

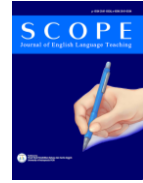


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Article

## Mood and Modality in Tim Cook's Speeches: Tenor of Discourse

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### KEYWORDS

Interpersonal Meanings;  
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Tim Cook's Speeches.

### ABSTRACT

In every form of communication, people must have their own way of ensuring the messages they want to convey to others appropriately. As in oral communication, the speakers tend to embed some particular linguistic features to point their words to be clearly comprehended by the interlocutors. To this importance, the use of interpersonal meaning features in the speech context is one of the best ways to be taken into account. This present research is aimed to identify the interpersonal meaning in Tim Cook's speeches. The data were taken from three Tim Cook's speeches delivered at the commencement address. The data were classified and collected in tabulation. The research employed a Systemic Functional Linguistics (SFL) approach to seek the interplay of the tenor of discourse used in the speeches, of which the interpersonal meaning analysis of the mood and modality was the main focus. The results find out that there are two mood types in interpersonal meanings: indicative (declarative and interrogative) as well as imperative, of which "declarative" is identified as the dominant mood type. Meanwhile, the most frequent used modality is the medium degree modality "would". The tenor of discourse in the interplay between mood and modality shows the difference and affects the value of the speech to the audiences. The agentive role of the speech situation is not equal and the social role is considered as hierarchic. The social distance within the situation is maximal which is massively characterized by the use of many formal expressions.

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### INTRODUCTION

Communicating the meaning of messages conveyed in the speech talk will not be easy to cope. In this case, a speaker must have best way to address his/her talks appropriately in every different speech contexts. Due to this difference, the language used in this case will also be varied. The speaker who is in particular situation employs certain linguistic choices appropriate to the speech context being used as it influences the involvement of all interlutors (Holmes, 2007). Viewing from its social

function, contexts of speech differ in two distinguished situations, that is, formal and informal context. In formal contexts, people tend to use language variety known, whereas, in such informal situations, they will tend to use relaxed language or known as vernacular language.

People who have such different social background communicate with each other in different ways by choosing the language appropriate to the situation when they are dealing with (Nurani, 2014). To ensure the

communication runs well, people tend to embed some particular linguistics features based on the needs of the speech context itself. In this case, people may bring their mood into their talk to see how successful they can convey the messages to their interlocutors. Such linguistics features in many of discourse contexts are employed to ease the communication among participants for several reasons, such as the backchannels analysis (Olateju and Yusuf, 2006), lexical and grammatical features analysis (Nurani, et. al., 2014), studies on the register variations: register on the phraseology of administrative French (Anderson, 2006), register among petroleum engineers (Nurani, 2014), commerce register of Minangkabau vernacular (Nurani, et. al., 2017), and so on.

As one of the linguistics features, the mood is the valuable thing in realizing interpersonal meaning for it is the main point in bearing the speaker's attitudes and judgments (Feng and Liu, 2010). In short, using mood both in the written and the spoken discourse contexts can assist people easily express their interpersonal meaning needed in the situation of talk. In the English language system, the interpersonal meanings reflected on the use of mood really depend on the position of the subject like the doer, and the finite which is used in the clause. Gart and Wignellin in Halliday and Matthiessen (2004) affirm that there are two main categories in the mood types, that is, indicative and imperative moods.

People use interpersonal meanings in such discourse contexts to express their emotion, feeling, points of speech, interests, and so forth (Haratyan, 2011; Sadighi, 2008). This leads to the speaker or writer's judgments on or attitude to the content of the message. The elements of interpersonal meanings are mood and residue. Mood element carries the interpersonal functions of the clause and consists of subject and finite (Halliday and Matthiessen, 2014). Another essential element that also reflects the interpersonal meanings is by the use of modality, which can be categorized into three degree of meanings represented, namely: low, middle/medium, and high degree.

The interpersonal meanings implied in the talk are closely related to the relationship of participants existed in the speech situation. Therefore, it is a must for speakers deeply getting into the interlocutors' involvement. This is to measure how successful those involvements work well in the time of talking. Due to various difference held by speakers occurred in many discourse contexts, the tenor of discourse analysis may become as parameter to ensure the limitation of relation among speakers. Tenor of discourse is referred to participants's status and roles in

the speech situation including permanent and temporary relationships. This tenor of discourse is included as one of the variables of Systemic Functional Linguistics (SFL) which functions as a marker of formality of relationship between the speakers' matters. SFL is an approach that serves the theory of language centred around the notion of language function (Halliday and Matthiessen, 2014). SFL accounts for a structured systemic language approach by examining the context of situations that could facilitate speakers to use better language by seeing many aspects of situations: language role (agentive and social role), topic, social distance, and so on.

## METHOD

The interplay of the tenor of discourse analysis viewed from the interpersonal meaning in this present research employed a qualitative descriptive analysis. The descriptive analysis dealt with the mood and modality used in Tim Cook's speeches. This research was categorized into documentary research regarding with the data that is taken from the document of written text or speech (Grix in Mogalakwe, 2006). The data were taken from three speeches delivered by Tim Cook at the commencement address for all members of participants together listening to the speech with human's empowerment engaging deeply with motivations and sharings as the main topic of speech. In total, there were 50 clauses to be analyzed. The participants were Tim Cook and the audiences who are involved with the speech situation. The audiences were bachelor graduates of The Ohio State University, whose age at about 25 to 30 years old from many backgrounds of education and professions.

