COMPARATIVE ANALYSIS OF EVALUATIVE LANGUAGE PRODUCED BY TREVOR JAMES AND MIKE CHEN AS FOOD VLOGGERS IN YOUTUBE

THESIS

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ABSTRAK

Vebrina, Putri Lioda. 2019. "Comparative Analysis of Evaluative Language Produced by Trevor James and Mike Chen as Food Vloggers in YouTube". Skripsi. Padang: Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Padang.

Perbedaan cara manusia berbahasa dipengaruhi oleh banyak faktor, salah satunya adalah faktor budaya. Pada umumnya budaya dipercayai sebagai identitas suatu bangsa. Budaya juga diyakini dapat mempengaruhi pola pikir serta tindak tutur manusia. Penelitian ini bertujuan untuk memaparkan dan menemukan persamaan serta perbedaan bahasa evaluatif dari dua *food vloggers* atau pengguna YouTube yang memuat konten berisikan ulasan tentang makanan. Kedua objek dari penelitian ini memiliki latar belakang budaya berbeda. Trevor James berasal dari Kanada dan Mike Chen yang berasal dari China. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Dalam penelitian ini perbandingan kedua blogger dipaparkan serta diulas dengan menggunakan teori appraisal. Sumber dari data penelitian ini berasal dari lima video Trevor James dan lima video Mike Chen. Semua yang diucapkan oleh setiap blogger ditranskripsikan ke dalam bentuk text sebagai data analisis. Dalam penelitian ini ditemukan bahwa kedua blogger memiliki perbedaan dan persamaan dalam bahasa evaluatif ketika memberikan ulasan terhadap makanan dikarenakan kedua objek memiliki latar belakang budaya yang berbeda namun dipengaruhi oleh lingkungan dimana mereka hidup sekarang ini. Aspek aprraisal yang paling menonjol yang terlihat dari hasil analisis adalah elemen *attitude* dan elemen *graduation.* Temuan ini berarti kedua blogger cenderung menggunakan perasaan dalam membuat ulasan terhadap makanan dan menguatkan perasaan-perasaan tersebut.

Kata kunci: *Bahasa evaluatif, Vlogger, Food vlogger, YouTube, Teori appraisal*

ABSTRACT

Vebrina, Putri Lioda. 2019. "Comparative Analysis of Evaluative Language Produced by Trevor James and Mike Chen as Food Vloggers in YouTube". Thesis. Padang: English Department, Faculty of Languages and Arts, Universitas Negeri Padang.

The difference of language use is influenced by many factors, one of them is culture. In general, culture is believed to be the identity of a nation and something that influence human thought patterns and speech acts. This study aims in explaining and finding similarities and differences of evaluative language produced by two food vloggers or YouTube users with the content about reviewing food. The two objects of this study have different cultural backgrounds. Trevor James is from Canada and Mike Chen is from China. The method used in this research is descriptive qualitative. In this study the comparison of the two vloggers is presents by using appraisal theory. The source data of this research came from five videos of Trevor James and five videos of Mike Chen. All utterances spoken by each vloggers were transcribed into text as data analysis. The findings of this study show that the two vloggers had differences and similarities of evaluative language when giving a review of the food since they have different cultural background, but influenced by the society where they are staying now. The most prominent aspects of appraisal seen from the analysis are the aspects of attitude and graduation. This findings mean that between two vloggers tend to use the feeling in reviewing foods and strengthening that feeling.

