



Attitude In Political Discourse: An Appraisal Analysis Of Attitude In Donald Trump And Joe Biden's Interviews On 60 Minutes

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Abstract

This study employed Martin and White's (2005) appraisal framework to explore evaluative language within political discourse. The study utilized a mixed-method research design to examine the features of the three types of attitude: affect, judgement and appreciation employed by Donald Trump, Joe Biden, Leslie Stahl and Norah O'Donnell in four political interviews on 60 Minutes during the 2020 presidential elections in the United States of America. The analysis revealed that Trump and Stahl employed more attitude resources of affect in their interviews, whereas Biden and O'Donnell used more attitude resources of appreciation. The findings also revealed that each of the four participants strategized the attitude types and polarity to achieve particular argumentative goals. Moreover, the analysis established a correlation between the attitudinal resources employed by the four participants and the political stance and ideology they adopted during the interviews. Finally, the findings indicate that the overall atmosphere of the interviews was highly affected by the attitudinal exchange between the interviewer and interviewee.

Keywords: appraisal analysis, attitude, interpersonal meaning, political discourse, political interviews, the language of evaluation.

1. Introduction

From a Systemic Functional Linguistics' (SFL) perspective, language serves an interpersonal function that exceeds its reflective one (Halliday, 2014). Language is used to communicate interpersonal meanings that express people's attitudes and evaluations of other people they address and the things they talk about (Halliday, 2014). The appraisal system operates within the theoretical framework of SFL since, at heart, appraisal is "a system of interpersonal meanings" (Martin & Rose, 2007, p. 26). The appraisal system has been developed to foreground the evaluative nature of discourse (Martin & White, 2005; Martin & Rose, 2007). Appraisal deals with the language of evaluation that enriches the analysis of interpersonal meanings communicated by writers or speakers (Martin & White, 2005). Appraisal has to do with the various

realizations of feelings, attitudes, and values negotiated in discourse (Martin & White, 2005; Martin & Rose, 2007). The sub-system of attitude, which is the focus of this paper, maps the kinds of feelings, emotions, ethics, and aesthetics construed via discourse onto three semantic regions: affect, judgement, and appreciation.

The present paper utilizes the sub-system of attitude in the analysis of political discourse. Political discourse is “a prominent way of doing politics” since most political actions are discursive (Van Dijk, 1997, p. 18). In political discourse, appraisal resources are employed considerably, particularly during political campaigns, debates, and interviews (Ross & Caldwell, 2020). Chilton (2003) points out that political activity is inextricably dependent on language to “produce the effects of authority, legitimacy, consensus, and so forth that are recognized as being intrinsic to politics” (p. 4). Van Dijk (1997) explains that political discourse is identified by its participants, namely its authors (i.e., politicians or political institutions) and recipients (i.e., the public), who exchange and evaluate political values and attitudes. The individuals’ opinions on national matters of equality, justice, solidarity, tolerance, and public interests construct these political values and attitudes (Van Dijk, 1997; Chilton, 2003).

Political interviews are considered a genre of political discourse “that has come to rival the parliamentary institutions for making politicians accountable” (Chilton, 2003, p. 69). Often in political interviews, particularly those that take place during presidential elections, politicians and interviewers positively or negatively evaluate politicians, their political practices, or relevant national events. Moreover, Chilton (2003) presents legitimization, delegitimization, representation, and misrepresentation as strategic functions used in political discourse to enhance political power and control in which attitude resources are manifested. According to Chilton (2003), political actors strategize the use of these emotive functions to project positive characteristics of self and negative ones of others. This highlights the link between political discourse and the appraisal system since “speakers can exploit different ranges of appraisal to construct particular personae for themselves” (Martin, 2000, p. 143). Therefore, the study aims to examine the use of the three types of attitude: affect, judgement, and appreciation in political discourse. Previous research has investigated the appraisal resources in political discourse, especially that of Western political systems (e.g., Daulay, 2010; Siyou & Zhongwen, 2018; Ross & Caldwell, 2020; Li & Zhu, 2019; Rahmaida & Cahyono, 2022). However, there is limited research on the appraisal resources employed by Donald Trump and Joe Biden in their political campaigns during the 2020 presidential elections in the United States of America (USA). To the best of our knowledge, no previous studies have investigated the appraisal resources employed by Trump and Biden in their political interviews on the 60 Minutes show during the 2020 presidential elections. Therefore, this paper provides a comparative analysis of appraisal concentrating on the sub-system of attitude realized by Donald Trump, Joe Biden, Leslie Stahl, and Norah O’Donnell in four political interviews on the 60 Minutes show. The results of the study may contribute to a better understanding of how evaluative language can be used instrumentally in one of the important political discourse genres, political interviews. The results of the study can also demonstrate how attitude is manipulated and strategized by notable political and journalistic figures who represent different political values and ideologies in the USA.

2. Literature Review

2.1 Theoretical Framework

The appraisal system is built upon the general theoretical framework of Halliday's (2014) SFL. Halliday (2014) proposes that language simultaneously construes human experience through three types of meaning: ideational, interpersonal, and textual meanings. Ideational meanings express human experience with language in terms of processes, participants involved in the processes, and the surrounding circumstances (Eggins, 2004). On the other hand, interpersonal meanings express social roles, relationships, and attitudes (Eggins, 2004). Finally, textual meanings express the coherency of language and relate the other two meanings to construct a coherent meaningful text (Eggins, 2004).

Martin and White (2005) argue that before 1990, SFL-based research on the interpersonal meaning was "more strongly oriented to interaction than feeling" (p. 7). Therefore, the appraisal framework was developed to expand this theoretical orientation to include the writers' or speakers' "subjective presence" as they share their feelings and emotions in texts (Martin & White, 2005, p. 1). According to Martin and Rose (2007), appraisal is a system of evaluation that is concerned with "the kinds of attitudes that are negotiated in a text, the strength of the feelings involved and the ways in which values are sourced and readers aligned" (p. 17).