The data were collected through several procedures, namely: data transcription, data codification, and data analysis. Transcribing the data was carried out to define interpersonal meanings (i.e, mood and modality) are relied in the speech lines. Once the data were transcribed, the writers coded the data to classify of each data of mood and modality in line with their function to the speech values. The data were then analyzed by examining the tenor of discourse parameter to see the interplay of interpersonal meanings play their role in the situation of talk. The tenor of discourse analysis was focused on the role relationships among the participants, in this case, Tim Cook as speaker and bachelor graduates as audiences. The perusal data analysis was conducted to see how successful the use of mood and modality affected values to the audiences by determining the language function viewed from the tenor of discourse analysis based on Systemic Functional Linguistics approach by Halliday and Matthiessen (2014) which were divided into three major aspects, that is, agentive role, social role (hierarchic

vs. nonhierarchical), and social distance (minimal vs. maximal).

## RESULTS AND DISCUSSION

### Mood and Modality

The findings point out that there are two kinds of mood types identified in Tim Cook's speeches, that is, indicative and imperative mood. The indicative mood

type is highly occurred in the forms of declarative and interrogative clauses. With respect to the use of modality, Tim Cook applies 8 modalities classified into low, middle and high category in his speeches. The dominant mood used in the speech is declarative mood and followed by interrogative and imperative mood. There are 50 clauses analyzed, consisting of 45 declarative clauses (90%), 4 interrogative clauses (8%) and followed by 1 imperative clause (2%) as presented in the table 1 below.

**Table 1:** The Occurrence of Mood Types

Mood Types	Speech Function	Mood Element	Accurance	Percentage
Declarative	Statement	Subject + Finite	45	90 %
Introgative	Question	Finite + Subject		
		WH/Finite + Subject	4	8%
Impereative	Command	Finite	1	2%
<b>Total of Clouse</b>			<b>50</b>	<b>100 %</b>

Table 1 describes the degree of occurrence of modalities relied in Tim Cook's speeches. The findings point out that the declarative is the most frequent mood type occurred in the speech which brings much about the informative function to the audiences. This declarative mood is excessively expressed of about giving spirits and motivation to the audience to be competent in every life's aspect. Moreover, in the interrogative mood, Tim Cook prefers to use WH-elements in representing his questions and demanding the reasons to make the technology greatly expanded in the today's world condition. Meanwhile, the imperative mood in Tim Cook's speeches is used to reinforce the audiences' willingness to be the best generation in creating an advanced civilization, specifically in the worldwide digital expansion. From the interplay of mood existed in the speech lines, it can be inferred that the use of different mood in every speech lines affect the value of the speech to the audience.

**Table 2:** The Occurrence of Modality Types

Degree	Modality	Occurance	Percentage
Low	Can	5	
	Could	11	
	May	2	
	Cannot	1	
		19	38 %
Middle/Medium	Will	6	
	Would	20	
		26	52 %
High	Must	3	
	Have to	2	
		5	10 %
<b>Total</b>		<b>50</b>	<b>100%</b>

The types of modality (as seen in table 2) used in Tim Cook's speeches appear in the three degree categories, namely: low, middle/medium and high degree of modality. From 50 clauses analyzed, the use of the modality "would" in the medium degree (20 clauses) takes the first place as the most frequent modality used in the speech lines. The following is the use of modality "could" (11 clauses), while the use of modality "cannot" is the least occurred (1 clause). The dominant modality used is the median degree of modality "would" that reflects the speaker's attitude in declaring his speech courteously (or known as in the median politeness). The other frequently used modality is "could" that shows formality of the speech messages delivered to the audience. Tim Cook tends to use more formal words by giving such insights and essential issues precisely and politely.

### Agentive Role

The agentive role among the participants is said to be not equal as the speaker (Tim Cook) plays his role as motivator/mentor (commonly known as the more knowledgeable speaker) while the audiences (bachelor graduates) are his counterpart to be defined as the less knowledgeable speakers. In short, Tim Cook as the speaker has more parts of the talking and dominantly holds the situation of talk. The use of mood and modality in every streech lines is said to be representative for the speaker of making the speech more alive to add values of life for the audience.

### Social Role

The main focus in this social role analysis is given to the level of expertise discussion as one of the important factors in determining the speaker (Tim Cook) selects the words/language. The level of participants' expertise is different, where Tim Cook as a successful businessman dominantly gives motivation about his journey in business

to empower audiences to be successful as well. This is due to the un-equality of the level of education background, age, job position as well as experience of the speaker compared to the audiences. This kind of speech context leads to be as hierarchic situation within the interaction.

### Social Distance

The social distance among participants in the speech interaction is said to be maximal which many of Tim Cook's utterances are highly characterized by the use formal forms of modality "would" and "could". Here, the tenor of discourse plays its role in defining the interplay of interpersonal meanings reflected in the massive use of past form of modality "would" and "could" which are marked as politeness markers that become his powerful expression to convince audiences following his speech messages thoroughly..

### CONCLUSION

The researchers identify that interpersonal meanings reflected in the use of mood and modality in Tim Cook's speech is aimed to add more values of the messages contents relied in the speech lines. There are two mood types in interpersonal meaning of Tim Cook's speeches, namely: indicative (declarative and interrogative) and imperative type, of which declarative is identified as the dominant mood type. Declaratives mood play as informative function, interrogative mood releases on the speaker's judgement of his speech content, whereas imperative mood is used to reinforce the audiences' willingness to do as what the speaker says. Meanwhile, the most frequent used modality is the medium degree modality "would" that shows the formality of the speaker declaring his speech politely.

With respect to the tenor of discourse analysis, the interplay between mood and modality shows the difference and affects the value of the speech to the audiences. The agentive role of the speech situation is not equal and the social role is considered as hierarchic as the speaker is considered to be the more knowledgeable compared to the audience. The social distance within the situation is maximal which is massively characterized by the use of formal modality of "would" and "could" in the speech lines. Findings also show that there is only a little talk exchange existed in the interaction where the speaker acts dominantly over the situation of talk..

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