



## **AN ANALYSIS OF ATTITUDE AND GRADUATION OF EVALUATIVE LANGUAGE PRODUCED BY MIKE CHEN AS FOOD VIDEO BLOGGER IN YOUTUBE**

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### **Abstract**

In general, culture is believed to be the identity of a nation and culture influences human thought patterns and speech acts. This study aims to explain and find out the evaluative language produced by a food vlogger (video blogger) or YouTube user with the content about reviewing food. The object of this study is Mike Chen is from China. The method used in this research is a descriptive research. In this study the evaluative language produced by Mike Chen is presented by using appraisal theory. The source data of this research was obtained from five videos of Mike Chen YouTube account. All utterances produced by Mike Chen were transcribed into text as data analysis. The finding of this study revealed that the most prominent aspect in the attitude element is the appreciation and the most prominent aspects in the graduation element are intensifier and metaphorical.

**Key words:** Evaluative language, Food vlogger, You Tube, Appraisal Theory

### **A. INTRODUCTION**

The way people express their opinion is influenced by the way they see the world and the way they see the world depends on their cultural background. In other saying, different background of cultures may influence the behaviour of life of someone, either in terms of mindset or actions. Many people belief that culture is a characteristic or identity of a group of people who inhabit in a particular area. Culture arises from the actions carried out by the community repeatedly so as to form a habit which eventually become a culture of the community it self. The culture that has been formed will enter and become the root in human life. So that without realizing by the people, culture has affected human life. Therefore, different culture means different behaviour of people. Human mindset will affected by their own cultures. Then, it is not an exception in the context of giving the value towards an object. The evaluative language of

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some people or the way people express their opinion about a an object, for example judging a food, a character of someone and appreciating the literature work will be different each other based on their culture.

This research will focus on analysis of evaluative language of Mike Chen as one of the most popular food Vlogger which have cultural background as Chinese which means that Mike Chen is an Asian. According to the illustration of Robson (2015) in expressing ideas, Asian culture tends to be indirectly and not to the point. Even though Mike Chen indicated as an Asian, he has moved to New York for several years. It means that they original culture might be influenced by the society where he is staying right now. This statement is reasonable because it is verified by the statement of Gifford and Nisson (2014), they state that the way people live their daily live in a society will influence their self behaviour. The analysis of evaluative language of Mike Chen done by using the Appraisal Theory by Martin and White(2005); Martin and Rose(2003).

According to Martin and Rose (2003), appraisal is a system of interpersonal meanings. Appraisal can be used to negotiate social relationships of some people by telling the opinion or feelings about things and people. According to White (2005), the appraisal theory is an approach to explore, conduct, and explain how the language is used to evaluate, to construct textual, to adopt stances, and manage interpersonal positioning and relationships. From the two statements above, in other words, appraisal theory is an approach in linguistics study use to find out and identify someone's opinion about an object. It means that it is a study about the way language is used for evaluation of things. Appraisal Theory is divide into three aspects as presented below:

APPRAISAL ASPECTS			
ATTITUDE	GRADUATION		ENGAGEMENT
Affect	Force	Intensifiers	Monogloss
Judgement		Metaphors	Heterogloss
	Attitudinal lexis	Modality	
Appreciation	Focus	Swearing words	Concession
		Sharpen	
		Soften	

**Table 1. Appraisal Aspects**

According to the table 1. above, the expressions of affect are divided into three types. The first is to show the feeling of happy or unhappy, the second is to show the feeling of security and insecurity, and the third one is to show the feeling of satisfaction or dissatisfaction of someone towards an object. The expression of affect are expressed whether in direct way or in indirect way. The second element is judgement. This refers to attitudinal evaluation in which individual behavior is judged positively or negatively. Judgement is classified into judgement social esteem such as powerful, healthy, educated, sick, weak etc. and judgement social sanction such as good, kind, bad etc. which can be divided into positive as praise

and negative as condemn or criticize. The last element is appreciation. This element is an appreciative evaluation for the aesthetic characters on the text, process, or phenomenon, mainly for an inanimate object, rather than the behavior of people, this element is divided into positive and negative appreciation which can be also expressed directly or indirectly. The second aspect of appraisal is graduation which is divided into intensifier (such as little, very, many, much), metaphor, attitudinal lexis (such as ecstatic, vivacious), and swearing words (such as damn, shit etc). the last aspect of appraisal is engagement which in the relation to the source of the statement of the speaker or writer. If the statement or information do not use projecting source (such as he said, he say, according to etc) it means that the information is pure from the speaker itself and vice versa.