Appraisal is a multidimensional system that classifies the language of evaluation into three semantic domains: attitude, engagement, and graduation (Martin & White, 2005). Attitude deals with the subjective evaluation and representation of feelings and emotions, judgements of people's character and behavior, and valuations of things (Martin & White, 2005; Martin & Rose, 2007). Attitude simultaneously comprises three sub-systems: the types of attitude, the polarity of attitude, and the explicitness of attitude (Ross & Caldwell, 2020).

Attitude is classified into three types of feeling: affect, judgement, and appreciation. Affect covers emotions, i.e., the various resources for expressing positive and negative feelings (Martin & White, 2005; Martin & Rose, 2007). Affect resources are divided into four categories: dis/inclination which expresses people's desires and fears, un/happiness which expresses feelings of happiness and sadness and liking and disliking, in/security which expresses people's feelings of peace or restlessness toward their environments or other people, and dis/satisfaction which expresses people's feelings of attainment and frustration toward themselves or their performances in activities in which they are engaged (Martin & White, 2005). Judgement covers ethics, i.e., the various resources for judging people's character and behavior which are divided into judgements of normality, capacity, and tenacity (social esteem) and judgements of veracity and propriety (social sanction) (Martin & White, 2005). Appreciation covers aesthetics, i.e., the resources for expressing people's evaluations and reactions to things, their composition, and their value (Martin & White, 2005). Attitude is also classified in terms of polarity as its realizations can carry either negative or positive values.

Table 1. Types and Polarity of Affect, Judgement, and Appreciation

		Positive	Negative
Affect	Dis/inclination	miss, long for	wary, fearful
	Un/happiness	cheerful, love	sad, dislike
	In/security	assured, confident	uneasy, anxious
	Dis/satisfaction	satisfied, involved	furious, bored
Judgement		Normality	lucky, normal
	Social esteem	Capacity	powerful, fit
		Tenacity	reliable, careful
	Social sanction	Veracity	truthful, honest
			obscure, unlucky
			weak, sick
			reckless, timid
			deceitful, manipulative

		Propriety	moral, just	corrupt, immoral
Appreciation	Reaction	Impact	arresting, exciting	dull, boring
		Quality	okay, fine	plain, ugly
	Composition	Balance	harmonious, logical	uneven, flawed
		Complexity	simple, precise	arcane, unclear
Valuation		profound, deep	shallow, fake	

Adapted from Martin and White (2005)

Furthermore, attitude is classified in terms of explicitness as either inscribed or invoked attitudes (Martin & White, 2005). Inscribed attitudes are explicitly and directly realized by attitudinal lexis that convey positive or negative values (Caldwell, 2009; Matthiessen et al., 2010). On the other hand, invoked attitudes are realized implicitly and indirectly by neutral ideational meanings in discourse (Caldwell, 2009; Matthiessen et al., 2010). Identifying and interpreting invoked attitude is a difficult task that requires examining the context of the text and its social background (Martin, 2003; Martin & White, 2005). Furthermore, the analysis of invoked attitude is highly subjective as it depends on the researcher's "reading position" which might not conform with cultural meanings communicated implicitly through invoked attitude (Martin, 2003, p. 172).

Table 2. Inscribed and Invoked Attitudes

Inscribed attitude	Invoked attitude	Attitude Polarity
A cool politician.	A politician who does work for charity .	Positive
A weak politician.	A politician who has never voted .	Negative

Adapted from Ross and Caldwell (2020)

2.2 Review of Related Previous Research

Political discourse has been explored in the light of Martin and White's (2005) appraisal framework as it is "well suited to express evaluation" (Cabrejas-Peñuelas & Díez-Prados, 2014, p. 2). Politicians involved in political discourse often use negative and positive attitudes, judgements of others' capacity and ethics, and subjective evaluations of the quality and composition of things to appeal to the expectations of their audience (Sornig, 1989; Cabrejas-Peñuelas & Díez-Prados, 2014).

Politicians employ the attitude resources in their discourse for various explicit and implicit purposes. For one thing, politicians may use attitude resources to simply evaluate things around them. Daulay (2010) investigated how the resources of attitude were utilized by the US Presidents George H. W. Bush, Bill Clinton, George W. Bush, and Barack Obama in their inaugural addresses. The analysis revealed a dominance of the resources of appreciation over those of affect and judgement in all the inaugural addresses of the four Presidents. Daulay (2010) explained that in such political discourse genres, the extensive evaluations of a newly elected President of the current political, economic and social issues reflect their leadership skills to establish future policies that address such issues. Furthermore, Daulay (2010) argued that the attitudinal resources of affect and judgement are highly "emotional and indifferent to the formality of the inauguration" which might provoke undesired reactions from the audience since they are subjective evaluations of people, their feelings, and behavior (p. 82).

The polarity system of attitude is strategized by politicians in various techniques. The extensive use of either positive or negative attitude resources in political discourse helps politicians to achieve specific

desired goals and convey the intended messages. Siyou and Zhongwen (2018) conducted a contrastive appraisal analysis of the speeches of Donald Trump and Xi Jinping at the World Economic Forum in 2017 and 2018. Siyou and Zhongwen (2018) argued that due to the affirmative nature of the context, the speeches of both Trump and Jinping contained more positive attitudes than negative ones to inspire the morale of their audience. The analysis showed that Trump extensively employed positive attitude items to highlight the recent positive accomplishments in the economy of the USA under his presidency manifested in the reduction of taxes and increase in employment rates. On the other hand, Jinping's speech was more concerned with pointing out current worldwide issues and proposing solutions practiced by the Chinese government. Hence, Jinping employed limited negative attitude resources to introduce current issues and intensified the use of positive attitude resources in the discussion of the proposed solutions and Chinese economic practices. In a similar vein, Ross and Caldwell (2020) examined Trump's use of the polarity system of appraisal in his tweets during his 2016 presidential campaign as a political strategy to attack his political opponent at the time, Hillary Clinton. Ross and Caldwell (2020) explained that Trump utilized the political strategy of 'going negative' as a campaign tactic to show that Clinton is unfit for governing. Trump's tweets showcased a large number of negative judgement resources of propriety, veracity, and capacity to undermine Clinton's character and political behavior. The labeling of Clinton as 'crooked Hillary' in most of Trump's tweets is itself an inscribed negative judgement of Clinton's ethics and honesty which might have contributed to Trump's political campaign success in 2016 (Ross & Caldwell, 2020).

