

AUTHORIAL AND NON-AUTHORIAL AFFECT AND ITS RELATION TO SPEAKER'S INTENTION (AN APPRAISALS THEORY APPROACH)

AUTHORIAL DAN NON-AUTHORIAL AFFECT DAN KAITANNYA DENGAN TUJUAN PEMBICARA (PENDEKATAN TEORI APPRAISALS)

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Abstract

Recent studies on appraisals signifies the continuous development to delve further on appraisals theory. Like previous studies, this study focuses on one of aspects in appraisals called affect. The main concern is to study the authorial and non-authorial, authorial-non authorial affect in speech. The aims are to find out the types of affect used and its relation with speakers' intention and also the graduation shift that occurs in its Indonesian translation. This study used descriptive qualitative approach. The data were obtained through content analysis and were analyzed by using domain, taxonomy, and componential analysis. The result of this study shows that the amount of authorial-non authorial affect is higher than the amount of authorial and non-authorial affect. In relation to translation study, it is also found that there are 10 graduation shifts that occur in in the target text caused by translation techniques. The study implicates that the speeches mainly used authorial-non authorial affect to shows that the speakers and audience are on the same page on certain issues and the graduation shifts in target text change the affect perceived by the target readers.

Keywords: authorial affect, non-authorial affect, appraisals, speech, translation

Abstrak

Penelitian terkini tentang appraisals menandakan perkembangan yang masih berlanjut untuk menggali lebih dalam tentang teori appraisals. Seperti halnya penelitian yang telah dilakukan, penelitian ini berfokus pada salah satu aspek dalam appraisals yaitu affect. Fokus utama dalam penelitian ini adalah authorial, non-authorial, authorial-non authorial affect didalam teks pidato. Tujuan penelitian ini adalah untuk mencari tahu jenis affect dan kaitannya dengan tujuan pembicara dan membahas tentang pergeseran graduation yang terdapat dalam teks pidato terjemahan. Data penelitian diperoleh melalui analisis konten dan kemudian dianalisis dengan menggunakan analisis domain, taksonomi dan komponensial. Hasil penelitian menunjukkan jumlah authorial-non authorial affect lebih banyak dibandingkan dengan jumlah authorial dan non-authorial affect. Hasil penelitian juga menunjukkan terdapat 10 pergeseran graduation pada teks sasaran yang disebabkan oleh penggunaan beberapa teknik

terjemahan. Implikasi dari penelitian ini adalah sebagian besar teks pidato menggunakan authorial-non authorial affect untuk menunjukkan bahwa pembicara dan pendengar merasakan emosi yang sama terhadap isu tertentu dan pergeseran graduation yang muncul menyebabkan adanya perubahan affect yang diterima oleh pembaca sasaran.

Kata Kunci: authorial affect, non-authorial affect, appraisals, pidato, penerjemahan

Introduction

Public speaking concerns with how to speak in front of public. One of the topics learned in public speaking is about speech; how to choose the topic and how to write the captivating speech (Lucas, 2012). Whether it is an informal or formal speech, it may contains emotions possessed by the speaker who deliver it. Therefore, it is deemed suitable to analyze the speech by using appraisals theory as its approach.

The previous studies that have been done on appraisals so far concentrate on the changes of attitude; affect, judgement and appreciation and the comparison analysis (Alsina, Espunya, & Wirf, 2017; Grundlingh, 2018; Hendrastuti, Nababan, & Wiratno, 2013; Zhang, 2015), types of appraisal and attitude used (Hidayani, 2006; Lestari, 2008; Sutrisno, 2013). However, these studies merely discussed about appraisals alone without relating it to other aspects like translations

Apart from the appraisals theory proposed by Martin & Rose (2007), there exists an additional theory on appraisals proposed by White (1998). This theory concerns with 1st person's feeling called authorial affect and the 2nd and 3rd person's feeling called non-authorial affect. There are several studies that had been done on authorial and non-authorial affect but they were limited to news and academic writing as the source of data and appraisals theory was not used as the research approach. Meanwhile the studies on authorial and non-authorial affect that have used appraisal theory as its research approach were also limited to the tabulation on the adverbs of authorial and non-authorial affect, adjectives and nominalization effects (Afshin, 2016; Scott, 2008) and the brief discussion on the authorial and non-authorial without relating it to translation (Lestari, 2008).

