

Interactional Meaning of Systemic Functional Multimodal Discourse Analysis on World Health Day 2020 Poster Related to Covid-19 Issue

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Abstract. The purpose of this study is to increase the effectiveness of information packaging related to the Covid-19 outbreak, especially with regard to public concern for health workers who are the frontlines in handling the outbreak. The study examines the interactional meaning represented in World Health Day 2020 Poster related to Covid-19 Issue released by World Health Organization (WHO) through its official website. In doing the analysis, a Systemic Functional Multimodal Discourse Analysis (SFMDA) approach is used. SFMDA is implemented to analyze both visual and verbal modes represented in the poster. Therefore, visual grammar and Systemic Functional Grammar are employed, specifically to get a comprehensive analysis of interactional meaning from both of the modes. In visual grammar, interactional meaning is realized through the concept of interactive meaning which involves contact, social distance, attitude, and modality related to interactive and represented participants while in Systemic Functional Grammar, interactional meaning is realized through the concept of interpersonal meaning which involves mood system analysis. The results show that a good combination of visual and verbal modes can ensure readability and accurate information delivery to the readers, and finally, it is hoped that the goals expected by the poster maker can be communicated well.

1. Introduction

The development of technology, especially in the current Internet network technology, has indirectly changed the paradigm of society in getting information and communication. In addition, advances in information technology such as smartphones and gadgets that are easily available at affordable prices facilitate internet access. From year to year, internet usage has increased drastically. The latest data from Hootsuite shows that more than half of the world's population has already used the internet; it can be seen in the following Digital around the World in 2020 from figure 1 below:

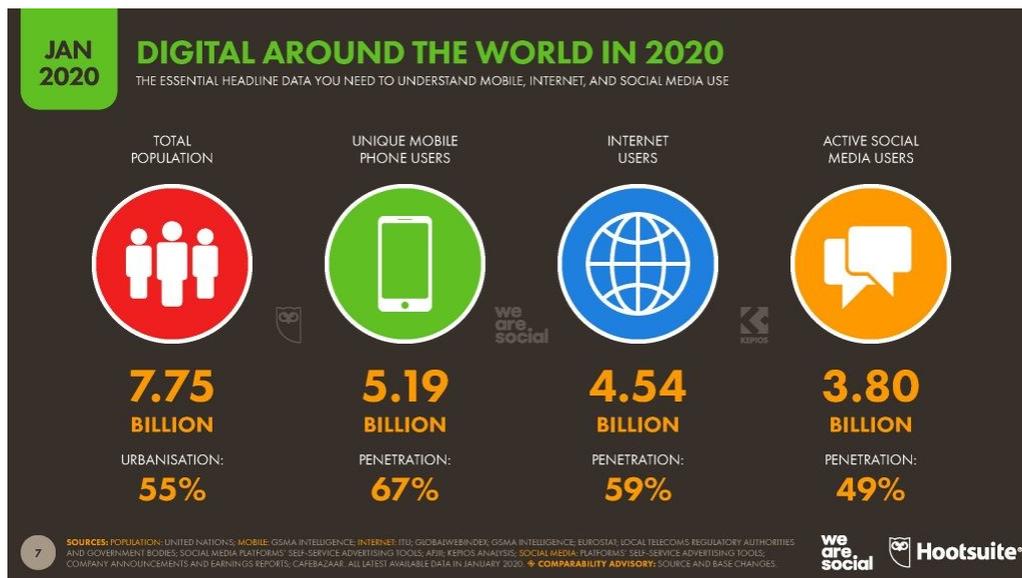


Figure 1. Internet users in the world. [1]

Figure 1 shows that 4.54 billion of the world's 7.75 billion people use the internet; and, this will definitely increase in number in the following years. The development of internet media is also used by companies, institutions and organizations to disseminate information in accordance with their respective visions and goals. One of them is like the World Health Organization (WHO). This world organization uses the internet media through its official website to disseminate information, especially those related to the current problem in the world, the Covid-19 outbreak.