Evaluative language is employed in political discourse to adopt and express ideological stance in various strategies (Li & Zhu, 2019). Li and Zhu (2019) employed the appraisal framework to examine the ideological representation of self and others in Chinese political texts issued by Chinese politicians from 2000 to 2018. The analysis revealed that the ideological strategy of positive self-representation and negative other-representation was significantly apparent in the political discourse of China, which was manifested in the considerable use of positive attitudinal resources to appraise Chinese political bodies, political practices, and economic advances. In contrast, negative attitudinal resources were employed to criticize other countries, mainly the USA. This strategic use of appraisal resources promoted the ideology of "self versus others" to serve China's interests (Li & Zhu, 2019, p. 13). In a similar line of research, Rahmaida and Cahyono (2022) utilized the appraisal framework to conduct a comparative analysis of Trump and Biden's political ideologies represented through their political speeches during the 2020 US presidential elections. The findings indicated that both Trump and Biden mostly used positive attitudinal resources of judgement in similar frequencies and patterns; however, each speaker communicated different messages and ideologies. Trump used positive resources of judgement to persuade the audience by promoting himself and his proposed policies, while Biden used the same resources to discuss current events and issues. Moreover, the represented ideology of each presidential candidate seemed to reflect the political and social ideology of their political parties. Trump's judgements echoed traditional conservative values of the American society, which were in line with the ideology of the Republican party, while Biden's judgments reflected the liberal beliefs of the Democratic party such as equality and fair policies.

The review of previous related research revealed that the system of attitude is a resourceful rhetoric and tactic that is often strategized in political discourse. It seems that, in certain cases, appreciation (i.e., appraisal of things) is preferred by politicians to avoid exasperating their audience by expressing subjective emotions or judgements of people. Moreover, those who are involved in political discourse instrumentalize the polarity system of attitude as they swing between negativity and positivity according to their desired goals. In addition, the appraisal analysis of attitude in political discourse shows how political bodies adopt

certain emotional stance toward their ideology or the ideology of others. Therefore, attitude resources are effective in promoting nationalism and patriotism.

3. Methodology

3.1 Research Design

The present study employed a mixed-method research design in which quantitative and qualitative analyses were conducted on the data. Martin and Rose (2007) argued that although generalizations drawn from quantitative statistical analyses are important, it is also important to provide a qualitative analysis on specific unique instances that help deepen the understanding of the text. From that standpoint, the study used a quantitative analysis to calculate frequencies and percentages of the three attitude types: affect, judgement, and appreciation. In addition, a qualitative analysis was conducted on certain excerpts from the datasets.

3.2 Data and Context

The study is based on the comparative analysis of four political interviews of Trump and Biden on the 60 Minutes show that took place between 2018 and 2020 to promote their political campaigns for the 2020 USA presidential elections. The 60 Minutes show is one of the most successful television news broadcasts that airs on the CBS television network. The 60 Minutes show is well-known for its unique journalism style of bold investigative reports and interviews. Interviews with the candidates for President of the USA have become a tradition for the 60 Minutes show during the presidential elections in which candidates promote their campaigns and discuss current issues and topics.

Thus, data included two sets: Donald Trump's two interviews with Leslie Stahl and Joe Biden's two interviews with Norah O'Donnell.

Table 3. The Datasets of the Study

Data set	Total words
Donald Trump's interviews with Leslie Stahl	8400
Joe Biden's interviews with Norah O'Donnell	4013
Total	12413

The general context of the four interviews included in the present analysis is spoken political discourse. Two of the interviews were conducted by the television journalist and news reporter Leslie Stahl with, at the time, President Donald Trump. The other two interviews were conducted by the television journalist Norah O'Donnell with, at the time, candidate for President, Joe Biden. The data were the transcripts of the interviews retrieved from the official page of the 60 Minutes show on the CBS network website: cbsnews.com.

3.3 Data Analysis Procedures

The retrieved interview transcripts were cleaned to exclude any utterances made by participants other than Trump, Biden, Stahl, and O'Donnell. Then, the two datasets were uploaded to the UAM Corpus Tool, which is an open-source software that offers many automatic and manual schemes for linguistic annotation

at multiple levels (O'Donnell, 2011). The analysis was conducted through a built-in manual appraisal analysis of attitude scheme. Before the data analysis, some modifications were applied to the built-in attitude scheme to fit the present study. According to Martin (2003), involving implicit evaluations complicates the coding and analysis processes, particularly for studies that involve a qualitative analysis such as the present study. Therefore, only inscribed segments of attitude were coded, and the attitude explicitness levels were removed from the original scheme. Moreover, Trump, Biden, Stahl, and O'Donnell were added to the scheme as appraisers.

The attitude items in each dataset were identified and assigned features. Finally, descriptive and contrastive statistics were prepared using the UAM Corpus Tool. Since the two datasets were of different sizes as one contained more than double the words of the other, contrastive descriptive statistics were applied to each dataset separately. The overall percentage of the inscribed attitudinal items in each dataset were calculated in relation to the word count of each dataset. Conclusions drawn from the analysis of each dataset were then compared and discussed.

