CHAPTER I

INTRODUCTION

1.1 Background of the Study

Video is an excellent tool for delivering information in an appealing audiovisual manner (Yükselir & Kömür, 2017). According to Setyosari, Punaji, and Sihkabuden (2005), audio and visual media contain audio and visuals. This kind of media is very beneficial because it has both elements. On the other hand, audiovisual means refers to materials or tools used. To help write and speak, providing knowledge, attitudes, and ideas. Video plays a significant role in language and communication, particularly in the context of metadiscourse markers. It is becoming increasingly important as it allows for more engaging and interactive forms of content that can be easily shared and accessed.

Metadiscourse markers are described as text characteristics that explicitly connect to the organization of the discourse or the writer's perspective toward the subject matter or the audience (Hyland & Tse, 2004). Because metadiscourse is a linguistic strategy used to organize texts, engage readers, and show writers' attitudes toward their content and audience, removing metadiscourse markers makes the writings less personal, fascinating, and difficult to follow (Hyland, 2005). Most metadiscourse research focuses on written materials (Istiani & Puspita, 2020). Ädel (2006) also stated that spoken text is part of metadiscourse.

Spoken texts include spoken language, such as an interview, speech, conversation, argument, etc. Speech is the act of speaking to a group of people to impart statements and ideas and convince or entertain them (Azijah & Gulö, n.d.). A speaker must know various factors when delivering a speech, including word choice, language use, and speech organization. "Language is employed for more than just conveying facts about the world. It also serves to display this information through the text's arrangement." (Hyland, 2005).

A speaker utilizes language to negotiate with listeners and to deliver a text interactively; as a result, a speaker can establish a relationship with the listener. Furthermore, metadiscourse is a crucial tool for enhancing communication between the text, authors, and audience (Esmer, 2017), and recognizing the implicit meaning of a speaker's utterances is required in all types of communication, including speech (Fitri & Qodriani, 2016). Metadiscourse plays a crucial role in persuading an audience during a speech. Therefore, explaining how metadiscourse markers are used in a speech is vital.

Several studies have examined the use of metadiscourse markers in spoken texts, including Azijah & Gulö (2020), who examined interpersonal metadiscourse markers in Jacinda Ardern's speech at the Christchurch memorial. According to their findings, Jacinda Ardern used both interactive and interactional resources of interpersonal metadiscourse. She employed the interpersonal metadiscourse markers according to their functions. Jacinda Ardern successfully presented a well-organized and convincing speech while building a solid relationship with her audience using metadiscourse markers.

Related to the previous study, the author is interested in Michelle Yeoh's speech entitled "Michelle Yeoh Addresses the Harvard Law School Class of 2023" on YouTube. An award-winning actress, Michelle Yeoh (hereafter MY), presented her speech at the Harvard Law School graduation in 2023 in 15 minutes and 17 seconds. The speech she gives contrasts her experience with the life that the graduates will lead in the future. She discusses everything, from why she became an actress to her most recent work. Because her message was related to everyone's lives, she received much applause from the audience. In her speech, she also included many examples of metadiscourse, such as:

> "**As you know**, **I** am not a lawyer; **I** can't even say that **I** have played one on the screen, so why am **I** here? Why have **I** been asked to deliver the keynote speech to **you** on this pivotal day in **your lives** as **you dive** headfirst into a presumably bright but unpredictable future?"

This passage contains metadiscourse markers such as engagement markers and self-mentions. These two types of metadiscourse markers each serve a different purpose in implying meaning.

Hyland's (2005) framework of metadiscourse will be used to conduct the analysis. The term metadiscourse has been regarded as one of the linguistic characteristics that are beneficial in the field of speech. According to Kuswoyo & Siregar (2019), metadiscourse is one of the manifest instruments employed in speaking skills. Halliday's classification of the three metafunctions of language is the foundation for the concept of metadiscourse. It is said that central discourse

fulfills the ideational function, whereas metadiscourse fulfills the interpersonal and textual (Kopple in Nasiri, 2012)

In the digital era, where online communication has become prevalent, metadiscourse markers play an important role in understanding meaning. These markers are especially important in written and spoken forms of communication, such as chats, emails, and online meetings. Misunderstandings can occur when someone does not directly see or hear the intended message. The use of metadiscourse markers in MY's speech can be a valuable example for others to learn from, as it highlights the importance of these markers in effective communication. This research is important because it emphasizes the crucial role metadiscourse markers play in accurately conveying meaning.

1.2 The Problems of the Study

Problem formulation is a process that leads to the crystallization of numerous background elements. If there is a mismatch between theoretical expectations and reality, it will cause problems. The scope of the problem must be limited, declared, and specified with the description above for problem-solving to be thorough and not misled; the writers set the problem as follows:

1. What are the most frequently used metadiscourse markers in *Michelle Yeoh Addresses the Harvard Law School Class of 2023* video?

2. How do metadiscourse markers contribute to the effectiveness of *Michelle Yeoh Addresses the Harvard Law School Class of 2023* video?

1.3 The Objectives of the Study

Based on how the scenario was described above, the following objectives can be pursued:

1. To identify the most frequently used metadiscourse markers in *Michelle Yeoh Addresses the Harvard Law School Class of 2023* video.

2. To investigate and assess the role and contribution of the identified metadiscourse markers in *Michelle Yeoh Addresses the Harvard Law School Class of 2023* video.

1.4 The Scope of the Study

This research will concentrate on *Michelle Yeoh Addresses the Harvard Law School Class of 2023* video, also turned into script text. The author also analyzes it, utilizing both interactive resources and interactional resources from Ken Hyland's theory of metadiscourse.

1.5 The Significance of the Study

1. Theoretically, this research advances theoretical knowledge of metadiscourse, particularly in spoken text. Examining MY's speech provides insight into how metadiscourse markers contribute to spoken words, adding to previous research on written texts.

2. Practically, effectively employing metadiscourse markers in speeches may be helpful for public speakers, including politicians, educators, professionals, and even students.