Based on the review above, the gap found by the researcher is the lack of the study focuses on authorial and non-authorial affect found in speech with appraisals theory as its research approach and relating it to translation study. This study purposes are to find out the relation between types of affect used with the speakers' purposes and the graduation shift found in Indonesian translations.

Method

This study used descriptive qualitative approach and embedded case study. The source of data was speech transcripts taken from online news media by taking into account the ease of accessibility for international news. The data was authorial and non-authorial affect found in the speech. The speeches taken were the speeches presented by famous public figures such as Barrack Obama, Michelle Obama, Donald Trump, Joko Widodo, Meryl Streep, Malala Yousafzai, and Severn Suzuki. These speakers were chosen by considering the existing translated versions in online news media for target readers. The data were analyzed by using content analysis in order to distinguish between data and non data. Afterwards, the data were analyzed by using

domain, taxonomy, and componential analysis proposed by Spradley (cited in Santosa, 2017).

Result and Discussion

The number of affects used and its relation with speakers' intention

Based on the analysis done, each speakers have different number of authorial, non-authorial, and authorial-non authorial affect used in their speech. The amount can be seen in the followings below.

Table 1. Barack Obama

Affect		Grad		Eng	
		Raised/Sharpening	Lower/Softening	M	H
Authorial	+	31		13	18
	-				
Non-Authorial	+	21		12	9
	-	11	1	5	7
A-NA	+	20		13	7
	-	2		1	1

From the table: Grad – Graduation, Eng – Engagement, Mon – Monogloss, Het – Heterogloss, A-NA – Authorial-Non Authorial Affect

Table 1 shows that Barack Obama uses quite an amount of affect compared to other speakers. He often uses authorial affect as a way to expresses his own personal feeling on subjects spoken in speech. In details, he often uses affect security: trust. For example.

Data 70.

America, I have always believed we can build on the progress we've made and continue to fight for the new jobs and new opportunities and new security for the middle class.

This affect is used in Obama's 2nd victory speech. It can be seen that Barack Obama expresses his belief on making the better progress. He tries to convince his audience by using his own belief into believing the same thing with him. The impression he gives to his audience is of someone who trust himself with every effort given and strive to do better in the future.

Table 2. Donald Trump

Affect		Grad		Eng	
		Raised/Sharpening	Lower/Softening	M	H
Authorial	+	2		2	
	-				
Non-Authorial	+	6		1	5
	-				
A-NA	+	7		4	3
	-				

From the table: Grad – Graduation, Eng – Engagement, Mon – Monogloss, Het – Heterogloss, A-NA – Authorial-Non Authorial Affect

Table 2 shows that Donald Trump frequently uses non-authorial affect in his speech compared to the other two types of affect as his own way to show that he cares more on their feeling rather than his own. In details, he often uses affect satisfaction: admiration. For example.

Data 116.

You'll be so proud.

This affect is shown in Donald Trump's inauguration speech. With this affect, Donald Trump tries to convince his audience that he will make a better change as a president by using admiration that will be felt by his audiences once he proves himself with his efforts. The impression that he gives is of someone who is proud of the results he will bring as president and he is sure that his audience and his supporters will definitely feel proud of him as their president.