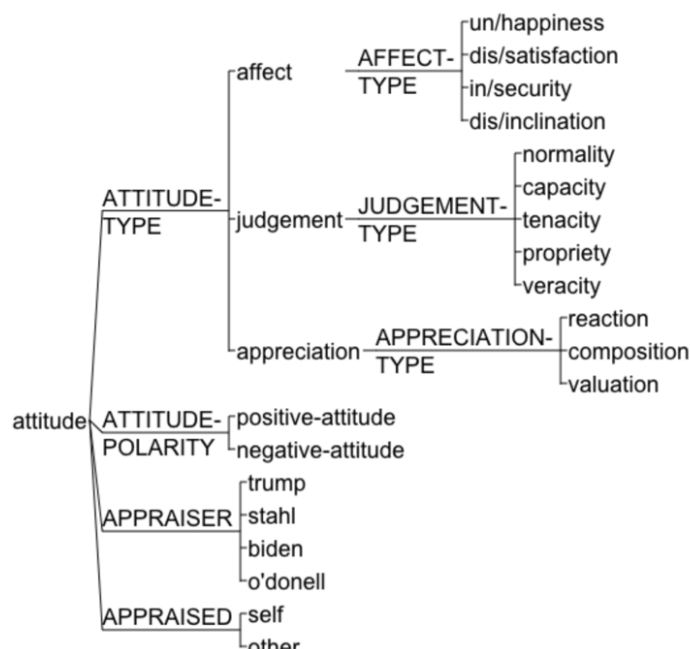


Figure 1. The final version of the employed attitude annotation scheme

4. Results and Discussion

This section presents and compares the attitude resources employed by Donald Trump, Joe Biden, Leslie Stahl, and Norah O'Donnell in four political interviews on the 60 Minutes show. The results of the analysis of each dataset, i.e., Trump and Stahl's two interviews together and Biden and O'Donnell's two interviews together are represented separately. For each dataset, the evaluative items of attitude used by both participants in the interview are presented, and the role of attitude in constructing political stance and ideology is discussed.

4.1 Attitude Employed by Donald Trump and Leslie Stahl

The analysis revealed 453 attitudinal instances used by both Trump and Stahl in their two political interviews on 60 Minutes which constitutes around 5.39 % of the dataset. Table 4 shows the frequencies and percentages of the three types of attitude: affect, judgement, and appreciation used by Trump and Stahl.

Table 4. Attitude Resources Employed by Donald Trump and Leslie Stahl

Attitude type	Donald Trump		Leslie Stahl	
	Freq.	%	Freq.	%
Affect	118	36.8%	63	47.7%
Appreciation	106	33%	41	31.1%
Judgement	97	30.2%	28	21.2%
Total	321	100%	132	100%

Table 4 reveals that Trump significantly used more ($N = 321$) evaluative items of attitude than did Stahl ($N = 132$) in the two interviews. Nevertheless, this finding is expected since Trump was the interviewee who usually has more chance to talk and elaborate on their answers during interviews than the interviewer, who was Stahl, in this case.

The analysis shows that affect was the predominant attitude type employed by both Trump and Stahl followed by appreciation and judgement. According to Martin and White (2005), the attitude resources of affect construe the appraisers' subjective emotional stance. Hence, the dominance of affect indicates that the use of the attitudinal resources by both Trump and Stahl was of emotional orientation that enhanced their subjective presence in the interviews.

Affect

The analysis revealed a total of 181 instances of affect in the dataset of Trump interviews with Stahl. Affect resources are concerned with the "emotive dimension of meaning" as they mirror the appraiser's desires, feelings, and contentment (Martin & White, 2005, p. 42). Table 5 demonstrates the frequencies and features of affect employed by Trump and Stahl.

Table 5. Affect Resources Employed by Donald Trump and Leslie Stahl

Affect type	Donald Trump		Leslie Stahl	
	Freq.	%	Freq.	%
Dis/inclination	52	44.1%	18	28.6%
Dis/satisfaction	27	22.9%	16	25.4%
Un/happiness	21	17.8%	16	25.4%
In/security	18	15.3%	13	20.6%
Total	118	100%	63	100%
Appraised	Donald Trump		Leslie Stahl	
	Freq.	%	Freq.	%
Self	73	61.9%	12	19%
Other	45	38.1%	51	81%
Affect polarity	Donald Trump		Leslie Stahl	
	Freq.	%	Freq.	%
Positive affect	80	67.8%	47	74.6%
Negative affect	38	32.2%	16	25.4%

The results show that both Trump and Stahl used the resources of affect in a similar pattern. Both used more (44.1% and 28.6%, respectively) resources of affect to express inclinations, i.e., desires and fears. Moreover, both Trump and Stahl used less (15.3% and 20.6%, respectively) affectual resources of security. Furthermore, both strategized the polarity system of affect similarly; Trump and Stahl used far more (67.8% and 74.6%, respectively) positive resources of affect than the negative ones (32.2% and 25.4%, respectively). However, Trump and Stahl varied significantly in the appraised entities by their affectual resources; Trump used more resources of affect to appraise himself (61.9%), whereas Stahl used more resources of affect to appraise others (81%). Examples of the affectual resources employed by Trump and Stahl in the interviews are presented and discussed below.

(1) I **want** [Affect: Inclination: Positive: Self] them to be fair. (Donald Trump)

(2) I **wish** [Affect: Inclination: Positive: Self] you would interview Joe Biden like you interview me. (Donald Trump)

(3) Even the way you asked me a question, like, about separation. When I say Obama did it, you **don't wanna** [Affect: Inclination: Negative: Other] talk about it. (Donald Trump)

(4) I **don't wanna** [Affect: Inclination: Negative: Self] give trillions and trillions of dollars. I **don't wanna** [Affect: Inclination: Negative: Self] lose millions and millions of jobs. (Donald Trump)

(5) Okay, I **don't wanna** [Affect: Inclination: Negative: Self] bicker over that. (Leslie Stahl)

In Examples (1) and (2), Trump used positive affectual resources of inclination to express his desire to be asked fair questions and treated like Biden in his 60 Minutes interviews. In example (3), Trump used negative affect to point out Stahl's inclination to avoid the discussion of previous political acts of former President Obama. Moreover, Trump used affect resources to express his political desires and future plans as in example (4). In example (5), Stahl used negative affect to express her disinclination and unwillingness to get into a quarrel with Trump over the number of his crowd at a campaign rally.

