meanwhile, compared to affect and appreciation, the category of judgment appeared less frequently. This shows that CNN and BBC did not provide many direct moral judgments of specific individuals or groups in their coverage of Hurricane Helene. The judgments that did appear were generally related to appeals from the government and acts of solidarity carried out by the local community. The lack of negative judgment shows that the media tends to be cautious and does not blame any particular party for the disaster. On the contrary, positive judgment is used to highlight actions that are considered appropriate and responsible, such as appeals to the public not to hinder the evacuation process and actions to help each other among residents.

Meanwhile, the appreciation category was predominantly used by CNN and BBC to describe the impact of Hurricane Helene. Negative appreciation appeared frequently in assessments of physical damage, such as destroyed homes and infrastructure, isolated areas, and obstacles to community activities. This shows that the media emphasized the scale of damage caused by the disaster. The use of expressions such as "post-apocalyptic scene" and "biblical devastation" helped readers imagine the severity of the conditions in the affected areas. These expressions reinforced the impression that this disaster had an extraordinary impact and was difficult to deal with in a short period of time.

In addition, positive appreciation is also used to describe ongoing relief efforts and the recovery process. This shows that the coverage does not only focus on the destruction, but also highlights the ongoing efforts to repair and provide support.

Although CNN and BBC both dominate the use of affect and appreciation in their coverage of Hurricane Helene, there are several differences in how the two media outlets construct attitudes through the language they use. CNN tends to feature more direct quotes from victims and local officials that contain strong emotional content, with negative affect such as sadness, anxiety, and uncertainty often appearing in victims' statements.

Meanwhile, the BBC tends to focus more on describing the overall conditions and structural impacts of the disaster. The use of negative appreciation in BBC news is often seen in assessments of regional damage, disruption of access, and the increasing number of casualties.

Overall, the difference between CNN and BBC is not one of contrast, but rather one of emphasis. CNN highlights the emotional side and personal experiences of victims, while BBC emphasizes the broader impact of the disaster and the conditions in the affected areas.

In addition to comparing the findings between CNN and BBC, the study also relates the findings to relevant previous studies. Therefore, this study has several similarities and differences with studies conducted by Mirzaaghabeyk (2020), Thahara et al. (2024), Krishnan et al. (2024), and Simanjuntak (2024), all of which used appraisal theory to examine the evaluative language in the texts. Meanwhile, research conducted by Hashim (2025) and El Nawawi and Hasan (2021) in their study comparing CNN and BBC both show that CNN is more explicit in delivering news, while BBC tends to be neutral and moderate in its choice of language, especially on sensitive issues.

Thus, it can be seen that CNN is more emotional and expressive in delivering news. In contrast, the BBC's language is lighter, more informative, neutral, and passive. The above findings are similar to those of researchers who show that CNN is more emotional and closer to the victims, as evidenced by the many direct statements from the victims concerned, while the BBC, based on this study, tends to highlight facts and be more neutral in conveying information.

Based on these findings, this study shows that CNN and BBC's attitude in reporting Hurricane Helene was constructed through evaluative language that emphasized the emotions and magnitude of the disaster. The dominance of affect and appreciation shows that the media plays a role in helping readers understand the conditions of the disaster emotionally and visually, not just informatively.

The implication and finding of this study is that the choice of language in news reports influences how readers interpret disaster events. By clearly presenting emotions, suffering, and damage, the media can encourage a sense of concern and social awareness of the conditions of the affected communities. In addition, the limited use of judgment shows that the media tries to maintain a relatively neutral stance and does not corner certain parties.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter explains the conclusions of the results of research on two media using two different theories and contains suggestions for further research.

A. Conclusions

Based on the results of research from four news reports from CNN and BBC News, it can be concluded that the two news media outlets presented different attitudes and perspectives in their coverage of Hurricane Helene, even though the reports were published within a relatively short period of time. CNN uses more emotional and personal language, such as explicit descriptions of fear and trauma, as well as numerous personal stories from victims. The findings show that negative affect and judgment are more dominant. In contrast to CNN, BBC News tends to use informative and factual language, such as in conveying the scale of damage and the impacts that occurred after Hurricane Helene. It is evident that appreciation dominates in this media outlet.

B. Suggestions

Based on the results of the above study, several recommendations can be made, especially for future studies that wish to examine the media and disaster reporting. This study is limited because it only uses two platforms and only takes two news articles from each platform. At the same time, this study also only uses one category, namely attitude from the other categories of appraisal.

