

APPRAISAL SYSTEM REFLECTED IN BO SEO'S ARGUMENTS IN OPEN GRAND FINAL OF THE WORLD UNIVERSITY DEBATING CHAMPIONSHIP 2016

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ABSTRACT

This study attempts to construe (1) the appraisal devices reflected Bo Seo's argument, (2) how Bo Seo position arguments that they became viral in debating community. This research belongs to descriptive qualitative. The data in this study is Bo Seo's argument in the Open Grand Final of World University Debating Championship 2016 Thessaloniki. Furthermore, the data source in this study is the transcribed arguments from a shortened Youtube video by LiveMedia through this link <https://www.youtube.com/watch?v=tngaDNSICpU>. When a categorical technique based on Appraisal theory proposed by Martin and White (2005) was applied, the results indicate that they are Mono-glossic-Engagement (79.24%), Hetero-glossic-Engagement (20.76%); Affect-Attitude (6.66%), Judgement-Attitude (66.67%) and Appreciation-Attitude (26.67%); Force-Graduation (90%) and Focus-Graduation (10%). Based on the analysis of Appraisal System, the debating community may accept Bo Seo's argument about the global poverty pursuing Marxist revolution.

Key words: *Appraisal theory, Argument, Debate, Bo Seo, WUDC*

1. INTRODUCTION

Debate is a process that involves formal discussion on a particular topic. In a debate, opposing arguments are put forward to argue for opposing viewpoints. Debate occurs in public meetings, academic institutions, and legislative assemblies. Usually the debate itself is about world issues which contain urgent problems and need problem solving.

Debate competition using many parliament formats such as British Parliamentary, Asian Parliamentary, etc. The World University Debating Championship has been established since 1980 using British Parliamentary Formats. Most championship of the World University Debating Championship is University of Sydney with 8 championships.

In debating, some debaters use some techniques to impress the audience and adjudicators so they can win the debate. Bo Seo, a debater from Harvard University delivered an impressive argument in the Open Grand Final of World University Debating Championship 2016 held in Thessaloniki, Greece. In the Open Grand Final round with the motion 'This House Believe That the world's poor would be justified in pursuing complete Marxist revolution' Bo Seo delivered his arguments about world's poor and Marxist

revolution that make people impressed. His iconic opening line ‘The global poor all around the world’ has been popular in every debating community even they are trying to use his iconic opening line in their arguments.

Appraisal system is usually used to analyze expressions of something, such as expressions in speech, news item, etc. The appraisal framework, developed by Martin and White (2005) and their colleagues in the 1990s and 2000s, provides for analyses of those meanings by which texts convey positive or negative assessments, by which the intensity or directness of such attitudinal utterances is strengthened or weakened and by which speakers/writers engage dialogistically with prior speakers or with potential respondents to the current proposition. These meaning making resources are grouped together as the “language of evaluation” on the grounds that they all means by which the speaker’s/writer’s personal, evaluative involvement in the text is revealed as they adopt stances either toward phenomena (the entities, happenings, or states of affairs being construed by the text) or toward metaphenomena (propositions about these entities, happenings, and states of affairs) (White, 2015).

The study of appraisal values has been done by Arin (2014). She analyzed the appraisal values in some Malaysian Prime Minister official speech entitled Appraisal Values as Recognized in Some Official Speech Delivered by the Malaysian Prime Minister with Respect of Mh370 Malaysian Airplane. By using the theory of appraisal by Martin and White, Arin talked about Attitude, Engagement, and Graduation. She also discussed how readers were positioned to accept the Prime Minister’s argument without giving back the arguments.

The study of appraisal also has been done by Wu (2013). He analyzes the attitudinal meaning of public service advertising discourse entitled Appraisal Perspective on Attitudinal Analysis of Public Service Advertising Discourse by Using White’s Appraisal Theory. He showed linguistic elements reflected the appraisal meaning and especially what attitudinal value is of frequent occurrence in the target discourse. In his research, He concluded that in the attitude system, affect turns to be the least presentation; implicit judgment shows less distribution than explicit judgment; and more judgment occurs rather than affect and appreciation.