Related to the outbreak, this year WHO campaigns to support the health care workers, especially: the nurses and midwives, as the main theme for the World Health Day 2020. According to WHO, nurses and other health workers are at the forefront of COVID-19 response - providing high quality, respectful treatment and care, leading community dialogue to address fears and questions and, in some instances, collecting data for clinical studies. Quite simply, without nurses, there would be no response. [2]

In its campaign for the World Health Day 2020, WHO also uses posters posted in its official website <https://www.who.int/>. The posters are used as a campaign props to make the public aware of the importance for supporting health workers during the Covid-19 outbreak. The posters are the data source for this study. In addition, since the posters consist of verbal and visual in their presentation, this study uses Systemic Functional Multimodal Discourse Analysis (SFMDA) approach in analyzing the data.

Systemic Functional Multimodal Discourse Analysis (SF-MDA) is an approach to analyze discourse in the social semiotic tradition. Social semiotics is sometimes used in a broad sense to refer to the study of semiotics which is social (rather than, for example, structural) in orientation [3]. The SF-MDA approach is specialized in verbal and visual analysis. This approach explains that systemic functional as a verbal analysis is used as the main foundation theory that discusses text and visual analysis with grammar of visual design that discusses images. This fundamental theory is supported by the theory of Systemic Functional Grammar by M.A.K Halliday to review in more detail the text, and Grammar of Visual Design by Kress and van Leeuwen.

In Systemic Functional perspectives, there are relationship between context, meanings, and wordings as shown in figure 2.

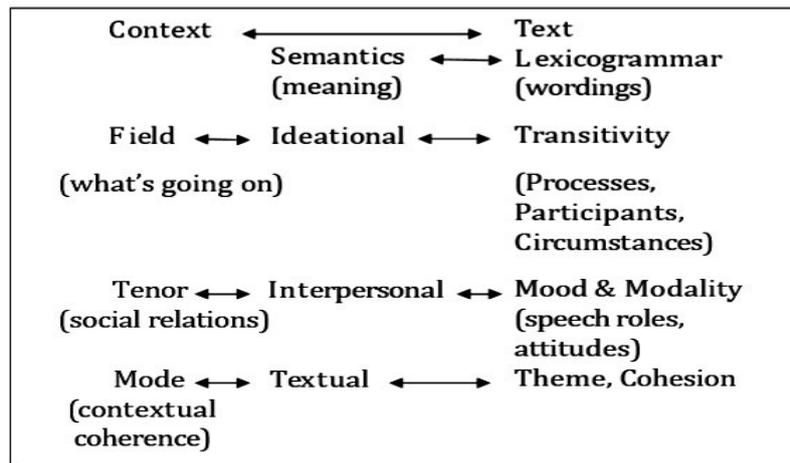


Figure 2. Relationship between context, meanings, and wordings. [4]

Later, as this study focuses on interactional meanings which in terms of language (verbal) is realized through the concept of interpersonal meaning, the description focuses on mood and modality. Mood has a tight relation to speech roles [5]. Halliday said that the most fundamental types of speech role, are just two: (i) **giving** and (ii) **demanding**. Either the speaker is giving something to the listener (a piece of information, for example, as in *Boof keeps scaring me*) or he is demanding something from him (as in *When [has Boof bit you]?*). Giving means ‘inviting to receive, and demanding means ‘inviting to give. The speaker is not only doing something himself; he is also requiring something of the listener [6]. To get a clear description, see the table of basic speech roles below.

Table 1. Basic speech roles in interpersonal metafunction

Role in Exchange	Commodity Exchanged	
	(a) Goods-&services	(b) Information
(i) giving	‘offer’ Would you like this teapot?	‘statement’ He’s giving her the teapot
(ii) demanding	‘command’ Give me that teapot!	‘question’ What is he giving her?

Table 1 shows that there are four speech functions resulted by the combination of commodity exchanged and role in exchange: statement, question, offer, and command. The speech functions are implemented into four kind of structures, or what Halliday calls ‘Mood Structures’: declarative, imperative, interrogative and exclamative. Statement is implemented by declarative clause, offer and question are implemented by the interrogative and exclamative clauses, and command is implemented by imperative clause [7]. The speech functions can be seen in figure 3 Mood structures.