Table 3. Jokowi

Affect		Grad		Eng	
		Raised/Sharpening	Lower/Softening	M	H
Authorial	+	3		2	1
	-				
Non-Authorial	+				
	-				
A-NA	+	17		17	
	-				

From the table: Grad – Graduation, Eng – Engagement, Mon – Monogloss, Het – Heterogloss, A-NA – Authorial-Non Authorial Affect

During APEC Summit, Jokowi delivers speech that contains affect: desire both he and his citizen felt toward the maritime systems in Indonesia. Compared to Obama and Trump, Jokowi emphasizes in authorial-non authorial affect frequently than the other two types of affect. For example:

Data 140.

We want to increase the income of the fisherman.

Jokowi uses the affect above as his way to shows that both he and his citizen desire the same thing. They desire the improvement the fisheries condition in Indonesia so that the income for the fisherman will be improved; thus improve their quality of life. The affect shows that both parties want to give and do their best in that subject. The impression Jokowi gives is of someone who would rather to come up with plan together with citizen, by citizen, and for citizen.

Table 4. Michelle Obama

Affect		Grad		Eng	
		Raised/Sharpening	Lower/Softening	M	H
Authorial	+	8		5	3
	-				
Non-Authorial	+	6		5	1
	-				
A-NA	+	5		2	3
	-				

From the table: Grad – Graduation, Eng – Engagement, Mon – Monogloss, Het – Heterogloss, A-NA – Authorial-Non Authorial Affect

During DNC 2016, Michelle Obama delivers the speech that supported Hillary Clinton as the next president of United States. Her speech, at that time, contains authorial affect: desire. For example:

Data 30.

I want a president who will teach our children that everyone in this country matter, a president who truly believes in the vision that our Founders put forth all those years ago that we are all created equal, each a beloved part of the great American story.

With this affect, Michelle expresses her desire for the next president to succeed his husband, Barack Obama. By stating her own point of view on what kind of president she likes and what kind of president she think should be, she tries to influence the audience to ponder carefully and selectively as it is a great matter that will affect United States. Expressing her preferences is shown as strategic as she knows that her opinion is highly regarded and respected by her audience. The impression she gives is of someone who knows what she wants and dares to speak about it.

Table 5. Malala Yosafzai

Affect		Grad		Eng	
		Raised/Sharpening	Lower/Softening	M	H
Authorial	+	3		3	
	-	1			1
Non-Authorial	+	2		1	1
	-	4		2	2
A-NA	+	4		2	2
	-	1		1	

From the table: Grad – Graduation, Eng – Engagement, Mon – Monogloss, Het – Heterogloss, A-NA – Authorial-Non Authorial Affect

Malala was as student from Pakistan who received a chance to present her speech in United Nation Youth Takeover. In her speech, she expresses irrealis affect: desire on authorial affect and irrealis affect: fear in non-authorial affect. For example:

Data 44. Irrealis affect: desire

I want education for the sons and the daughters of all the extremists especially the Taliban.

Data 109. Irrealis affect: fear

Because they were and they are afraid of the change, afraid of the equality we will bring into our society.

The use of desire in her authorial affect shows her desire on better education for young generation in Pakistan, including the children from the extremists' families. Meanwhile, the use of fear in non-authorial affect by Malala is meant to express that extremists' fear on the effect of education will bring to Pakistan, especially for the younger generation, as the extremists want inequality to keep existing in Pakistan. They fear that should the education is given to the younger generation, those younger

generation will strive to change their country; therefore makes the extremists to lose the power they hold over Pakistan.

With the amount of non-authorial affect is higher than the other two, it can be seen that Malala does this for the sake of delivering what others feel during the times of calamity and to show to the world what needs to be done and what kind of help expected from the other countries can give for Pakistan.

Table 6. Meryl Streep

Affect		Grad		Eng	
		Raised/Sharpening	Lower/Softening	M	H
Authorial	+	1		1	
	-	1		1	
Non-Authorial	+				
	-				
A-NA	+	1			1
	-				

From the table: Grad – Graduation, Eng – Engagement, Mon – Monogloss, Het – Heterogloss, A-NA – Authorial-Non Authorial Affect

Meryl Streep is known as famous public figure in Hollywood. She delivers her speech in Golden Globe Award in which she is chosen as The Best Actress. In her speech, she uses affect: affection and she also uses irrealis affect: fear. For example:

Data 86. Realis affect: affection

I love you all

Data 88. Irrealis affect: fear

It kind of broke my heart when I saw it.