No.	<b>ATTITUDE</b>	
	<b>Affect</b>	<b>Stand for</b>
1.	ADH +	Affect Direct Happiness
2.	ADH-	Affect Direct Unhappiness
3.	AIH+	Affect indirect Happiness
4.	AIH-	Affect Indirect Unhappiness
5.	ADSA+	Affect Direct Satisfaction
6.	ADSA-	Affect Direct Dissatisfaction
7.	AISA+	Affect Indirect Satisfaction
8.	AISA-	Affect Indirect Dissatisfaction
9.	ADSE+	Affect Direct Security
10.	ADSE-	Affect Direct Insecurity
11.	AISE+	Affect Indirect Security
12.	AISE-	Affect Indirect Insecurity
13.	<b>Judgement</b>	
	JSE+	Judgement Social Esteem Positive
14.	JSE-	Judgement Social Esteem Negative
15.	JSS+	Judgement Social Sanction Positive
16.	JSS-	Judgement Social Sanction Negative
17.	<b>Appreciation</b>	
	APPD+	Appreciation Direct Positive

18.	APPD-	Appreciation Direct Negative
19.	APPI+	Appreciation Indirect Positive
20.	APPI-	Appreciation Indirect Negative

**Table 2. Attitude Elements**

Therefore, the analysis of evaluative language by Mike Chen as food Vloggers from China and has been staying in New York for several years were described and identified in this article by using those appraisal aspects. The aims of this study is to find out what is the most frequently aspect of appraisal in five video of Mike Chen while reviewing foods.

## B. RESEARCH METHOD

This research belongs to descriptive qualitative method. The researcher downloaded five video from Mike Chen with the length around 6-10mins. There is no requirement of choosing the video because the video was selected randomly by the researcher. After downloading the video the researcher transcribed the utterances of Mike Chen from spoken form into written form in order to help the researcher in classifying the data. The transcript were identified based on the more detail of attitude and graduation elements which described by the table below:

No	GRADUATION	
	Force	Stand for
1.	Att	Attitudinal Lexis
2.	Int	Intensifier
3.	Met	Metaphor
4.	Sw	Swearing words
5.	<b>Focus</b>	
	Sharp	Sharpen
6.	Soft	Soften

**Table 3. Graduation Elements**

## C. RESULT AND DISCUSSION

### 1. Research Finding

The results of this study are displayed in some tables and some data are explained based on the theory of appraisal of Martin and White(2005); Martin and Rose(2003). the result are put one by one according to the table classifications in the method of the research above.

### a. Attitude occurrences

After analyzing the data, the findings of this research are obtained. It is found that up to 200 clauses belong to the type of affect. The calculation of affect as the first type of attitude in appraisal theory were presented in the tables below:

NO	Video Duration	Clause	AFFECT								A DS E+	AD SE-	A IS E+	AI SE-
			AD H+	AD H-	AI H+	AI H-	AD SA +	AD SA -	AIS A+	AIS A-				
1.	06.04	101	11	7	6	1	1	0	1	0	0	1	0	0
2.	07.15	156	21	2	2	0	10	4	2	0	0	2	0	0
3.	07.49	128	25	1	10	0	2	0	1	0	0	1	0	1
4.	09.37	118	17	4	8	0	7	1	0	0	0	6	0	0
5.	11.01	190	28	8	10	2	6	3	1	0	1	0	0	0
Σ (F)			102	22	36	3	26	8	5	0	1	10	0	1
	41.06	694	214											

**Table 4. affect occurrences**

Based on the table 4 above, it is shown that the occurrences of elements of affect elements in attitude type in a large numbers. However, the most used type is ADH+. Mike Chen tends to expresses his feeling of happiness through out the videos.

**(Datum 1)** *I'm not gonna argue with that because duck makes me happy.*

**(Datum 2)** *I love discovering new and really interesting buffets*

Data 1 and 2 are the examples of expression of happiness which uttered by Mike Chen directly. It is shown by the words *love and happy*. That is clear that Mike Chen felt happy about what he was going to eat and he loved it.

**(Datum 3)** *I'm kind of sorry you have to see me like this*

Datum 3 belongs to expression of insecurity because it the shows that Mike Chen felt insecure while eating that food by saying the word *sorry* to the audience. It means that Mike Chen was not confidence about him self in that video.

**(Datum 4)** *but I'm paying for the air conditioning and the nice seat in*

Datum 4 belongs to the expression of satisfaction which delivered directly by Mike Chen. When he said that he paid for the nice seat in it means that he felt satisfied by the service in that restaurant and he was gladly pay for it.