Key words: *Evaluative language, Vlogger, Food vloggers, You Tube, Appraisal theory*

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Padang, Agustus 2019

The Writer

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LIST OF ABBREVIATIONS

MC	Mike Chen
TJ	Trevor James
	Affect
ADH +	Affect Direct Happiness
ADH-	Affect Direct Unhappiness
AIH+	Affect indirect Happiness
AIH-	Affect Indirect Unhappiness
ADSA+	Affect Direct Satisfaction
ADSA-	Affect Direct Dissatisfaction
AISA+	Affect Indirect Satisfaction
AISA-	Affect Indirect Dissatisfaction
ADSE+	Affect Direct Security
ADSE-	Affect Direct Insecurity
AISE+	Affect Indirect Security
AISE-	Affect Indirect Insecurity
	Judgement
JSE+	Judgement Social Esteem Positive
JSE-	Judgement Social Esteem Negative
JSS+	Judgement Social Sanction Positive
JSS-	Judgement Social Sanction Negative
	Appreciation
APPD+	Appreciation Direct Positive
APPD-	Appreciation Direct Negative
APPI+	Appreciation Indirect Positive
APPI-	Appreciation Indirect Negative
	Force
Att	Attitudinal Lexis
Int	Intensifier
Met	Metaphor
Sw	Swearing Words

	Focus
Sharp	Sharpen
Soft	Soften
	Engagement
Mon	Monogloss
	Modality
MP1	Modality Probability Low
MP2	Modality Probability Medium
MP3	Modality Probability High
MU1	Modality Usuality Low
MU2	Modality Usuality Medium
MU3	Modality Usuality High
MO1	Modality Obligation Low
MO2	Modality Obligation Medium
MO3	Modality Obligation high
MI1	Modality Inclination Low
MI2	Modality Inclination Medium
MI3	Modality Inclination High
	Projecting Source
PC	Projecting Source
NSA	Names for Speech Acts
Pwc	Projecting withing Clause
Sq	Scare quotes
	Concession
Conc	Concessive
Cont	Continuative

CHAPTER I

INTRODUCTION

1.1 Background of Research Problem

In communication, language aims to channel ideas, suggestions and feelings. It is highly important to know the function of language in social life communication of every human being running well. The importance of language proved by the used of language in almost all of activities in daily life. One of the example is the use of language to give the description and value of an object or entity. This kind of language used called evaluative language.

Evaluative language is the language which has positive and negative aspects that is utilized to judge the worth of an object. In other words, the language is used to express feeling and opinion, to judge the characteristics of a person and to appraise the quality of an object, for example a literary work. Evaluative language can be express explicitly or implicitly. For explicitly, the speaker expresses his idea which the meaning is stated directly and easily to be caught by the recipient. Then, it can be also expressed implicitly, when the meaning of idea by a person is stated indirectly, it means there is a hidden meaning behind the words.

The way people express their opinion is influenced by the way they see the world, the way they see the world depends on their cultural background. In other words, different background of cultures may influence behaviour of life of a person, either in terms of mindset or actions. Many people believe 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 be affected by their own cultures. Then, it is not an exception in the context of giving the value towards an object or entity. The evaluative language of some people or the way people express their opinion about an object, for example judging a food, a character of people and appreciating the literature work will be different each other based on their culture.

The topic about the analysis of evaluative language had taken serious attention of some linguists in the world. It is proved by some researches about analyzing the evaluative language in several fields which done by using different theories. There are some studies have been conducted on analysis of evaluative language in the area of medical discourse, the first study was conducted by Belles-Fortuno (2017) the study focused on a contrastive study between Spanish and English medical lectures. They analyzed the use of evaluative language in relation of the aspect of lecture as the central ritual of the culture of learning. The findings showed similarities and also differences in the use of evaluative markers in academic medical discourse. Second, Armstrong and Ulatowska (2003) analyzed the evaluative language in relation to aphasia experience. The focus of this study was to discuss different type of evaluative language which were relatively impaired in aphasia focusing on stroke narrative. The aphasic speakers

were successful in using evaluative language. However, the realization of the devices was simplified at lexical and syntactic levels and in terms of quantity. Third, Josephson and Woodward-Kron (2015) did a research about analyzing evaluative language in physiotherapy practice. This study focused on finding how the contribution of evaluative language used to the therapeutic relationship. The finding showed that both patient and therapist utilize all sub-systems of appraisal, but it differs functionally between the therapist and patient