Therefore, the results of this study cannot be generalized to all of the news media mentioned. Consequently, future researchers could expand the scope of their study by involving more media outlets from various news sources, or by extending the data collection period. In addition, they could also use other appraisal categories in their entirety, such as engagement and graduation.

REFERENCES

Adnan, R., & Budirahayu, T. (2023). Natural Disasters and Public Concern for Their Causes. *Midang*, *1*(1), 33-42.

BBC Newsround. (2024, October 1). Hurricane Helene: What damage did Hurricane Helene cause?. Retrieved May 9, 2025, from https://www.bbc.co.uk/newsround/articles/c77xd8p5x0lo

Bell, A. (1991). *The language of news media* (pp. 84–85). Oxford: Blackwell.

Creswell, J. W. (2007). *Qualitative inquiry and research design: Choosing among five approaches* (2nd ed.). Sage Publications.

El-Nawawy, M., & Hasan, B. A. (2022). Terrorism, Islamophobia and White supremacy: Comparing CNN and the BBC coverage of the Christchurch mosque shooting. *Journal of Arab & Muslim Media Research*, *15*(1), 65-85.

   https://doi.org/10.1386/jammr_00041_1

Elahi, M. E., Waqar, M., & Usman, M. (2023). The Power of Media: Exploring the Dynamics of Media Effects on Public Opinion Formation. *Indus Journal of Social Sciences, 1*(01), 6–11.
https://doi.org/10.59075/ijss.v1i01.19

Englund, L., Bergh Johannesson, K., & Arnberg, F. K. (2022). Media perception and trust among disaster survivors: Tsunami survivors' interaction with journalists, media exposure, and associations with trust in media and authorities. *Frontiers in Public Health*, 10, 943444. https://doi.org/10.3389/fpubh.2022.943444

Hashim, A. A. (2025). Pragma-Stylistic Features of Persecution in CNN and BBC Coverage of the Gaza Crisis. *44*(3), 972-989. https://doi.org/10.63797/bjh.

Hilberts, S., Govers, M., Petelos, E., & Evers, S. (2025). The Impact of Misinformation on Social Media in the Context of Natural Disasters: Narrative Review. JMIR infodemiology, 5, e70413. https://doi.org/10.2196/70413

Hurricane Helene. (n.d.). Encyclopedia Britannica. Retrieved May 9, 2025, from https://www.britannica.com/event/Hurricane-Helene

Krishnan, I. A., Maniam, M., & Mokhtar, M. B. M. (2024). An appraisal analysis of the performance of Malaysian fresh graduates in a job interview. *SAGE Open, 14(1), 21582440231214893*. https://doi.org/10.1177/21582440231214893

Lu, Z. (2023). Discourse Analysis of "Fukushima Nuclear-contaminated Water" News Reports from the Perspective of Attitude in Appraisal Theory. *International Journal of Linguistics, Literature and Translation, 6*(8), 174–182. https://doi.org/10.32996/ijllt.2023.6.8.16

Martin, J. R., & White, P. R. (2005). *The language of evaluation* (Vol. 2). Basingstoke: Palgrave Macmillan.

Matthiessen, C. M., & Halliday, M. A. K. (2009). *Systemic functional grammar: A first step into the theory*.

Mirzaagabeyk, M. (2022). Attitude System Realization of News Texts in Light of Appraisal Theory. *Journal of Contemporary Language Research, 1*(1), 1–8. https://doi.org/10.58803/jclr.v1i1.1

Morss, R. E., Prestley, R., Bica, M., & Demuth, J. L. (2024). Information dissemination, diffusion, and response during Hurricane Harvey: Analysis of evolving forecast and warning imagery posted online. *Natural Hazards Review, 25*(3), 04024020. https://doi.org/10.1061/nhrefo.nheng-1802

Muneeb, M., Wahab, A., & Qasim, H. M. (2025). Evaluative language in political interviews with Pakistani politicians: An SFL-based appraisal analysis. *Journal of Applied Linguistics and TESOL (JALT), 8*(2), 1144–1162.

Neumann, I. B. (2008). Discourse analysis. In *Qualitative methods in international relations: A pluralist guide* (pp. 61–77). London: Palgrave Macmillan UK.

Schleppegrell, M. J. (2012). Systemic Functional Linguistics. In *The Routledge Handbook of Discourse Analysis* (pp. 21–34). Routledge.