The study of appraisal also has been done by Yuningsih (2018). She analyzed “Lonely Night” song lyric by CNBLUE entitled An Appraisal Analysis: the Interpersonal Meanings in the Discourse of a Lyric by using Martin and White’s theory of appraisal. Yuningsih talked about attitudes values of the song lyric. She only analyzed affect, judgment, and affection of the song lyric. She also discussed about how the composer or singer construed interpersonal feeling towards the song “Lonely Night”.

Based on the background above, the writer wanted to deliver the knowledge about appraisal theory which can be used to analyze arguments in debate to the reader. In debate, there are some techniques to judge which argument can win the debate. With that analogy, appraisal can be used to judge arguments linguistically.

Therefore, the researcher wanted to analyze his arguments using appraisal theory by Martin and White (2005). The purpose of this research is to analyze how Bo Seo’s arguments can be interpreted as viral and memorable in debating community which some debaters uses his jargon in their arguments in debate competition.

The questions of this article are as follows:

1. What appraisal categories were used in Bo Seo’s arguments?
2. How did Bo Seo position arguments that they became viral in debating community?

2. THEORETICAL FRAMEWORK

2.1 Appraisal Theory

Martin and White (2005) says that appraisal is one of three major discourse semantic resources construing interpersonal meaning (alongside involvement and negotiation). Appraisal itself is regionalized as three interacting domains – ‘attitude’, ‘engagement’ and ‘graduation’.

2.1.1 Attitude

According to Martin and White, the system of attitude is focused on speakers’ utilizations for expressing positive and negative feelings involving in the construal of three main semantic domains; affect, judgement, and appreciation.

a) Affect

White (2001) defines Affect as evaluation by means of the writer/speaker indicating how they are emotionally disposed to the person, thing, happening or state of affairs. For

example, 'I love music'; 'This new proposal by the government *terrifies* me' (Rohmawati, 2016). The word 'love' and 'terrified' identified as affect because it indicates the emotion of the speaker.

b) Judgement

Judgement refers to the act of judging people's character in Discourse. Martin and Rose describe that the term 'Judgement' can be thought of as the institutionalization of feeling, in the context of proposals (norms about how people should or shouldn't behave). They stated that classification of Judgement should be divided into two, Social Esteem (Personal) and Social Sanction (Moral) either it is direct or implied (Rohmawati, 2016).

Social Esteem comprises Admiration (positive) and Criticism (negative), typically without legal implication. In a sentence 'I am so *lucky* to have you in my life' can be identified as positive social esteem judgement. The word 'lucky' indicates the speaker's admiration towards the object 'you'.

Social Sanction, on the other hand, comprises Praise (Positive), and Condemnation (Negative), often with legal implications. In a sentence 'Suara Merdeka newspaper is a *credible* news source' can be identified as positive social sanction judgement. The word 'credible' indicates the social sanction because it implies positive moral parameter that Suara Merdeka newspaper can be judged as a trustful media because Suara Merdeka is believed by the reader by its factual news.

c) Appreciation

Appreciation has something to do with aesthetic evaluation of human in appreciating the value of things in Discourse. It deals with evaluations, which are concerned with positive and negative assessment of objects, artifacts (include not only material objects which results from human industry but also works of arts, texts, building, and so on), processes, and states of affairs rather than with human behavior.

In general terms appreciations can be divided into our 'reactions' to things (do they catch our attention; do they please us?), their 'composition' (balance and complexity), and their 'value' (how innovative, authentic, timely, etc.) (Martin & White, 2005). For example, in a sentence 'You such a *boring* man' can be identified as appreciation, because the word 'boring' can bring attention to the man and it can be classified in reaction subsystem of appreciation.