There are also studies about the analysis of evaluative language in the area of academic discourse. First, Geng and Wharton (2015) analyzed the use of evaluative language in a discussion section among doctoral thesis. This study focused on finding the similarities and differences between Chinese as a first language and English as the second of language writers. This study conduct an investigation about evaluative language in a small corpus of twelve doctoral thesis discussion. It was analyzed based on one f the element of Engagement by Martin and white's appraisal framework. The finding showed that there are no statistically significant differences in the patterns of choices. Second, Mauranen and Bondi (2003) did a research about the way evaluative language was used in academic writing in order to organize discourse to maintain relations between the reader and the speaker. Then, the result reflected the value system of the writer and the reader and the discourse community he or she part of.

Third, Lai and Chen (2015) analyzed the evaluative language used by Mandarin speaking dyads in personal narrative. This study determine the effects of age and family socioeconomic status (SES) on the evaluative language

performance of Mandarin-Chinese speaking of young children and their mothers. The result of this study explored the language socialization and implications for multicultural. Fourth, Hu and Choo (2016) studied the impact of disciplinary background and teaching experience on the use of evaluative language in teacher feedback. This study focused on examining the the secondary use of evaluative language by the teachers in their qualitative feedback on students' work. Fifth, Morton and Lilnares (2016) conducted a research about the use of evaluative language in English by students as the second language to talk and write about history in a bilingual education programme. This study focused on how four students use linguistics resources to adopt their mental improvement about the content they are learning. The result showed clear differences in their abilities to use linguistic resources to construct an appropriate 'historian's' voice in the second language. Sixth, Ortiz and Hernandes (2014) analyzed the corpora text in relation to text corpora. To identify the contextual valence shifter in a linguistic motivated sentiment.

In persuasive discourse, evaluative language were studied by some linguists. One of the example is the study by Franzwa (1969) analyzed evaluative language which is influenced by psychological factors. The main focus of this study is to consider that psychological factors in persuasive situation may lead to the use of impressive, vivid, or intense which will be characterized by evaluative dynamic language. The result showed that the type of response which use D+ when preparing for a partisan audience and D- language when preparing for a histile audience was predicted to occur for those who were not closed-minded.

In discourse of gender, evaluative language were studied by Garcia-Gomez (2011) analyzed evaluative language in relation to discourse of gender. This article focus on women's language, construction of gender identities and language sexuality. The analysis showed how the sexual identities of British heterosexual female teenagers are discursively constructed and regulated via language use when aggressively relating to other girls in Facebook. Corendblum (1978) conducted a study about evaluative implications of the response language and the judgement of attitude statement. This study done by discussing that male and female psychology students who held good or bad attitudes to give responses either pro or contrast to a statement.

In the field of media discourse, there are also some studies which analyzed the evaluative language. First, Ho and Suen (2015) studied a research about analyzing the evaluative language which is used to promote the city' core values of HongKong as Asia's world city. According to Ho and Suen, as the result of this study was evaluative language has a substantial presence and a key role to play in the government's promotion efforts. Second, Ponton (2014) analyzed the evaluative language in a content of Scottish Football. This study investigated an incident in a match during which a referee told a paltry lie to the Celtic manager who was forced to resign. The finding of this study was, by appreciating features of the social context, the sectarian background that has resulted in Celtic F.C. perceiving themselves as the victims of consistent institutional maltreatment, it showed the factors that influence the evaluative standpoints of participants in

discourse. It was also clear that how such evaluations are received by listeners will depend upon the sectarian or sporting allegiances.

Third, El Ayadi and Smith (2008) did a study about Bakhtinian analysis of colonial news discourse of the use of evaluative utterances. The analysis was to show how the term judgement is structured and function in discourse which use the sample of colonial news discourse from the Times of Morocco. The result showed that wherever senses of utterances apparent, value judgement is important to be considered for reflexively, analytically and critically if a person is interested in obtaining human understanding.

Fourth, Yang (2016) analyzed the evaluative language and interactive discourse in journal article highlight. This study use the highlight of 240 journal article as the data of this study. The result of this study was highlights, although an attendant academic genre, can support the academic stance of the main paper and a credible scholarly image, while promoting relevant disciplinary values, beliefs and conventions.