Shahid, B., & Zahra, M. F. (2025). Representation of climate change in Pakistani media: An analysis of print media news stories and official tweets. *UCP Journal of Mass Communication, 3*(1), 1–31. https://doi.org/10.24312/ucp-jmc.03.01.506

Lu, Z. (2023). Discourse Analysis of "Fukushima Nuclear-contaminated Water" News Reports from the Perspective of Attitude in Appraisal Theory. *International Journal of Linguistics, Literature and Translation, 6*(8), 174–182. https://doi.org/10.32996/ijllt.2023.6.8.16

Martin, J. R., & White, P. R. (2005). *The language of evaluation* (Vol. 2). Basingstoke: Palgrave Macmillan.

Matthiessen, C. M., & Halliday, M. A. K. (2009). *Systemic functional grammar: A first step into the theory*.

Mirzaagabeyk, M. (2022). Attitude System Realization of News Texts in Light of Appraisal Theory. *Journal of Contemporary Language Research, 1*(1), 1–8. https://doi.org/10.58803/jclr.v1i1.1

Morss, R. E., Prestley, R., Bica, M., & Demuth, J. L. (2024). Information dissemination, diffusion, and response during Hurricane Harvey: Analysis of evolving forecast and warning imagery posted online. *Natural Hazards Review, 25*(3), 04024020. https://doi.org/10.1061/nhrefo.nheng-1802

Muneeb, M., Wahab, A., & Qasim, H. M. (2025). Evaluative language in political interviews with Pakistani politicians: An SFL-based appraisal analysis. *Journal of Applied Linguistics and TESOL (JALT), 8*(2), 1144–1162.

Neumann, I. B. (2008). Discourse analysis. In *Qualitative methods in international relations: A pluralist guide* (pp. 61–77). London: Palgrave Macmillan UK.

Schleppegrell, M. J. (2012). Systemic Functional Linguistics. In *The Routledge Handbook of Discourse Analysis* (pp. 21–34). Routledge.

Shahid, B., & Zahra, M. F. (2025). Representation of climate change in Pakistani media: An analysis of print media news stories and official tweets. *UCP Journal of Mass Communication, 3*(1), 1–31. https://doi.org/10.24312/ucp-jmc.03.01.506

Thahara, Y., Firdaus, A. Y., Amelia, F., Lailiyah, S., Novitasari, N. F., Mila, D. T., & Khissoga, R. H. (2024). Attitude and political ideology of 2024 Indonesian presidential candidates reported in Jakartapost.com. *Register Journal, 17*(1), 123–145. http://dx.doi.org/10.18326/rgt.v17i1.123-145

Wang, L. (2022). Factors influencing public opinion in mass media news coverage. *BCP Business & Management, 34*, 1109–1114

CURRICULUM VITAE

Iffah Al Wafiroh Hamdiyanah, as known as Fera, was born in Gresik, February 4, 2001. She attended MA Tahfidh Al Amien Prenduan. She once served as a member of the DPS (Student Representative Council) and was the general treasurer of RITMA 2018-2019 (similar with OSIS). In her final year, she moved to MA 1 Annuqayah Putri Sumenep and graduated in 2020. She became a student at English Literature UIN Malang in 2021. She is active in the UKM Seni Religius MC division. Now she is an active student and is very involved in the Sabilurrosyad Gasek Malang Islamic Boarding School.

APPENDICES

A. Research Object Link

Link from CNN

1. https://edition.cnn.com/2024/09/30/weather/hurricane-helene-recovery- cleanup-monday/index.html
2. https://edition.cnn.com/2024/10/05/us/helene-death-toll-

rises-saturday

Link from BBC

1. https://www.bbc.com/news/articles/ckgve4l7kpko
2. https://www.bbc.com/news/articles/cn4ywwxv34po