(6) I do **trust** [Affect: Security: Positive: Self] him, yeah, I **trust** [Affect: Security: Positive: Self] him. (Donald Trump)

(7) Why would... you **trust** [Affect: Security: Positive: Other] him? (Leslie Stahl)

(8) I believe he **likes** [Affect: Happiness: Positive: Other] me. I **like** [Affect: Happiness: Positive: Self] him. (Donald Trump)

(9) This is a guy you **love!** [Affect: Happiness: Positive: Other] ... but why do you **love** [Affect: Happiness: Positive: Other] that guy? (Leslie Stahl)

(10) And we would be **very upset** [Affect: Happiness: Negative: Self] and **angry** [Affect: Satisfaction: Negative: Self] if that were the case. (Donald Trump)

Trump used affect to express his positive emotions toward other political leaders such as Kim Jong-Un, Supreme Leader of North Korea, as in examples (6) and (8). Although Stahl employed similar positive resources of affect to refer to Trump's positive confidence and affection for Jong-Un in examples (7) and (9), these resources were strategized to reflect Stahl's criticism of such positive feelings toward a leader whom she described as cruel in the interview. Furthermore, Trump employed negative affect to show his emotional reactions toward foreign affairs and the political acts of other countries as in example (10).

Appreciation

A total of 147 instances of appreciation were identified in the dataset of Trump interviews with Stahl. Appreciation resources reflect the appraiser's reactions and evaluations of things; hence, they lean toward

objectivity more than the other two types of attitude (Martin & White, 2005). Table 6 presents the frequencies of each type of appreciation and appreciation features employed by Trump and Stahl.

Table 6. Appreciation Resources Employed by Donald Trump and Leslie Stahl

Appreciation type	Donald Trump		Leslie Stahl	
	Freq.	%	Freq.	%
Valuation	61	57.5%	25	61%
Composition	23	21.7%	8	19.5%
Reaction	22	20.8%	8	19.5%
Total	106	100%	41	100%
Appraised	Donald Trump		Leslie Stahl	
	Freq.	%	Freq.	%
Self	18	17%	0	0%
Other	88	83%	41	100%
Appreciation polarity	Donald Trump		Leslie Stahl	
	Freq.	%	Freq.	%
Positive appreciation	66	62.3%	22	53.7%
Negative appreciation	40	37.7%	19	46.3%

The results revealed that both Trump and Stahl used the three types of appreciation and the polarity system of appreciation in a similar pattern and directed the resources of appreciation toward similar entities. Trump and Stahl used significantly more appreciation resources of valuation (57.5% and 61%, respectively), positive appreciation (62.3% and 53.7%, respectively) and appraisals targeting things and performances of others instead of self as the appraised entities (83% and 100%, respectively) in their two interviews. Below are examples of Trump and Stahl's employment of appreciation in their interviews.

(11) Are you ready for some **tough** [Appreciation: Composition: Negative: Other] questions? (Leslie Stahl)

(12) We created the **greatest** [Appreciation: Valuation: Positive: Other] economy in the history of our country. (Donald Trump)

(13) I asked you what's the priority? I mean, those are all the **good** [Appreciation: Valuation: Positive: Other] things. (Leslie Stahl)

(14) ... but what about the scientists who say it's **worse** [Appreciation: Valuation: Negative: Other] than ever? (Leslie Stahl)

(15) I have a **good** [Appreciation: Valuation: Positive: Self] chemistry with him. Look at the **horrible** [Appreciation: Valuation: Negative: Other] threats that were made. No more threats (Donald Trump)

Examples (12) and (15) clearly show that Trump employed both positive and negative appreciation resources to foreground his efforts during his presidency in economic prosperity and foreign policies. Stahl, on the other hand, used appreciation resources to evaluate the different things involved in her questions as in examples (13) and (14) or the composition of her questions themselves as in example (11).

Judgement

Resources of judgement were the least resources of attitude used by Trump and Stahl in their two interviews, which conforms with Daulay's (2010) findings. Resources of judgement are used to evaluate people's

character and behavior; hence, they are the most subjective resources of attitude, which might cause controversy or arousal of undesired reactions (Martin & White, 2005; Daulay, 2010). A total of 125 instances of judgement were identified in the dataset of Trump and Stahl's interviews.

Table 7. Judgement Resources Employed by Donald Trump and Leslie Stahl

Judgement type	Sub-type	Donald Trump		Leslie Stahl	
		Freq.	%	Freq.	%
Social Esteem	Normality	2	2.1%	1	3.6%
	Capacity	24	24.7%	13	46.4%
	Tenacity	2	2.1%	1	3.6%
Social Sanction	Propriety	50	51.5%	6	21.4%
	Veracity	19	19.6%	7	25%
	Total	97	100%	28	100%
Appraised		Donald Trump		Leslie Stahl	
		Freq.	%	Freq.	%
	Self	24	24.7%	2	7.1%
	Other	73	75.3%	26	92.9%
Judgement polarity		Donald Trump		Leslie Stahl	
		Freq.	%	Freq.	%
	Positive judgement	35	36.1%	14	50%
	Negative judgement	62	63.9%	14	50%

Table 7 shows that Trump and Stahl employed the judgment resources differently. In the interviews, Trump used judgements of propriety (51.5%) more often, whereas Stahl used more of the judgements of capacity (46.4%). Stahl employed positive and negative judgements in equal frequencies (50%), while Trump used more negative judgements (63.9%). Regarding what is being appraised by their judgments, both Trump and Stahl targeted entities other than themselves (75.3% and 92.9%, respectively). Below are some of the resources of judgement employed by Trump and Stahl.