Mazlum (2016) did an analysis of evaluative language in political speech. The aim of this study is to explore and investigate the speeches of Hasan Rouhanni and Barack Obama at UN assembly 2014. Both president tended to apply more adjectives and nominalization than verbs and adverbs in expressing their emotion. Then, Rouhani choose the use of authorial and non-authorial affect than Obama.

Those researches were conducted in the use of evaluative language in several fields of the aspect of life. However, the use of evaluative language can also be

done in different fields, one of them is the use of evaluative language in the content of a platform on social networks in this modern era, for example Instagram, Facebook and YouTube. Furthermore, this research will be a new topic in the realm of analysis of evaluative language to its use on content in YouTube. The content is about some people who give review about many foods, those people called food vloggers (video bloggers) or food reviewers which became the object of data in this study. This research was necessary to do because it found that there are differences and similarities between two people from different culture in using languages to give the value of an entity related to foods.

Nowadays, being a food vloggers is one of delightful thing. This profession is highly dreamed by some of people since it can be a business. Being a food vlogger is required to be able to review foods in an interesting and unique way. Food vloggers must have good language skills because they need to review an object by using language in order to give the information to the viewer about the ideas to be caught properly. They will assess or judge foods by using their perception. However, even though they have the same contents, they must have different ways to express it. The focus of this study was to see the similarities and differences from the two food vloggers who come from different countries and have different culture chosen by the writer.

An analysis of the evaluative language in this research was based on the theory of appraisal by Martin and White; Martin and Rose. According to White (2005) The appraisal theory, it is possible to identify some of the elements such as attitude, judgement and engagement which are explicitly presented in texts from

the transcription of performance of the objects and how those elements can be more indirectly implied, presupposed or assumed. It can be stated that different use of language of the speaker or writer can be analyzed from the attitudes, engagement, and graduation. Firstly, attitudes is concerned with feelings, emotional reactions, judgments of behaviour and evaluation of entities. Secondly, graduation is concerned to grading feelings weather they are amplified or strengthen and categorized as vague words or blurred. The graduation system is divided into force and focus. Thirdly, engagement deals with sourcing attitudes of the statement, whether the statement is pure from he speaker or it comes from another source. The engagement element is divided into monogloss and heterogloss. The three appraisal elements became the main things which were used to classify and identify the language produced by the food vloggers.

This study was more detailed about finding the similarities and differences of the language used by food vloggers from Canada named Trevor James with Mike Chen from China. Since they came from different place, they might have different culture. As stated in Wikipedia, Trevor James was born in Canada but lived in China for several years because he had to complete his study in there, as well as Trevor James, Mike Chen was born and grew up in China, but he moved to San Francisco in 2016 with plans to work. Then, he moved to New York state in 2017 and bought a house and set up an office in middle town and started his career there. Hence, both vloggers are not a pure native speaker from their hometown because their behaviour have been influenced by other culture or society where they are staying now. Therefore, the writer was going to see about is there any

difference between Trevor James and Mike Chen when reviewing foods in which they have different culture. Trevor James and Mike Chen were chosen because they are two people from difference country which include to several famous food vloggers in the world that the viewers on his YouTube account even sometimes reach thousand viewers. The writer chose this topic because nowadays food vloggers are mostly popular in the world. Many people nowadays watch videos about food in purpose to find good food references. Therefore, the food blog is one of the alternatives way to find choices that suit to taste.

1.2. Identification of the Problem

Nowadays, YouTube is on of the most popular applications in the world. The users are coming from children to adults. In YouTube, the users can share or watch some contents such as, about education, entertainment, music, etc. Trevor James and Mike Chen are the users of YouTube who share videos about reviewing foods based on their opinion. They were chosen as the object of this research because they belong to the top ten popular food vloggers with high numbers of subscribers or viewers.