B. Data Classification
   1. CNN Data 1 for Attitude Classification

No.	Appraisal item	Attitude type	Sub-category	Explanation
1.	The magnitude of **devastatation** wrought by Helene intensifies by the hour as search crews discover more bodies and floodwaters slowly recede-revealing more neighborhoods obliterated by the storm	Appreciation	Reaction impact (negative)	Expressing the damage caused by Hurricane Helene
2.	Countless families have no idea whether their loved ones survived, as Helene's rampage shredded communication infrastructure.	Judgement	Social esteem-tenacity (negative)	Explaining the extent of infrastructure damage following Hurricane Helene
3.	It really feels like a **post-apocalyptic** scene	Appreciation	Composition (negative)	The use of the term "post-apocalyptic" adequately describes the situation in the areas affected by Hurricane Helene.
4.	Many **shellshocked survivors** can't even begin the arduous task of rebuilding..	Affect	Insecurity (negative)	Not only did it damage infrastructure, Hurricane Helene also caused trauma to the victims.
5.	**Compounding the tragedy,** some roads and bridges that are desperately needed to carry aid or reach trapped victims are now impassable or no longer exist.	Appreciation	Valuation (negative)	Explaining that Hurricane Helene hampered residents' activities due to damage to infrastructure
6.	**I can't even think** about a time frame for how long it's going to take to recover from this storm	Affect	Insecurity (negative)	Expressing concern about post-storm recovery
7.	Devastation does not even begin **to describe how we feel**	Affect	Unhappiness (negative)	Expressing a range of emotions, including sadness, anxiety, despair, and confusion in the aftermath of Hurricane Helene
8.	**Consider the roads** closed in western North Carolina	Judgement	Social esteem-capacity (positive)	Explaining the local government's appeal to residents
8.	We do **not need sightseers** coming in to observe the damage. We ask you **not to come** in unless you are on a specific mission to help with rescue	Judgement	Social esteem-propiety (positive toward recuers-negative toward touris)	Strong statement from local government to tourists for safety and recovery after Hurricane Helene

No.	Appraisal Item	Attitude Type	Sub-Category	Explanation
9.	We are seeing just piles of people's houses that were **destroyed**. Buildings that were destroyed. Cars overturned	Appreciation	Valuation (negative)	Expressing the damage caused by the storm
10.	Officials implored residents **to avoid traveling to hard-hit** areas so emergency responders can reach those in need.	Judgement	Social sanction-propriety (positive)	Explaining the firm stance of the local government to local residents for the sake of safety
11.	My heart is **broken** for our people here	Affect	Unhappiness (negative)	Expressing sadness and concern due to the lack of resources for the affected victims
12.	We need **emergency relief** right now	Affect	Insecurity (negative)	Showing anxiety because of an urgent need
13.	This is an **unprecedented,** catastrophic event	Appreciation	Valuation (negative)	Evaluating that this disaster is the most devastating disaster that has ever occurred
14.	Helene's destruction **is the most devastating** thing I've ever seen in our whole city	Appreciation	Valuation (negative)	Evaluating hurricane helene
15.	**Our prayer** is that peopleare just not losing hope because our community is coming together.	Affect	Security (positive)	Showing that there is still optimism among the affected victims
16.	Gary O'Dell, a disabled Vietnam War veteran, epitomized that generosity by **sharing his oxygen** tank with a neighbor.	Judgement	Social sanction-propriety (positive)	Showing concern for fellow victims affected by Hurricane Helene
17.	He's in **worse** shape than I am	Affect	Insecurity (negative)	Evaluating the condition of residents whose situation is apparently no better
18.	Communities that are **wiped off the map**," Cooper said, we have to make sure that we … are smart about rebuilding, doing it in a more resilient way	Appreciation-affect	Valuation (negative)-security (positive)	Showing the damage caused by the storm and optimism for recovery after the storm

2. CNN Data 2 for Attitude Classification

No.	Appraisal Item	Attitude Type	Sub-Category	Explanation
1.	**A massive relief effort** is ongoing across the devastated region to restore power, rebuild damaged water and cell infrastructure and get supplies to areas cut off to road access after Helene tore up and washed out roads and bridges	Appreciation	Reaction-impact (negative)	Appreciating the recovery efforts after Hurricane Helene

2.	**Blue Ridge Parkway remains closed:** The 400-mile-long Blue Ridge Parkway spanning through North Carolina and Virginia will remain closed with no set reopening date as crews continue assessing damage from Helene, according to the National Park Service	Appreciation	Recation-impact (negative)	Evaluating the damage caused by Hurricane Helene
3.	You'll see their (FDNY) trucks outside, but **we have crews** from across the country who are here, and that number is more than 1,300,	Appreciation	Reaction-impact (positive)	Appreciating the hard work of rescue team officers
4.	Daughter clings to hope that **missing** North Carolina parents will be found: Shalana Jordan says she hasn't given up hope that her 70-year-old parents, Nola and Robert Ramsuer, will be located after Swannanoa, North Carolina, was ravaged by catastrophic flooding last week, she told CNN.	Affect	Insecurity (negative)	Evaluating of a child's concerns about their parents
5.	I still have a **small glimmer** of hope	Affect	Security (positive)	Expectations for parental safety
6.	We **sadly lost** a few of our animals	Affect	Unhappiness (negative)	Sadness over the loss of a animals
7.	"There's a **lot of kids lost, a lot of parents lost, a lot of entire families lost**. And to see people that you know and have to see that in the aftermath, of all this has been pretty difficult,	Affect	Unhappiness (negative)	Deep sorrow for the loss of life,
8.	It is **important to preserve** as much potable water as possible for general hospital use	Judgement	Social sanction-propriety (negative)	Criticizing responsibility for resource use
9.	Working in close coordination with North Carolina, we are **providing** this initial round of funding so there's no delay getting roads repaired and reopened, and re-establishing critical routes	Appreciation	Reaction-impact (positive)	Menilai koordinasi dan respons cepat dari pemerintah