No	Videos Duration	Judgement			
		JSE+	JSE-	JSS+	JSS-
1.	06.04	1	0	1	0
2.	07.15	1	0	0	0
3.	07.49	0	0	0	0
4.	09.37	1	0	0	0
5.	11.01	0	0	2	0
Total	41.06	3	0	3	0
		6			

**Table 5. Judgement occurrences**

According to table 5 above, it is shown that in the video of reviewing food, Mike Chen also did a judgement about the character of people, but the judgement found in data collection of Mike Chen was only positive judgments. The data about judgement occurrences are presented as follows:

**(Datum 5)** *I mean somebody who can cook delicious food, able to scale it into a much bigger operation*

This datum indicates that Mike Chen was praising the capacity of someone. It is shown from the phrase *someone who can cook delicious food*. In other words, Mike Chen said that the person was educated and a master in cooking foods.

**(Datum 6)** *People are so friendly*

This one belongs to the type of appraising someone's capacity because Mike Chen praised the propriety or the ethic of someone. Mike Chen said that people in that area were so friendly. In other words, those people are having good ethics

No	Videos Duration	Appreciation			
		APPD+	APPD-	APPI+	APPI-
1.	06.04	33	0	4	0
2.	07.15	71	8	8	5
3.	07.49	41	3	12	0
4.	09.37	53	8	1	0
5.	11.01	50	7	14	5
$\Sigma(f)$	41.06	248	26	39	10
		323			

**Table 6. appreciation occurrences**

Table 6 above shows that the occurrences of direct positive appreciation from data collection of Mike Chen is in the large numbers. The second is indirect positive appreciation. Both APPD+ and APPI+ are similar, but APPD+ is expressed in a direct way, meanwhile the APPI+ is expressed in an indirect way. The data about the appreciation occurrences are presented as follows:

**(Datum 7)** *Those noodles are cooked perfectly*

This data clearly shows that this is an expression of direct positive appreciation which indicated by the words “cooked perfectly”

**(Datum 8)** *I personally recommend it*

This is the expression of appreciating thing because Mike Chen said that he recommends that food to try, it means that the food was good

### b. Graduation Occurrences

The analysis of the element of graduation in the evaluative language produced by Mike Chen is not different with the analysis of Trevor James. It is still divide into table of graduation force and table graduation focus. It is found that more than 300 clauses indicated as the type of graduation force and less than 150 clause indicated as graduation focus. The calculation of graduation force occurrences is presented in the table below:

No	Videos Duration	Force			
		Int	Att	Met	Sw
1.	06.04	56	0	2	0
2.	07.15	73	0	4	0
3.	07.49	56	0	9	0
4.	09.37	55	0	12	0
5.	11.01	101	0	7	0
Σ	41.06	341	0	34	0
(f)		375			

**Table 7. Graduation Force Occurrences**

From the table 7 above, it can be implied that the use of intensifier attached to words in clauses utter by Mike Chen are in a large numbers. It is proved by the total clauses which show that the used of intensifier is 341 from 693 clauses in all videos. Meanwhile Mike Chen did not use attitudinal lexis at all. Then, for metaphor there occurrences are only 34 clauses from 693 in all videos. Also, Mike Chen did not utter any swearing words while reviewing food which can be seen from 5 videos. The data about graduation force occurrences are presented below:

**(Datum 9)** *This is the ribs. This was the really charred*

This statement belongs to the use of intensifier because it is indicated by the words really. It means that Mike Chen wanted to show how strong and how certain the condition of that food.

**(Datum 10)** *The duck was dancing*

This datum belongs to the expression of metaphor. Mike Chen said that duck was dancing. It was impossible that the death duck could dance. He just wanted to say that the flavour of duck was very delicious and amazed his tongue.

No	Videos Duration	Focus	
		Soft	Sharp
1.	06.04	2	10
2.	07.15	11	26
3.	07.49	7	17
4.	09.37	7	11
5.	11.01	21	24
$\Sigma$ (f)	41.06	48	88
		136	

**Table 8. Graduation Focus Occurrences**

Table 8 above shows the occurrences of sharpen from the data collection of Mike Chen are in a high numbers than soften. There are 88 clauses belong to the use of sharpen and only 48 clauses for the use of soften. It means that the sharpen are dominant element used by the Mike Chen. The data about the occurrences of graduation focus are presented below:

**(Datum 11)** *It's truly barbecue*

This datum belongs to sharpen because Mike Chen added the adverb *truly* to strengthen his word about the food which the flavour was pure barbecue. Thus, Mike said that the food was truly barbecue

**(Datum 12)** *The rice color you'll notice this purple black-ish*

The datum 12 belongs to the expression of softening words because Mike Chen preferred to say blackish rather than deep black. The clause which belong to soften before uttered by Mike Chen because he did not sure about the information he gave, so he refined it and those words become vague words.

## 2. Discussion

The findings of the result of this study about the analysis evaluative language of Mike Chen from China as a food Vlogger. This sub-chapter discussed about each elements of attitude and graduation which used to classify each clauses from five videos by Mike Chen. The findings are related to literature so the assumption presumption can be shaped objectively. The discussion were discussed one by one of attitude and graduation elements.