With affect: affection, Meryl expresses her love towards everyone who has supported and cared for her all her life. Meanwhile, the irrealis affect: fear is used by Meryl to address an issue regarding an influential figure in government, who behaves in an improper way and further stating in her speech on her fears on the future of United States of America if the influential figure keeps on behaving improperly. Her speech is viewed to be personal speech and the purposes of her speech are to show her love for others like family or friends and her fears toward the side effect of wrong image represented by government.

Table 7. Severn Suzuki

Affect		Grad		Eng	
		Raised/Sharpening	Lower/Softening	M	H
Authorial	+	1		1	
	-	4		4	
Non-Authorial	+	1		1	
	-	1		1	
A-NA	+				
	-	3		3	

From the table: Grad – Graduation, Eng – Engagement, Mon – Monogloss, Het – Heterogloss, A-NA – Authorial-Non Authorial Affect

Severn Suzuki was a CEO of ECO-Environmental Children's Organization and like Malala, she also delivered her speech in United Nation Summit. In her speech, she used irrealis affect: fear and realis affect: distrust in authorial affect. For example:

Data 160. Irrealis affect: fear

I am afraid to go out in the sun now, because of the holes in our ozone.

Data 162. Realis affect: distrust

In my life, I have dreamt of seeing the great herds of wild animals, jungles, and rainforests full of birds and butterflies, but now I wonder if they will even exist for my children to see.

The use of negative form of affect in authorial affect shows that she strongly fears the impact of glass house has to ozone around the earth that is getting worse over time and her doubt, whether the earth will be left in good condition for future generation if the earth's current condition persists and without any apparent way to fix it. Besides containing negative form of affect in authorial affect, Severn's speech also contains negative form of affect: misery in authorial-non authorial affect. For example:

Data 159. Affect: misery

I am here to speak – speak on behalf of the starving children around the world whose cries go unheard.

By using the affect above, Severn expresses cries, the pain and the struggle felt by the starving children around the world because no one cared for them. She criticizes and complains to other people who are able to help those starving children yet refused to do so. Strong remarks that she used in her speech are also meant to belittle what she thinks as "so-called" promises to make the world a better place for the future generations in which contrast to the reality and to reprimand those people for their wrong actions.

Based on the details above, it can be inferred that all the speakers have their own way in their speech, by using a certain affect in order to drawn the expected response and in order to influence their audience and others.

Translation study: the shift in graduation found in target text

This study also relate its finding with translation study. The analyzed part is the shift in graduation found in target text. Albeit there is no discussion about translation preceding this part of discussion, it is also important to describe the findings as it is related to authorial, non-authorial, and authorial-non authorial affect.

As graduation adds the force or focus in appraisals, it is shown in the data that the force and the focus may shift due to the influence of translation techniques applied by the translators. Below is the detail.

1.1. Graduation shift on authorial affect

Data 14.

ST : *And the only thing that makes me prouder than all the good we'e been done is the thought of all the amazing things that you are going to achieve from here.*

TT : *Dan satu-satunya hal yang membuat saya bangga daripada semua yang baik yang kami lakukan adalah memikirkan semua hal yang menakjubkan bahwa Anda akan mencapai dari sini.*

From the example above, the word *prouder* from Bsu which has graduation:intensifier:raised, is translated into *bangga* which has graduation:intensifier:lower in Bst. This shift is caused by technique Reduction – Established Equivalent. The intensifier in word *prouder* is being reduced resulting in the losing of intensifier:raised in Bst.

1.1. Graduation shift in Non-Authorial Affect

Data 107.