3. BBC Data 1 for Attitude Classification

No.	Appraisal Item	Attitude type	Sub-category	Explanation
1.	**Massive** storm Helene has left a **trail of devastation** across six states in the south-east US, **destroying communities** and **claiming** more than 116 lives.	Appreciation	Reaction- impact (negative)	The phrases used indicate that the disaster had a significant impact.
2.	The mountainous region of western North Carolina has seen homes and bridges **washed away**, villages **flattened** and the tourist city of Asheville **cut off.**	Appreciation	Reaction-impact (negative)	The use of words that indicate destruction shows the impact of Hurricane Helene.
3.	Recovery is proving **difficult** with so many roads **impassable.**	Appreciation	Valuation (negative)	It shows that the recovery situation was negative.
4.	The death toll is expected to rise as dozens of search teams continue recovery efforts and relatives **search for missing loved ones.**	Affect	Insecurity (negative)	It adequately expresses sadness and loss.
5.	Many communities were completely **cut off**, North Carolina Governor Roy Cooper told CNN on Monday, attributing the **difficulty** to the region's **rugged terrain.**	Appreciation	Valuation (negative)	The words used indicate obstacles caused by geographical conditions.
6.	The rescues are further **complicated** by the **isolated** nature of the mountain cities in North Carolina,	Appreciation	Valuation (negative)	The phrase assesses the difficulty of the rescue situation, not the emotions involved.
7.	where many roads remain **closed** from damage and flooding.	Appreciation	Reaction-impact (negative)	Assessing the impact of Hurricane Helene.
8.	Governor Cooper has warned that Helene has brought damage of **"historic proportions"** and **urged** people to stay off the roads.	Appreciation	Valuation (negative)	Explaining the scale of damage caused by Hurricane Helene.
9.	The mayor says he is **"frustrated** it's taken so long" for federal aid to arrive	Affect	Dissatisfaction (negative)	Indicating negative emotions towards the delay in aid.
10.	Many **fear** that number could rise	Affect	Insecurity (negative)	Expressing emotions directly.

4. BBC Data 2 for Attitude Classification

No.	Appraisal Item	Attitude type	Sub-category	Explanation
1.	**Hundreds of people remain missing after catastrophic flooding** decimated towns, destroyed roads and cut off power for more than a million homes in the US south-east.	Appreciation	Valuation (negative)	Shows the severity of the disaster
2.	The death toll has continued to rise since Hurricane Helene - which was later downgraded to a tropical storm - **tore across** the region.	Appreciation	Valuation (negative)	Expresses how powerful and destructive Hurricane Helene was.
3.	was filled with roughly 50 volunteers working to get supplies to the **hardest-hit** areas of the state.	Appreciation	Valuation (negative)	Assesses the damage to areas affected by Hurricane Helene
4.	The **community response** has just been **amazing**	Appreciation	Valuation (negative)	Positive assessment of the community spirit shown by local residents
5.	On social media, you see lots of people that you know that are still **looking for loved ones**	Affect	Insecurity (negative)	Expressing anxiety and loss
6.	**One was devastated** by Hurricane Katrina, lost everything. So she moved to Asheville	Affect	Unhappiness (negative)	Expressing sadness
7.	Looks like she's **wiped out** again	Affect	Unhappiness (negative)	Expressing the suffering experienced by victims
8.	We have **biblical devastation**	Appreciation	Valuation (negative)	Showing the scale of the destruction
9.	This is the **most significant** natural disaster that any one of us has ever seen	Appreciation	Valuation (negative)	Assessing the severity of the disaster
10.	large swathes of North Carolina remain **immobilised** by the effects of the storm.	Appreciation	Valuation (negative)	Highlighting the serious impact
11.	Mitchell County experienced a **catastrophic** 500-year flood	Appreciation	Valuation (negative)	Highlighting the scale of the disaster and the level of damage after Hurricane Helene
12.	Everybody has learnt through Covid the importance of **sizeable** safety stocks	Appreciation	Valuation (positive)	Assessing adequate stockpiles for anticipation