2.1.2 Engagement

Engagement value means by which speakers/writers adjust and negotiate the arguability of their propositions and proposal. Martin and White (2005) say that engagement is concerned with the ways in which resources such as projection, modality, polarity, concession and various comment adverbials position the speaker/writer. There are two subtypes of engagement: mono-gloss and hetero-gloss.

a) Mono-gloss

As a consequence, the communicative context is construed as single voiced or, in Bakhtin's terms, 'monoglossic' and 'undialogised', at least for the brief textual moment taken up by the utterance. By this, the speaker/writer presents the current proposition as one which has no dialogistic alternatives which need to be recognised, or engaged with, in the current communicative context – as dialogistically inert and hence capable of being declared categorically (Martin & White, 2005). For example *The girl **was killed*** can be identified as monoglossic. The phrase '*was killed*' indicates monoglossic because it means that the girl was literally killed and no other probability or dialogistic alternatives that implies on the sentence.

b) Hetero-gloss

Hetero-gloss type is divided into two types; those are dialogic contraction and dialogic expansion. Dialogic contraction alternatively acts to challenge and Dialogic expansion is the degree of utterance which actively makes allowances for dialogically alternative positions and voices. Dialogic contraction is divided into two sub-types, disclaim and proclaim. Disclaim is concerned with rejection, replacement and dismissal. Proclaim is concerned with formulation which can be interpreted as heading off contradiction or challenge from potential dialogic respondents.

White (1998) say that Disclaim divided into Denial and Counter-Expectation. The example of Disclaim-Denial is 'The action *won't* damage the trust between the President and his body guards' and Disclaim-Counter-Expectation is *Amazingly*, this damaged the trust between the President and his body guards (Soepriatmadji & Vidhiasi, 2012).

Also Proclaim can be divided into Expectation, Endorsement, Pronouncement. Expectation values are concerned with the agreement with the current proposition/proposal. The example of Proclaim-Expectation can be found in a sentence, '*The action will, **of course**, damage the trust between President and body guard*'. The word '*of course*' indicates

Proclaim-Expectation because it shows agreement to a proposition about damage the trust between President and body guard.

Other type of engagement system is dialogic expansion. Dialogic expansion means actively makes allowances for dialogically alternative positions and voices. Dialogic expansion has two sub-types, they are entertains and attributes. Entertain here means that the utterance articulates an opinion with regard to the truth-value of proposition. It is usually expressed through *may, probably, I doubt, I think*, etc. For example, in a sentence '***I think you have to buy this book because it is awesome***' can be identified as entertain. The phrase '*I think*' shows that the speaker makes an opinion regarding to the truth that the book is awesome.

Martin and White (2005) in their book "The Language of Evaluation – Appraisal in English" say that attribution deals with formulation which disassociates the proposition from the text internal authorial voice by attributing it to some external source. It can be expressed through *said, believe, suspect, etc.* For example, in a sentence '*Jokowi **said**, We have to keep our distance to stop the spread of Covid-19*'. The phrase '*Jokowi said*' indicates the attribute because it present external voice which is quotation from Jokowi's speech.

2.1.3 Graduation

Graduation attends to grading phenomena whereby feelings are amplified and categories blurred. The subsystem of graduation has to do with the fact that the value of attitudes can be raised or lowered in the discourse. It is possible to intensify or diminish our meanings (Force), or we can 'sharpen' or 'soften' the boundaries of categorical meanings of an experiential phenomenon or attitudinal value (Focus), using words like 'sort of' or 'kind of' and 'real' or 'genuine'.

a) Focus

Under focus it is possible to up-scale, or 'sharpen', the specification so that prototypicality is indicated (eg *a real father, a true friend*) or to downscale, or 'soften', the specification so as to characterise an instance as having only marginal membership in the category (eg *they sort of play jazz, they are kind of crazy, it was an apology of sorts*) (Martin & White, 2005).