(16) ... the way you said that is why people think of you and everyone else as **fake** [Judgement: Social Sanction: Propriety: Negative: Other] news. (Donald Trump)

(17) Lesley, they treat me **worse** [Judgement: Social Sanction: Propriety: Negative: Other]. They got **worse** [Judgement: Social Sanction: Propriety: Negative: Other] instead of **better** [Judgement: Social Sanction: Propriety: Positive: Other]. Very **dishonest** [Judgement: Social Sanction: Veracity: Negative: Other]. (Donald Trump)

(18) You are **very powerful** [Judgement: Social Esteem: Capacity: Positive: Other] ... (Leslie Stahl)

(19) No, it's **not true** [Judgement: Social Sanction: Veracity: Negative: Other]. (Donald Trump)

(20) You know... that's **not true** [Judgement: Social Sanction: Veracity: Negative: Other]. (Leslie Stahl)

Examples (16), (17) and (19) show that Trump employed diverse types of judgement resources to attack and question the integrity and honesty of the news media in the USA and Stahl herself during the interviews. On the other hand, the majority of Stahl's judgement resources were employed to evaluate Trump's capacity as President and the accuracy of his statements as in examples (18) and (20).

4.2 Attitude Employed by Joe Biden and Norah O'Donnell

The analysis revealed a total of 210 instances of attitude resources employed by Biden and O'Donnell in their two interviews together on 60 Minutes. The identified attitudinal instances constitute about 5.23% of this dataset. Table 8 demonstrates the frequencies and percentages of the attitudinal resources of affect, judgement, and appreciation used by Biden and O'Donnell.

Table 8. Attitude Resources Employed by Joe Biden and Norah O'Donnell

Attitude type	Joe Biden		Norah O'Donnell	
	Freq.	%	Freq.	%
Appreciation	75	49.7%	25	42.4%
Affect	41	27.2%	19	32.2%
Judgement	35	23.2%	15	25.4%
Total	151	100%	59	100%

As expected, table 8 reveals that Biden used more ($N = 151$) resources of attitude than did O'Donnell ($N = 59$) since he had more chance to talk during the interviews as the interviewee. Appreciation was the dominant type of attitude employed more frequently by both Biden (49.7%) and O'Donnell (42.4%). The dominance of appreciation in Biden and O'Donnell's interviews indicates that their employment of the evaluative items of attitude, as opposed to Trump and Stahl's, leaned more toward objectivity.

Appreciation

The analysis revealed 100 instances of appreciation in the dataset of Biden and O'Donnell's interviews. The frequencies and features of the identified resources of appreciation are presented in table 9.

Table 9. Appreciation Resources Employed by Joe Biden and Norah O'Donnell

Appreciation type	Joe Biden		Norah O'Donnell	
	Freq.	%	Freq.	%
Valuation	48	64%	16	64%
Composition	19	25.3%	3	12%
Reaction	8	10.7%	6	24%
Total	75	100%	25	100%
Appraised	Joe Biden		Norah O'Donnell	
	Freq.	%	Freq.	%
Self	7	9.3%	0	0%
Other	68	90.7%	25	100%
Appreciation polarity	Joe Biden		Norah O'Donnell	
	Freq.	%	Freq.	%
Positive appreciation	53	70.7%	21	84%
Negative appreciation	22	29.3%	4	16%

The results show that both Biden and O'Donnell used more appreciation resources of valuation (64% and 64%, respectively), positive appreciation (70.7% and 84%, respectively), and appreciation items to appraise others (90.7% and 100%, respectively). Some examples of the appreciation resources employed by Biden and O'Donnell in the interviews are presented and discussed below.

(21) Joe Biden has a **deep** [Appreciation: Valuation: Positive: Self], **steep** [Appreciation: Valuation: Positive: Self], and **successful** [Judgement: Social Esteem: Capacity: Positive: Self] record over a **long** [Appreciation: Composition: Positive: Other], **long** [Appreciation: Composition: Positive: Other] time. (Joe Biden)

(22) Four years of Donald Trump will be **very hard** [Appreciation: Valuation: Negative: Other] to overcome. (Joe Biden)

(23) She is...has had **significant** [Appreciation: Valuation: Positive: Other] experience in the **largest** [Appreciation: Reaction: Positive: Other] state in the union... (Joe Biden)

(24) You think it's a **good** [Appreciation: Valuation: Positive: Other] idea to raise taxes when the economy is in **dire** [Appreciation: Valuation: Negative: Other] straits? (Norah O'Donnell)

Biden strategized the use of the polarity system of appreciation to advocate for his presidential campaign and attack his opponent, at the time, Trump. Biden used diverse types of positive appreciation items to highlight the previous political expertise of himself and his candidate Vice President, at the time, Kamala Harris, as in examples (21) and (23). On the other hand, Biden used negative appreciation resources to criticize Trump by providing a negative evaluation of things related to him as in example (22). O'Donnell also employed various appreciation resources to evaluate the current situations in the USA and things involved in her questions as in example (24).

Affect

A total of 60 instances of affect were identified in Biden and O'Donnell's dataset. Table 10 shows the frequencies and features of these affect instances.