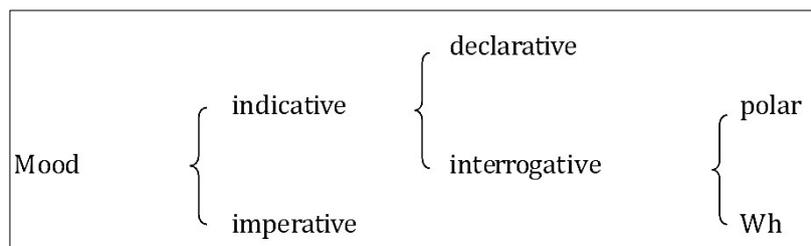


Figure 3. Mood Structures

In addition, regarding to modality, there are three values implemented in modality and modal operators: high, median, and low, as shown in table of modality values and modal operator values below [8].

Table 2. Modality Values

	Probability	Usuality	Obligation	Inclination
High	certain	always	required	determined
Median	probable	usually	supposed	keen
Low	possible	sometimes	allowed	willing

Table 3. Modal Operator Values

High	Median	Low
must	will	may
ought to	would	might
has to	shall	can
Is to	should	could

For visual analysis, interactional meaning is realized through the concept of interactive meaning which involves contact, social distance, attitude, and modality related to interactive and represented participants.

Table 4. Interactive meanings in Visual Grammar [9]

Contact	Image Act	- Offer (Information) - Demand (goods/services)
	Gaze	- Direct (degrees of Engagement) - Indirect (degrees of Disengagement)
Social Distance	Size of Frame	- Close (Intimate/Personal) - Medium (Social) - Long (Impersonal)
Attitude	Subjective Image	- Horizontal angle (degrees of Involvement & Detachment) - Vertical angle (degrees of power to the viewer, to the represented participants, or a relation of equality)
	Objective Image	- Action Orientation (frontal angle) - Knowledge Orientation (top-down angle)
Modality	Color	- Color saturation - Color differentiation - Color modulation
	Contextualization	- Absence of background - Full detail
	Representation	- Maximum abstraction - Maximum representation
	Depth	- Absence of depth - Maximally deep perspective
	Illumination	- Full representation of light and shade - Absence of light and shade
	Brightness	- Maximum brightness - Black and white or shades light grey and dark grey
	Coding Orientation	- Technological - Sensory - Abstract

Both verbal and visual elements are implemented in this study. Thus, the analysis for the posters can be described more comprehensive.

2. Method

This study uses qualitative method. The study focuses on how interactional meanings are represented through language (verbal) and image (visual) in WHO's World Health Day 2020 Posters. The study uses SF-MDA approach to implement the analysis. SF-MDA is an approach to study about discourse in multi modal or more than one mode. [10]

To implement the method, some attempts are conducted as the parts of process in the study. One of the attempts is by deciding the poster's topic to raise and the main consideration to observe for the study. The present writer chooses World Health Day 2020 Poster related to Covid-19 Issue released by World Health Organization (WHO) through its official website. In addition, as the study focuses on the interactional meanings in both visual and verbal from the posters, interactive meaning concepts involving contact, social distance, attitude, and modality related to interactive and represented participants are used to analyze the visual aspect, while the interpersonal meaning concept involving mood system analysis is used to analyze the verbal aspect.

3. Results and Discussion

From WHO official website, it is found 6 posters of World Health Day 2020 related to Covid-19 outbreak. The posters can be seen in figures 4, 5, 6, 7, 8, and 9 below.