The example of sharpen focus can be found in a sentence '*You are **my helpful friend***'. The phrase '*my helpful friend*' indicates the object '*friend*' is sharpen by the word '*helpful*' which means the speaker's friend is helpful. The example of soften focus can be found in a

sentence *'She is **kind of** happy today'*. The word 'happy' is soften using 'kind of' which means that she is not really happy.

b) Force

Force system of graduation concerned with assessing to degree of intensity and amount. There are two categories of force system: intensification and quantification.

According to Martin and White (2005), assessment of degree of intensity can operate over qualities (*slightly foolish, extremely foolish*), over processes (*This slightly hindered us*), or over the verbal modalities of likelihood, usuality, inclination and obligation (*it's just possible that, it's very possible that*). It employ the term 'intensification' to refer to this scaling of qualities and processes. In a sentence *'He is slightly diligent'* can be identified as intensification over qualities. The word '*slightly*' indicates the intensification and the word '*diligent*' indicates the quality of 'He'.

Assessments of amount apply to entities, rather than to qualities and processes. Its term such assessments, 'quantification'. These provide for the imprecise measuring of number (eg *a few miles, many miles*) and imprecise measuring of the presence or mass of entities according to such features as their size, weight, distribution or proximity (eg *small amount, large amount; nearby mountain, distant mountain*). For example in a sentence *'We are many miles away from the destination'* can be identified as quantification measuring of number. The word '*many*' indicates the quantification measuring of number and the word '*miles*' indicates the measurement unit that explains distance.

3. METHOD

The research is descriptive qualitative which means the researcher only explain and describe with a rich collection of data upon the phenomenon and its characteristics of appraisal system found in Bo Seo's arguments.

The data were collected by downloading the video from this link <https://www.youtube.com/watch?v=tngaDNSlCpU>. Then, the researcher transcribe Bo Seo's argument and segmented the arguments into utterances as the unit of analysis. Afterwards, the writers identified the utterances which contains appraisal system. Finally, the researcher classified the utterances according to the Appraisal system as proposed by Martin and White (2005) before the categorized Appraisal were tabulated and interpreted.

4. FINDINGS AND DISCUSSION

The result of the analysis are the answers to the research problems presented in chapter one. The research questions as follows:

- a. What appraisal categories were used in Bo Seo's arguments?
- b. How did Bo Seo position arguments that they became viral in debating community?

To answer those questions the researcher used some data i.e transcribed Bo Seo's arguments in Open Grand Final of World University Debating Championship 2016 Thessaloniki as attached in the appendices. The data were collected from Live Media Youtube channel through this link <https://www.youtube.com/watch?v=tngaDNSICpU>. The duration of the video is 51 minutes 10 seconds. Then, they were shortened into 7 minutes 33 seconds which contains only on Bo Seo's argument part.

4.1 Appraisal Categories in Bo Seo's Arguments

The result of the analysis in terms of appraisal system that were used in Bo Seo's argument in Open Grand Final of World University Debating Championship 2016 Thessaloniki are shown in the table 4.1:

Table 4.1 Appraisal categories in Bo Seo's argument

No	Appraisal System	Sub-system	Findings
1	Engagement	Monoglossic	42 Excerpts
		Heteroglossic	11 Excerpts
2	Attitude	Affect	1 Excerpt
		Judgment	10 Excerpts
		Appreciation	4 Excerpts
3	Graduation	Force	9 Excerpts
		Focus	1 Excerpt
Total			78 Excerpts

The table above has shown 78 excerpts of bo seo's argument reflected appraisal system. The findings consist of 53 excerpts in engagement, 15 excerpts in attitude and 10 excerpts in graduation. Bo seo's argument has high number monoglossic sub-system of engagement appraisal system. This may mean bo seo focusing on delivering evidence in his argument to win the debate. More explanation about the findings will be explained in the sub system below. The researcher will explain more about the excerpt that has been categorized into engagement, attitude and graduation appraisal system in 4.1.1, 4.1.2, and 4.1.3.