ST : *The extremists are afraid of books and pens*

TT : *Para ekstremis lebih takut pada buku dan pena*

The phrase *lebih takut* in target text has graduation:attitudinal lexis: raised which is shifted from the word *afraid* in ST that has graduation:attitudinal lexis:lower. This shift is caused by Addition-Established Equivalence. The word *lebih* in Indonesian add the superlative meaning into the word *afraid*.

1.2. Graduation shift in Authorial-Non authorial affect

Data 48.

ST : *We must believe in the power and strength of our words.*

TT : *Kita percaya pada kekuatan kata-kata kita.*

The phrase *must believe* above that has graduation:attitudinal lexis:raised is shifted into *percaya* that has graduation:attitudinal lexis:lower. This shift is caused by Reduction-Established Equivalent techniques. Attitudinal lexis is the BSt is being reduced into attitudinal lexis:lower in Bst.

It is proven by the example above that the application of translation technique may effect the meaning in target text. In order to produce a translation that has equivalence with source text, the translator must be able to determine which technique is more appropriate to produce an accurate translation.

Discussion

This study aims to find out the number of authorial and non-authorial affect in speech and its link to the speakers' intention. Each speakers have their own purpose in choosing on authorial, non-authorial and authorial-non authorial affect in their speech. The use of these types of affect is deemed as strategy to gain favor or to influence their audience. Overall, It is found that the number of authorial-non authorial affect is higher compared to authorial and non-authorial affect. Although the content of the speech from those seven speakers is different from one another, it can be safely concluded that the high amount of authorial-non authorial affect means that the seven speeches contain authorial-non authorial affect as a way to show the unity between the speakers and the audiences; to influence the audiences into thinking that both speaker and audience are thinking on the same thing. This finding supports the previous findings (Afshin, 2016; Lestari, 2008; Scott, 2008).

It is important to note that authorial-non authorial affect is an addition from the researcher. This type is created in order to group the rest of the data. The reason behind this decision is based on the definition of we inclusive and we exclusive used in the speech. We inclusive refers to speaker and audience while we exclusive refers to speaker and other people aside listener, either they are the supporter of the speaker (Scheibman, 2004). Therefore, this new type is temporarily called as authorial-non authorial affect. This finding adds the types proposed by White (1998).

Furthermore, there are occurrences of graduation shift in target text. The shift is caused by the application of translation techniques. The graduation shift in this study is caused by technique reduction and addition. The use of technique reduction refers to the reduction of graduation on target text. The use of reduction in translating may resulted in accurate and acceptable translation (Zhaoying, 2017) however, it may also resulted in less accurate translation (Aji, 2017). In contrast to reduction, the addition technique refers to the addition of superlative form in target text. Whereas the source text has a lower graduation, the application of addition will change it into raised graduation. The application of this technique results into less accurate yet acceptable translation.

As proposed by Molina & Albir (2002) regarding translation techniques, a translator must be able to choose the proper translation techniques by considering the context within the discourse. The way to choose the proper technique may also affected by the translator's subjectivity (Zhaoying, 2017), translator's competency (Nababan, Nuraeni, & Sumardiono, 2012), language characteristic differences and socio-cultural differences (Qian, 2017).

Thus, the shift that occurs resulted into the differences in affect perceived by target readers. It is assumed that the translator applies the techniques that shift the graduation in order to dramatize the speech in target text or to decrease the degree of graduation into a version that is preferred and natural by the target language readers. As it is a known that the differences in language between English and Indonesian may resulted in less natural translation should the translation follows the source text version. However, it is also important to note that the translator should produce an equivalence which has the closest and natural with the source text language (Nida & Taber, 1982).

Conclusion

It is concluded from this study that authorial-non authorial affect is used by the speakers following what purposes they have; to influence the audience and to give a certain impression that they are concerned with the same thing or issue. When it comes to translation study, the occurrences of graduation shift in the data are caused by the application of translation techniques. Though the shift may be perceived as natural in target language, it is important to preserve the message from the source language as closely as possible.

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