Table 10. Affect Resources Employed by Joe Biden and Norah O'Donnell

Affect type	Joe Biden		Norah O'Donnell	
	Freq.	%	Freq.	%
Dis/inclination	11	26.8%	3	15.8%
Dis/satisfaction	4	9.8%	1	5.3%
Un/happiness	9	22%	2	10.5%
In/security	17	41.5%	13	68.4%
Total	41	100%	19	100%

Appraised	Joe Biden		Norah O'Donnell	
	Freq.	%	Freq.	%
Self	18	43.9%	0	0%
Other	23	56.1%	19	100%

Affect polarity	Joe Biden		Norah O'Donnell	
	Freq.	%	Freq.	%
Positive affect	27	65.9%	8	42.1%
Negative affect	14	34.1%	11	57.9%

The results show that Biden and O'Donnell used more affectual resources of security in the interviews (41.5% and 68.4%, respectively). They also used more affectual resources to mirror the feelings of others instead of self (56.1% and 100%, respectively). However, Biden employed more positive resources of affect (65.9%) while O'Donnell employed more negative ones (57.9%). Below are some examples of the affectual resources employed by Biden and O'Donnell in the interviews.

- (25) Freedom is about making sure that you **care** [Affect: Happiness: Positive: Other] about the people you're around. (Joe Biden)
- (26) Well, I **hope** [Affect: Inclination: Positive: Self] there's gonna be a lotta people who vote for me. (Joe Biden)
- (27) I'm **not worried** [Affect: Security: Positive: Self] about my legacy. What I am **worried** [Affect: Security: Negative: Self] about is the country. (Joe Biden)
- (28) He'd **love** [Affect: Happiness: Positive: Other] to run against them, wouldn't he? Mr. President, you're running against Joe Biden. (Joe Biden)
- (29) He **embraces** [Affect: Happiness: Positive: Other] every dictator in sight... (Joe Biden)
- (30) People are **worried** [Affect: Security: Negative: Other] about a national lockdown, and **worried** [Affect: Security: Negative: other] about jobs (Norah O'Donnell)
- (31) About this election. If it doesn't work out, would you be **okay** [Affect: Satisfaction: Positive: Other] with that? (Norah O'Donnell)

Biden strategized the use of diverse affectual items to promote his campaign by emotionally persuading the audience as in example (25), express his aspirations regarding the outcomes of the elections as in example (26) and enhance the patriotism presence as in example (27). Biden also employed positive affectual resources to criticize and attack Trump as in examples (28) and (29). On the other hand, O'Donnell maintained her objective presence and used affectual resources only to mirror the feelings of the American people as in example (30) or probe into Biden's feelings as in example (31).

Judgement

Table 11. Judgement Resources Employed by Joe Biden and Norah O'Donnell

Judgement type	Sub-type	Joe Biden		Norah O'Donnell	
		Freq.	%	Freq.	%
Social Esteem	Normality	2	5.7%	0	0%
	Capacity	23	65.7%	12	80%
	Tenacity	1	2.9%	0	0%
Social Sanction	Propriety	6	17.1%	3	20%
	Veracity	3	8.6%	0	0%
	Total	35	100%	15	100%
	Appraised	Joe Biden		Norah O'Donnell	
		Freq.	%	Freq.	%
	Self	3	8.6%	0	0%
	Other	32	91.4%	15	100%
	Judgement polarity	Joe Biden		Norah O'Donnell	
		Freq.	%	Freq.	%
	Positive judgement	22	62.9%	6	40%
	Negative judgement	13	37.1%	9	60%

The analysis revealed only 50 instances of judgement in the dataset of Biden and O'Donnell's interviews. The results demonstrated in table 11 show that judgements of capacity (65.7% and 80%, respectively) and judgements of others (91.4% and 100%, respectively) were far more favored than the other types of judgement by both Biden and O'Donnell. However, Biden used more positive resources of judgement (62.9%), whereas O'Donnell used more negative ones (60%). Some examples of the judgement resources employed by Biden and O'Donnell are presented and discussed below.

(32) The way he's handling COVID is just absolutely totally **irresponsible** [Judgement: Social Esteem: Capacity: Negative: Other]. (Joe Biden)

(33) He's an **idiot** [Judgement: Social Esteem: Capacity: Negative: Other] ... in terms of saying that. (Joe Biden)

(34) Let's see how **straight** [Judgement: Social Sanction: Propriety: Positive: Other] you are, okay **old** [Judgement: Social Esteem: Capacity: Negative: Other] buddy? (Joe Biden)

(35) Number two: She is **smart** [Judgement: Social Esteem: Capacity: Positive: Other] as a devil... Number four: She is **principled** [Judgement: Social Sanction: Propriety: Positive: Other]. (Joe Biden)

(36) Why do you think Senator Harris would be **ready** [Judgement: Social Esteem: Capacity: Positive: Other] to step in... (Norah O'Donnell)

(37) If elected, you would be the **oldest** [Judgement: Social Esteem: Capacity: Negative: Other] President in American history. (Norah O'Donnell)

Most of the judgment resources employed by Biden in the two interviews, both positive and negative ones, were strategized to attack Trump's character, integrity and some of his administrative decisions during the COVID-19 crises as demonstrated by examples (32), (33) and (34). Biden also employed intense judgmental resources to foreground the efficiency and political capability of his campaign partners, mainly his candidate Vice President Harris as in example (35). On the other hand, O'Donnell used resources of judgement to evaluate the presidential potential of Biden and Harris as in examples (36) and (37).

Although the two datasets, i.e., the dataset of Trump's interviews with Stahl and the dataset of Biden's interviews with O'Donnell, were of incomparable size as the former contained more than double the words of the latter, the attitudinal instances in each dataset accounted for similar percentages (5.39% and 5.23%, respectively). This shows that the employment of the explicit appraisal resources of attitude was limited in the two datasets. However, the results indicate that each of the four participants strategized the use of the evaluative resources of attitude to achieve some argumentative goals and project self and others in a particular light. Moreover, the qualitative analysis of the attitudinal instances provides insights into each participant's political stance and ideology during the four analyzed political interviews. Furthermore, the findings suggest that the emotive tone manifested in the used evaluative instances of attitude influenced the overall atmosphere of the interviews.