4.1.1 Engagement

Engagement appraisal system has found in Bo Seo's arguments in the Open Grand Final of World University Debating Championship 2016 Thessaloniki. The findings has been tabulated in the table 4.1.1:

Table 4.1.1 Engagement table

No.	Appraisal System	Sub-system	F	%
1	Engagement	Monoglossic	42	79.24%
2		Heteroglossic	11	20.76%
Total			53	100%

From the table above, Bo Seo's argument has Engagement appraisal system in it. It is divided into 2 sub-systems which are Monoglossic and Heteroglossic. The argument has 41 findings in Monoglossic with 79.24% percentage and it has 7 findings in heteroglossic with 20.76% percentage.

It means that most of the arguments based on the fact and has no other dialogic expansion or contraction that can be debated by the opponent team. The arguments also has several opinion which has a purpose to support the fact that delivered by Bo Seo. The monoglossic graduation system can be found in some excerpts:

*Excerpt [9]. **That is** what a Marxist revolution means.*

*Excerpt [17]. **That is**, a system of private property emerged out of the enlightenment that is the last 300 years of human existence.*

Implies that here Bo Seo can explain some terms like Marxist revolution, system of private property and the reason why wealthy countries are walthy is through processes which this claim is based on the fact. In excerpt [9] and excerpt [17] Bo Seo succesfully delivered the definition of Marxist revolution and system of private property so the opponent can not give POI (Point of Information) to him. He use "that is" to show that he delivered the definition which based on the general knowledge and can not be debated or added more explanation by the opponent. Bo Seo shows that his argument can not be challenged because he use fact to support his argument in the debate.

Hetero-gloss type is divided into two types; those are dialogic contraction and dialogic expansion. Dialogic contraction alternatively acts to challenge and Dialogic expansion is the degree of utterance which actively makes allowances for dialogically alternative positions and voices. Bo Seo's arguments reflected only on Dialogic expansion heteroglossic which can be found in some excerpts below:

Excerpt [19]. *That's the kind of world that we support.*

Excerpt [29]. *We think that negligence is morally culpable.*

Excerpt [44]. *We think those are morally arbitrary from the consideration of dessert and we don't think that's just grounds.*

In excerpt [19], the researcher can find allowance of dialogic expansion to be created by the opponent about what is the actual world should be support. Because Bo Seo use “we support” that means the opponent can make expansion about what kind of world that the global poor will support.

In excerpt [29], implies here that Bo Seo's argument is based on his opinion about negligence that has been delivered in his arguments. His opinion still can be challenged or rebutted by the opponent about what negligence is. It can be the “weak spot” which the opponent can attack his arguments which it allows dialogic expansion to be created by opponent in their argument against Bo Seo's team.

In excerpt [44], implies here that Bo Seo's opinion in his arguments still can be rebutted by the opponent to attack his arguments because He does not add more reasoning to support his argument. The opponent can still give arguments about the consideration of dessert which can be identified as dialogic expansion.

4.1.2 Attitude

Attitude appraisal system has been found in Bo Seo's arguments in the Open Grand Final of World University Debating Championship 2016 Thessaloniki. The findings has been tabulated in the table 4.1.2:

Table 4.1.2 Attitude table

No.	Appraisal system	Sub-system	F	%
1	Attitude	Affect	1	6.66%
2		Judgment	10	66.67%
3		Appreciation	4	26.67%
Total			15	100%

The table shows that Bo Seo is more likely use Judgment rather than Affect and Appreciation in his arguments. He likes to give judgment to marxist revolution in the debate. Not only the judges, the debaters always used to judge about the motion whether the team position is on government (support the motion) or opposition (oppose the motion).