**In the element of attitude**, it is found that the most frequent occurrence of element of attitude is the expression of positive appreciation, such as “perfect,



nice, delicious”. This is have a relation with the statement of Cross, Ham, Maio et al (in Curtis and Davidson2013: P.6) appreciation is a positive evaluation or positive attitude towards an entity. It means that in appreciation, people tended to appreciate the positive things. However, it is cannot be denied that appreciation can be also express as negative side because it only depends on the speaker. Another supported finding which relates to this result about the most frequent used of positive appreciation is the statement by Pekarova (2011: P. 85) he said in his study that the appraisal categories such as judgement, appreciation, and amplification or graduation in the object analysis are in the high rate of occurrences. The second element which appears in the high numbers is the element of affect such us *I love, I like, I am un/happy*. This finding is verified by Clore, G. L., & Schnall, S. (2005: P:18) they state that people may simply taste the food and answer on the basis of the on-line experience of pleasure or displeasure. Then, they tended to express their feeling directly as information, rather than in indirectly as a cue to retrieve stored knowledge about one's likes. It can be stated that, people tended to give the opinion of the food based on their experience and their feeling of pleasure and displeasure which categorized as the element of affect.

However, the occurrences of the element of judgement are in low numbers. Even though Mike Chen come from China and he is an Asian, it does not make he cares too much to the people around him. It is reasonable because Mike Chen has moved to New York for several years. It means that the some ob behaviour of eastern culture of Mike Chen was influenced by western culture in where he is staying right now. This statement is supported by Gifford and Nisson (2014), they state that the way people live their daily live in a society will influence their self behaviour. However, the difference behaviour from their cultural background of the two food Vloggers might be influenced by the society where they are staying now.

**In the element of graduation**, the occurrences of graduation force are in the high amount, up to 350 clauses belongs to this type. Then under150 clauses belongs to the type of graduation focus. In the element of graduation force, Mike Chen tended to use intensifier to strengthen their feelings about an object rather than using the attitudinal lexis which is used to avoid intensifiers. It means that none of Mike Chen utterances indicated as the type of attitudinal lexis. Then, Mike Chen tended to use metaphor is his video. This case is verified in from the illustration of Liu (in Falle 2014) in her illustration books which describe that western people tended to express his idea straight to the core, meanwhile Eastern is less straight. In other words, Eastern people tended to share their ideas not directly to the core. That is why Mike Chen as the origin an eastern is dominant in using metaphor. The last type of graduation element is the use of swearing words. From data collection of Mike Chen, none of them are indicated as the use of swearing words. It is reasonable because they ate foods and they will be watched by thousand people and the children are not the exception. This statement is verified by the statement of Anderson and Trudgill (in Rahmadi 2017) they emphasized that swearing words in several definitions, one of them is swear

words are the bad or taboo words which should not be expressed literally. It is implied that, swear words is categorized as bad word which is in appropriate if it said in front of public. Thus, it was very impolite as a vlogger uttered swear words. if Mike Chen uses swearing words in his contents, because his videos can be watched for all age, from children to adult. Then, For the element of graduation focus, Mike Chen tended to strengthen his feeling rather than softening it. It means that he had the certain information of what he said. The occurrences of vague words or softening words are half of the occurrences of sharpening words.

#### **D. CONCLUSION AND SUGGESTIONS**

The data of this research are the collection of clauses which derived from utterances in the video of reviewing food of Mike Chen from China. The length of their videos are varied from 6 minutes to 10+ minutes. The focus of this study is analyzing the attitude and graduation of appraisal aspects based on Martin and White(2005); Martin and White(2003). The Result shows that in the element of attitude, the most frequent type found is the expression of appreciation and followed by the expression of affect and judgement. It means that Mike Chen tends to appreciate the foods he ate from the positive side, and the findings show that he rarely judges the character of a person. In the element of graduation, between the force and focus, the most frequently appear is the element of graduation force. One of the element is the use of metaphorical. Mike Chen is often use the metaphor in expressing his idea which clearly indicated that he is an eastern, because eastern people tend to express their idea in a veiled way.

This study that pointedly studied about the evaluative language produced by a food Vlogger still has a number of limitation or restriction. This study only focus on how Mike Chen as a Chinese express their opinion about food, character of people and location the restaurant. Hence, for more complete and extensive study can be obtained, the more detailed researches for another food Vloggers and other genre are very essential. Hereafter, the study about the evaluative language from different approach of linguistic which aims to acquire better understanding about the evaluative language is suggested.

**Note:** This article is written based on the Putri Lioda Vebrina's thesis under the supervision of advisor Dr. Hamzah, M.A, M.M

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