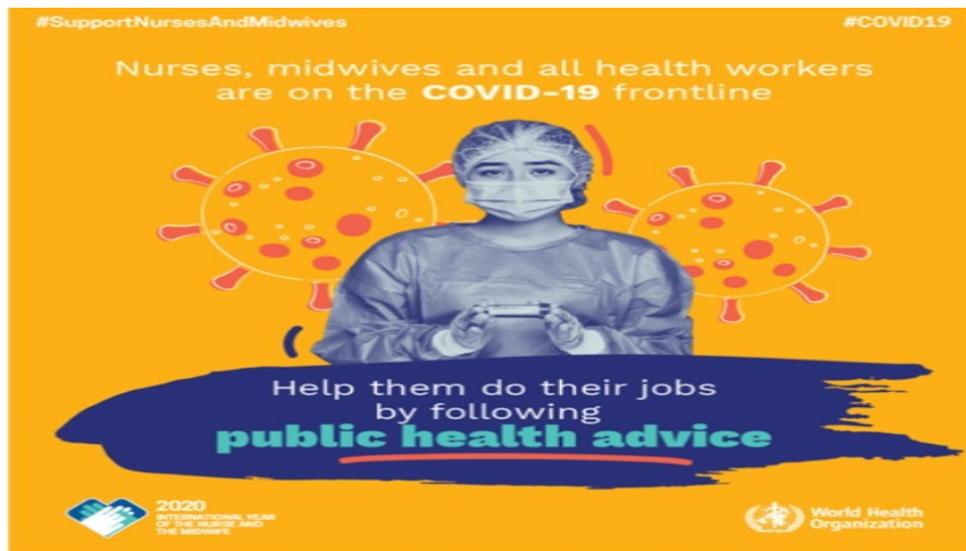


Figure 4. Poster 1

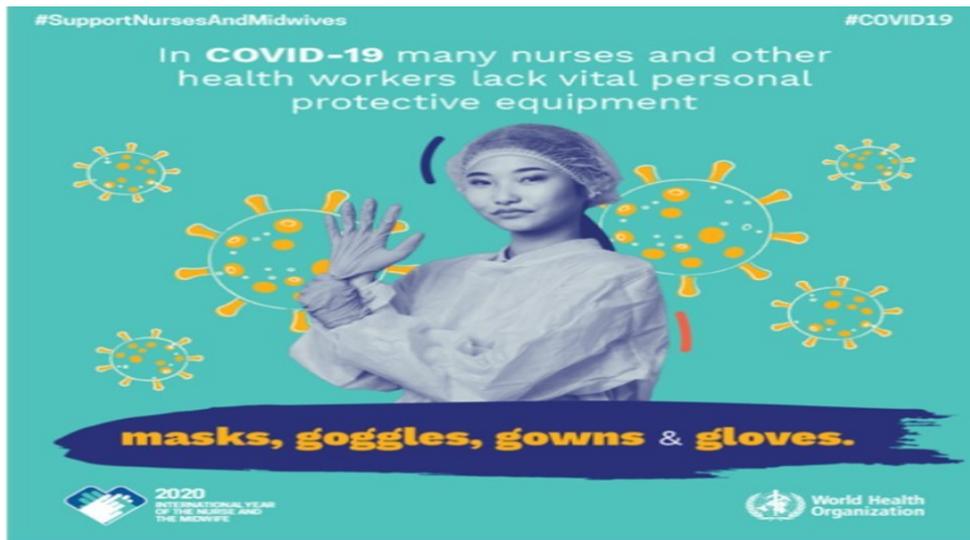


Figure 5. Poster 2

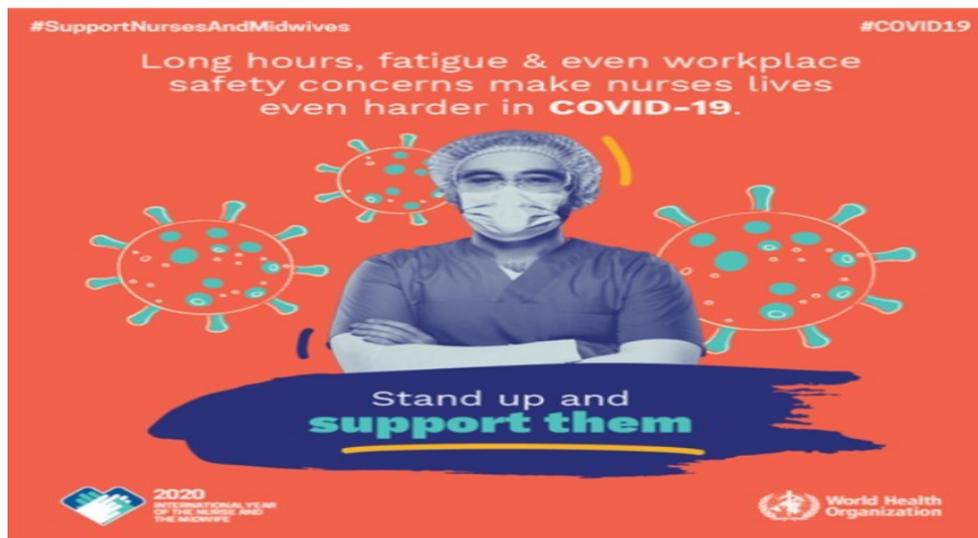


Figure 6. Poster 3

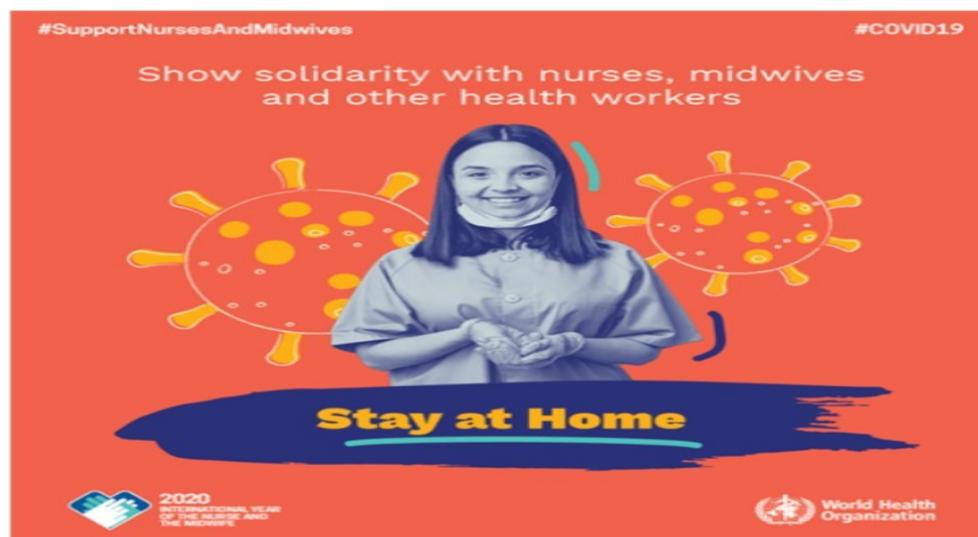


Figure 7. Poster 4

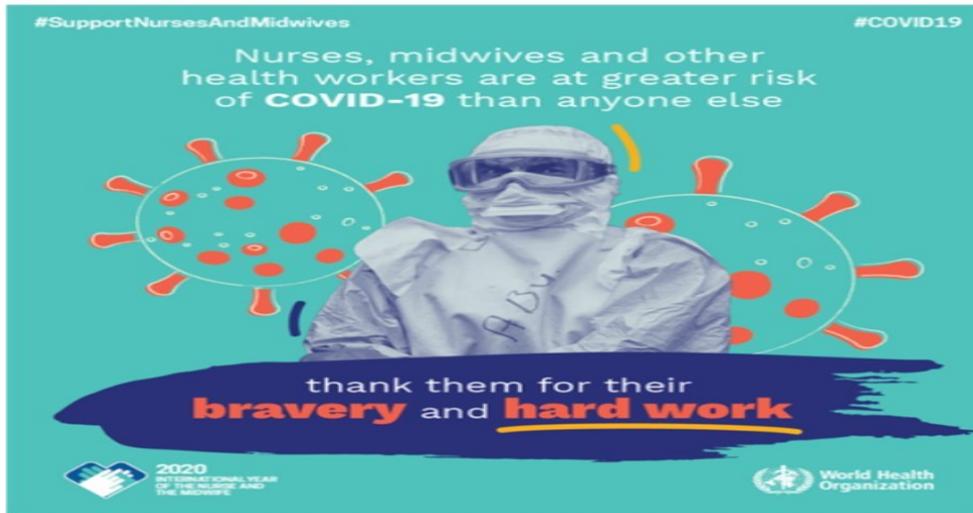


Figure 8. Poster 5



Figure 9. Poster 6

The results of the study show the interactional meanings in both verbal and visual analysis. In verbal analysis, the interactional meaning is realized through the interpersonal concept involving mood and modality analysis as shown in table 5. Verbal analysis: Mood structures and table 6. Verbal analysis: Modal operator values.