In terms of affect, there is only one excerpt which reflected the affect attitude system. It can be found in the excerpt:

Excerpt [14]. but in the world in which we do succeed

Implies that here Bo Seo shows positive feeling about success with asking the audience to use their imagination in the world if they are successful. It can be the indication of Bo Seo not only argue the opponent but also involving the audience to be involved in his argument to give easy explanation.

Social Esteem judgment has been found in Bo Seo's argument. It can be found in some excerpt below:

Excerpt [3]. Shackled by capital that's been unjustly acquired.

Excerpt [4]. Constrained by landed gentry that have no incentives but to pursue their own interests

Excerpt [5a]. Chained by the fact that they can't do anything but to look at the question of their own subsistence

Implies here that Bo Seo in his arguments criticize both global poor and Marxist revolution. In excerpt [3], [4], and [5a] Bo Seo implies critics towards the Marxist revolution that makes the global poor suffered. He used the words "shackled", "unjustly", "constrained", and "chained" to picture about the current condition of the global poor that made by the Marxist revolution.

In terms of appreciation, there are 3 excerpts in Bo Seo's argument which reflected appreciation attitude. It can be found in the excerpts below:

Excerpt [32]. That is to say, theft and negligence represent the stripping of the individual right to assert themselves.

Excerpt [41]. That is to say, trade on morally insignificant or arbitrary factors

Excerpt [61]. Uh, we refuse that premise

In excerpt [32], Bo Seo used value appreciation with theft and negligence to represent the individual right to assert themselves. Bo Seo implies the value of the individual right in the global poor are bad.

In excerpt [41], Bo Seo used composition appreciation to the property which they are oppressive to the global poor. He explained that the property is oppressive to the global poor because of morally insignificant or arbitrary factors.

In excerpt [61]. Bo Seo shows reaction appreciation to the opponent's POI. The opponent say "Despite this rhetoric the last two decades have seen almost a million people

lifted out of poverty in Asia because private companies have an incentive to unlock an unskilled and uneducated workforce they otherwise wouldn't".

4.1.3 Graduation

Graduation appraisal system has been found in Bo Seo's arguments in the Open Grand Final of World University Debating Championship 2016 Thessaloniki. The findings has been tabulated in the table 4.1.3:

Table 4.1.3 Graduation table

No.	Appraisal system	Sub-system	F	%
1	Graduation	Force	9	90%
2		Focus	1	10%
Total			10	100%

The table shows that Bo Seo likes to use Force graduation rather than Focus graduation to support and make the arguments that delivered by him more clearly and can be easily understand by the audience. Most of the force graduation system were used in Bo Seo's argument used "more" and "many" to indicate the quantification force system. It can be found in some excerpts below:

Excerpt [13]. That in many instances it will just lead to the rise of Marxist parties.

Excerpt [26a]. In many instances it was negligence.

Excerpt [35]. That's to say compensation, or giving more money, is unlike categorically.

The excerpts above shows that Bo Seo use words "many" and "more" to indicate the quantification force system. In excerpt [13] and [26a], Bo Seo shows the quantification of instances in his argument. In excerpt [35] Bo Seo shows the quantification of money regarding to the global poor condition.

Focus graduation also found in Bo Seo argument in excerpt [43b]:

Excerpt [43b]. The fact that I was born with certain talents or certain skills that other individuals weren't.

In excerpt [43b] implies that Bo Seo used the word 'certain' to sharpen the word 'talents' and 'skills which means that Bo Seo wanted to show that He has talents and skills that other individuals weren't. Bo Seo uses his personal experience to support his argument in the debate.

4.2 Positioning the arguments

There is only one value which belongs to Affect system. This may imply that Bo Seo wants to give a kind of objective evaluation rather than subjective evaluation. Here, Bo Seo asks the audience to act like the global poor who pursue marxist revolution. He asks to

audience to imagine that they are the global poor that explained by Bo Seo in his arguments. It can be found in some excerpts:

Excerpt [11]. The first thing that I'm going to note just on account out of the model is just a picture of what we think this world looks like.