Video of reviewing foods in YouTube can be analyzed from many aspects in linguistic point of view. Firstly, from syntactical point of view, It can be analyzed from the word formation use by the speaker on the video. Besides, it is also can be studied about the code mixing and code switching used by the speaker. Secondly, from the semantic and pragmatics perspective, it can be studied from the meaning hidden by the utterances of the speaker. Thirdly, from the stylistic point of view, it

can be analyzed based on the language style of the speaker in reviewing an object, for example analysis of transitivity of each clause uttered by the speaker.

Food blog is the content which someone reviews foods based one his or her perceptions. Therefore, it is possible to be studied in the area of discourse analysis in relation to semantic discourse. Especially it can be studied from evaluative discourse and functional grammar by using appraisal theory.

1.3. Limitation of the Problem

Although the language used by the food vloggers can be analyzed from several fields of linguistics, this research limited the analysis in the theory of functional grammar by using elements of appraisal by Martin and White (2005) also Martin and Rose (2007). Actually the theory of Martin and Rose or Martin and White are mostly similar, but the difference is the theory of Martin and White are more detail than theory from Martin and Rose. Martin and White (2005) more detailed about the element of attitude because it also classified the attitude into emotional state and physical behaviour. However, the writer combined and chose the certain element of appraisal theory from Martin and white; Martin and Rose became the appropriate elements which were used to analyze the data.

As stated before, Trevor James and Mike Chen are the food vloggers chosen by the writer because they are belong to the top of food vloggers in the world. The data of this research were taken from 3 different videos of Trevor James and 3 videos of Mike Chen in reviewing foods. 3 videos for each vloggers were expected to be the complete data to find the similarities and differences between the two food vloggers. However, the six videos could not be the complete data to

give the brief explanation about the finding of this research, because the writer could not find the valid data. Hence, the data were added by taking two more videos from each food vloggers. It means that there were 10 videos as the source of data of this research.

1.4 Formulation of the Problem

Dealing with the limitation above, the researcher formulated a research problem which is stated as the following "how does the evaluative language produced by Trevor James and Mike Chen as the food vloggers on YouTube in reviewing foods?"

Related to the research problem above, the researcher elaborate it into three following questions:

1. How does Trevor James express his evaluative language in his videos of reviewing food on YouTube based on appraisal theory?

2. How does Mike Chen express his evaluative language in his videos of reviewing food on YouTube based on appraisal theory?

3. What are the similarities and differences of evaluative language produced by Trevor James and Mike Chen in reviewing food in YouTube?

1.5 Purposes of the Research

Related to the three research questions above, the purposes of this study were formulated as follows:

1. To find out the way Trevor James expresses his evaluative language in his videos of reviewing food on YouTube based on appraisal theory.

2. To find out the way Mike Chen expresses his evaluative language in his videos of reviewing food on YouTube based on appraisal theory.

3. To find out the similarities and differences of evaluative language produced by Trevor James and Mike Chen in reviewing food in YouTube.

1.6 Significance of the Study

The findings of the research are expected to contribute theoretically and practically in exploring the evaluative language produced by Trevor James and Mike Chen in the videos of reviewing foods on YouTube based on appraisal theory. Theoretically, this research established the evaluative language of Trevor James and Mike Chen in reviewing foods, this study is expected to give the contribution in this field in different discussion. Practically, the result of this research is intended to assists the other linguistic students to find better understanding about the evaluative language based on appraisal theory. Then, this research can also be the reference for other students to create a new contribution in this field from different perspective.

1.7 Definition of Key Terms

Evaluative Language : Positive or negative language which is used to evaluate and judge the worth of an object or entity.

Appraisal Theory : A linguistic theory which can be used to analyze the language about how people think towards an object.

Vlogger : An acronym of video blogger which means a person who records a short video about his/her thought and upload to various video sites.

Food vlogger : A person who reviews and gives opinion and comment about different foods in videos. Then, they upload the videos to social media or a internet platform which is called YouTube.

YouTube : A video sharing service where users can share, watch, upload, like, and comments videos from all around the world.