Table 5. Verbal analysis: Mood structures

Mood Structures	Declarative	Imperative	Interrogative
Total Clauses	5	6	-
Percentage	45%	55%	

Table 6. Verbal analysis: Modal operator values

Values	Low	Median	High
Total Clauses	-	-	-

Percentage	0%	0%	0%
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In visual analysis, the interactional meaning is realized through the interactive meaning which involves contact, social distance, attitude, and modality related to interactive and represented participants as shown in table 7. Visual analysis.

Table 7. Visual analysis

Visual Aspects	Visual Elements	Visual Markers	Total Markers	Percentage
Contact	Image Act	Offer	5	83%
		Demand	1	17%
	Gaze	Direct	5	83%
		Indirect	1	17%
Social Distance	Size of Frame	Close (Intimate/Personal)	5	83%
		Medium (Social)	1	17%
		Long (Impersonal)	-	-
Attitude	Subjective Image	Horizontal angle	5	83%
		Vertical angle	1	17%
	Objective Image	Action Orientation	5	83%
		Knowledge Orientation	1	17%
Modality	Color	Color saturation	-	-
		Color differentiation	-	-
		Color modulation	6	100%
	Contextualization	Absence of background	6	100%
		Full detail	-	-
	Representation	Maximum abstraction	-	-
		Maximum representation	6	100%
	Depth	Absence of depth	6	100%
		Maximally deep perspective	-	-
	Illumination	Full representation of light and shade	6	100%
		Absence of light and shade	-	-
	Brightness	Maximum brightness	6	100%
		Black and white or shades light grey and dark grey	-	-
	Coding Orientation		Technological	-
Sensory			-	-
Abstract			-	-
Naturalistic			6	100%

In verbal analysis, the most used mood structure is imperative. This means that WHO intends to highly persuade public to support their goal, which in this case is to support nurses and midwives in

covid-19 outbreak. In addition, the use of declaratives is to give a simple description about the situation, and as the bridging for highlighting the commands. Furthermore, WHO does not use modal operators because WHO wants to show its seriousness and straight to the point of the information offered.

In visual analysis, the most visual markers used in contact are offer and direct. These means that WHO intends to highlight the main participant involved in the poster, that in this case is the nurse and the midwife him/herself. Besides, in social distance, the most visual markers used are close because the participant in the posters are viewed from head to shoulder; this means WHO wants to give an image of the participant as a friendly and personal subjects. Also, in objective image of visual distance, the most visual markers used are action orientation because the participant in the posters are looking directly to the viewers; this means WHO intends to give an image of the participant as the person who are ready in action whatever the situation is.

In modality of visual analysis, the use of color variation is an important method for expressing visual modality in that the more that color is reduced, the lower the modality [11]. WHO uses color modulation to highlight the main participant in the posters. It is used the blue color to highlight the participant; this means the modality is lower, so WHO intends to give a direct main point by using a straight-to-the-point information to the viewers. In addition, in contextualization, WHO uses absence of background (in real-context). It is only used the image of the (not-real) virus as background. This means WHO intends to the viewers pay more attention to the main participant.

Furthermore, in modality of visual analysis, WHO uses maximum representation and absence of depth; this means that definitely the viewers can know clearly who the main participants in the posters are, that in this case are the nurses and the midwives. WHO also uses full representation of light & shade and maximum brightness since the main participants are highlighted with the blue color with very bright in the middle of the posters. This means WHO not only intends to highlight the participants but also intends to give a brief description of the situation and the action done by the participants. Besides, in coding orientation, WHO uses naturalistic; here, naturalistic means the dominant coding in society, the one which all members of the society share because they are being addressed as fellow members, no matter what level of education they have received, or their social status.

Finally, in terms of visual analysis, WHO quite succeeded in representing what it wants to the viewers. By using the simple and straight-to-the-point strategy, WHO wants to show its seriousness to persuade public for supporting their mission.

4. Conclusion

WHO uses six posters to disseminate information for World Health Day 2020. Its goal to make the posters are to get public attention and awareness of covid-19 outbreak, especially to the health workers, the nurses and midwives, who are the frontlines of the outbreak. The use verbal and visual elements in the posters quite support the WHO's mission. By using the simple and straight-to-the-point strategy, WHO intends to show its seriousness to persuade public for supporting its mission and goal.

Acknowledgements

The present writers gratefully acknowledge the support and generosity Rector of UNIKOM; without whom the present study could not have been completed.

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