Excerpt [14]. but in the world in which we do succeed.

Excerpt [15]. We encourage you to use your imagination.

In excerpt [11], Bo Seo positioned his argument to involve the audience to think what his world looks like. In excerpt [14] Bo Seo involving the audience again to imagine in the world which they do succeed. In excerpt [15], Implies here that Bo Seo use “we” to Bo Seo encourage the audience to use their imagination so they can feel being the global poor that explained in his argument.

In terms of judgment, Bo Seo wants to show the audiences about the negative and positive assessment towards the global poor and the marxist revolution. It can be found in the excerpt:

Excerpt [3]. Shackled by capital that's been unjustly acquired.

Excerpt [4]. Constrained by landed gentry that have no incentives but to pursue their own interests

Excerpt [16]. That is to say, just notice how chrono-centric our vision of civilization is.

Implies here that Bo Seo gives positioned his argument as subjective evaluation of both the Marxist revolution and the global poor. He does not only give negative assessment to the Marxist revolution but also give negative assessment to the global poor which related to the Marxist revolution.

In terms of Engagement system, the arguments contains monologic and heteroglossic types. Most of the arguments contains monoglossic than heteroglossic. This may mean that Bo Seo showing proof with many facts about his arguments regarding to the motion. He also used some opinion to support his points. Therefore, Bo Seo uses so much variation by employing some facts in explaining about the global poor pursuing marxist revolution. His way of delivering the arguments may make the audiences especially the educated people enjoy listening to his arguments.

In term of Graduation system, Bo Seo may use the grading system of quantification measuring. The employment of the words **many** and **more** do convince this. The use of force system employed by Bo Seo could make the audiences know the meaning of his arguments.

5. CONCLUSION

In conclusion the writers could say that the Appraisal Systems used in Bo Seo's arguments in Open Grand Final of World University Debating Championship 2016 Thessaloniki are Attitude, Engagement and Graduation. There are 78 excerpts reflected in Bo Seo's argument. In terms of Engagement system, there are 52 systems of Engagement which consist of 41 Monoglossic system (79.24%), and 11 system of Heteroglossic (20.76%). In terms of Attitude system, there are 14 systems of Attitude which consist 1 Affect system (6.66%), 10 Judgment system (66.67%), and 3 Appreciation system (26.67%). In terms of Graduation system, there are one focus system (10%) and 9 force system (90%). All the force system are raised force system.

Bo Seo uses positive and negative values toward the system of Attitude. However, the number of Judgment dominates rather than Affect and Appreciation. Probably, Bo Seo wants to give Judgment towards the global poor, marxist revolution and the capital whether it is positive or negative judgment. In terms of Engagement, Bo Seo uses Monoglossic system in most of the arguments. Bo Seo employs some facts to support his argument in the debate. Bo Seo does not want his arguments can be easily rebutted. In terms of Graduation, Bo Seo uses the grading system of quantification measuring. The use grading system of quantification measuring could make the audiences impressed to his arguments.

Therefore, the reason why his arguments become viral in debating community because He positioned his arguments to be easily understand by the audiences. He involved the audiences to his argument so they can easily understand what Bo Seo means in the argument and it was successfully impressed the majority of debating community.

6. SUGGESTION

The researcher still found some obstacles in conducting the appraisal system research. Students in Indonesia especially in Universitas Stikubank (UNISBANK) Semarang are rarely conducting research about appraisal system so the researcher still lack of references and knowledge. It costs much effort to find and understand about appraisal system with limited resources.

The researcher suggesting to find more journals and thesis about appraisal system before conducting the appraisal research. Some of appraisal research are focusing on Attitudinal analysis to find genres and interpersonal meaning of the subject. The researcher

also suggested to understand the research object first because the object is the key of the research.

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