Trump and Stahl's attitudinal evaluations were primarily concerned with the subjective reflection of feelings and desires throughout the two interviews by employing diverse resources of affect, which contrasts with the findings of Dauly (2010). Trump used a large number of positive affectual resources to express his desires and aspirations, especially those concerning political affairs and media coverage. In several instances, Trump explicitly expressed his personal inclinations toward national and international affairs (e.g., "I want" and "I don't want"). In addition, Trump explicitly expressed his wish for better treatment and coverage by the USA media and the interviewer. Trump also used highly affectual resources (e.g., "love", "trust" and "embrace") to show the depth and quality of his strong relationships with leaders of other nations such as China, North Korea, Russia and Saudi Arabia. On the other hand, Stahl employed

a considerable number of affectual resources to project the feelings of others, mainly to investigate Trump's emotions toward various controversial issues. In contrast, the findings on Biden and O'Donnell's use of the attitude resources in the interviews are in line with Daulay's (2010) findings. Of all three types of attitude, appreciation was the most preferred by Biden and O'Donnell. The dominance of appreciation reflects Biden and O'Donnell's interest in maintaining an objective presence in their projection of attitude.

Similar to the findings of previous research (e.g., Siyou & Zhongwen, 2018; Ross & Caldwell, 2020), strategizing attitude polarity to represent self and others either positively or negatively was clearly manifested in the results regarding appreciation and judgement in the two datasets. To persuade the interviewer and the audience, Trump employed more positive resources of appreciation to appraise his efforts and the outcomes of his political practices, mainly those concerning the economy such as increasing employment rates. Nevertheless, Trump used more negative judgements to attack his opponents. Interestingly, most of Trump's negative judgements were directed toward the US media instead of his opponent in the elections, Biden. Before and during his presidency, Trump frequently used the term 'fake news' to refer to some USA news media, whom he accused of being biased against him, which explains the high frequencies of this term in the dataset. Through the extensive use of such negative judgements, Trump attacked the ethics and honesty of the USA media to discredit them in the eyes of the public. This conforms with Ross and Caldwell's (2020) findings which suggested that Trump highly relied on what they referred to as the 'going negative' strategy to attack and discredit his opponents, which had consequently granted him credibility and popularity among his supporters. In contrast, Stahl used both positive and negative resources of appreciation and judgement in quite similar frequencies. This could be attributed to Stahl's role in the interviews and her interest in remaining objective and reflecting both positive and negative aspects of Trump's presidency. Furthermore, Biden also strategized the attitude polarity focusing on the positive representation of self and others, primarily his campaign partners and supporters. Most of the negative resources of appreciation and judgement were devoted by Biden to attack Trump. Even more intriguingly, Biden managed to use positive judgement items (e.g., "responsible" and "straight") to attack Trump's character and criticize his political practices. O'Donnell, on the other hand, used the least number of judgment resources, and these judgements were involved in her objective investigations into Biden's capability for presidency.

In line with previous research (e.g., Li & Zhu, 2019; Rahmaida & Cahyono, 2022), the present analysis of attitude provides insights into the political stance and ideology adopted by Trump and Biden. Trump employed positive attitudinal resources, especially those of affect, to promote his ideology of bringing America back to greatness in terms of economy and traditional social values. This is consistent with the findings of Rahmaida and Cahyono (2022), who reported that Trump's use of attitude resources reflected many of the conservative values of the Republican party. Similarly, Biden's democratic political stance was demonstrated by his use of the affectual resources to express his positive emotions toward equality, minority rights, and freedom of speech.

Stahl and O'Donnell, as the interviewers, were expected to maintain an objective tone throughout the interviews. However, this seems to be achieved by O'Donnell only, who did not use any attitudinal instances to reflect evaluations of self. On the other hand, Stahl strategized several negative and positive instances of attitude to criticize and judge Trump's character and actions. Consequently, O'Donnell's interviews with Biden had a calmer and more objective atmosphere, whereas Stahl's interviews with Trump had an argumentative atmosphere that reached a point where Trump abruptly cut off one of the interviews as he was bothered by Stahl's negative attitude toward him.

5. Conclusion and Implications

This paper was carried out to explore the employment of Martin and White's (2005) appraisal framework by analyzing the resources of attitude in one of the important genres of political discourse, political interviews. This paper showcases the practicality of Martin and White's (2005) concept of attitude and how its different types and features were strategized by two prominent political figures who remain relevant to the political scene in the USA, former President Trump and current President Biden, to promote their political campaigns, persuade voters and mirror political ideology. The findings indicate that Trump's attitudinal exchange during political interviews is of a subjective emotional orientation whereas Biden's is of a somewhat objective evaluative orientation. The findings also highlight the power of attitudinal items, especially those of judgement, in political discourse as a tactic to attack and discredit political rivals.

Moreover, the study provides insights into how attitude is expressed in political media by demonstrating how two prominent journalists in the American media, Stahl and O'Donnell, expressed their evaluations during the 60 Minutes political interviews they host, which have become an election-year tradition anticipated by viewers locally and internationally. The analysis of Stahl's employment of attitude during the interviews reveals that interviewers in political interviews may not always remain objective and unemotional.

The present paper explored the employment of attitude in political discourse focusing on the analysis of explicit (i.e., inscribed) attitudinal items only to avoid complicating the analysis. Hence, the analysis excluded any exchange of implicit (i.e., invoked) attitude during the interviews which could have enriched the results and conclusions. Therefore, future research can develop the present findings by examining the implicit attitudinal items in the analyzed 60 Minutes interviews with Trump and Biden. Moreover, this study investigated the use of one subsystem of Martin and White's (2005) appraisal framework, that is, attitude. Therefore, future research can investigate the use of the other two subsystems of the appraisal framework: graduation and engagement in the examined political interviews with Trump and Biden. Furthermore, examining the appraisal framework in political discourse in relation to certain sociolinguistic variables deepens the study and integrates its findings with other disciplines such as sociolinguistics. Hence, future research should study the appraisal framework in political discourse in relation to social variables such as power and gender.

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