



An Ecological Discourse Analysis of COVID-19 Speech by Dr Tedros on World Health Organization YouTube Channel

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| Article Info | Abstract |
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| Article History Received: 2022-02-03 Revised: 2022-03-02 Published: 2022-03-28 Keywords: <i>Ecological Discourse Analysis;</i> <i>Transitivity;</i> <i>Linguistics;</i> <i>Ecolinguistics;</i> <i>Systemic Functional Linguistics;</i> <i>Covid-19.</i> | Ecological crisis increases into the biggest current issue since COVID-19 pandemic hit the world. The awareness and perception about the relationships between environment and other organisms has moved slowly. Meantime, the ecological terminology is developing as extraordinary topic to discuss in all aspects because has had a major effect on our live. As a new transdisciplinary paradigm formed by the combination of ecology and linguistics, ecolinguistics principally studies the influence of language use on human beings, nature and other organisms. This paper essentially uses transitivity of systemic functional linguistics theory proposed by Halliday to analyze the ecological discourse of COVID-19 speech by Dr Tedros in World Health Organization (WHO) YouTube Channel. Therefore, the ecological philosophy of this paper explores from the theory of Ecological Philosophy that addresses our understanding, as part of the environment in which we live, and how we learn and act on environmental issues. Present research employed qualitative, descriptive method containing observation. Results revealed ecological discourse analysis of transitivity system theory can be used in shedding light on use of language in this speech to invigorate the perception by understanding based on the three ecologies, there are environment, social relations and human (mental) subjectivity. Furthermore, on mood system analysis, this speech consists of larger number of declarative moods and some interrogative moods. In summarization, finding of current study will deliver a theoretical foundation of ecological discourse analysis for future researchers in the field. |
| Artikel Info | Abstrak |
| Sejarah Artikel Diterima: 2022-02-03 Direvisi: 2022-03-02 Dipublikasi: 2022-03-28 Kata kunci: <i>Analisis Wacana Ekologis;</i> <i>Transitivitas;</i> <i>Linguistik;</i> <i>Ekolinguistik;</i> <i>Linguistik Fungsional</i> <i>Sistemik;</i> <i>Covid 19.</i> | Krisis lingkungan yang meningkat menjadi isu terbesar saat ini sejak pandemi COVID-19 melanda dunia, kesadaran dan persepsi tentang hubungan antara lingkungan dan organisme lain bergerak lambat. Sementara itu, terminologi ekologi berkembang sebagai topik yang luar biasa untuk dibahas dari segala aspek karena memiliki pengaruh besar pada kehidupan kita. Sebagai paradigma transdisipliner baru yang tercipta oleh kombinasi ilmu ekologi dan linguistik, ekolinguistik pada prinsipnya mempelajari pengaruh penggunaan bahasa terhadap manusia, alam, dan organisme lain. Tulisan ini pada dasarnya menggunakan teori transitivitas linguistik fungsional sistemik yang dikemukakan oleh Halliday untuk menganalisis wacana ekologis pidato tentang COVID-19 oleh Dr Tedros di kanal YouTube <i>World Health Organization</i> (WHO). Oleh karena itu, filosofi ekologi dalam riset ini mengeksplorasi teori Filsafat Ekologis yang membahas pemahaman kita sebagai bagian dari lingkungan tempat kita hidup, hingga bagaimana kita belajar dan bertindak atas isu-isu lingkungan. Penelitian ini menggunakan metode deskriptif kualitatif melalui konsep observasi. Hasil penelitian mengungkapkan bahwa analisis wacana ekologi dari teori sistem transitivitas dapat digunakan untuk menjelaskan penggunaan bahasa pada sebuah pidato COVID 19 dalam rangka memperkuat persepsi atau pemahaman berdasarkan tiga ekologi, yaitu lingkungan, hubungan sosial dan subjektivitas (mental) manusia. Selanjutnya, pada analisis sistem <i>mood</i> , pidato ini terdiri dari sejumlah besar <i>mood</i> deklaratif dan beberapa <i>mood</i> interogatif. Singkatnya, temuan studi saat ini akan memberikan landasan teoritis di bidang analisis wacana ekologi untuk peneliti selanjutnya. |

I. INTRODUCTION

Eco-linguistics, an interdisciplinary study that linking ecology and linguistics, begins in the 1970s when Einar Haugen (1972) created a paradigm 'language ecology', In Haugen's view,

language ecology is the study of the interaction of language and environment. It has kept an upward developing trend in recent decades. Haugen mode and Halliday mode are the two main research paradigm which are generally recogni-

zed and applied in this field, the former focuses on the correlation between language and the context while the latter emphasizes the influence of language use on the natural environment. According to Halliday (2007), human beings recognize the world and understand the experience through language, and at the same time use language to create meaning and construct the world. The words and deeds conducted by human are determined by human themselves and their relationship with other species in the ecosystem, and even with nature. Halliday (2001) believes that language is the means of intervening society, and linguists should take the social and ecological responsibility and contribute to use language to wake up the awareness of protecting natural environment of human beings. Therefore, this study will carry out the ecological discourse analysis by applying Halliday mode, that is, to pay attention to the impact of language on ecology, in order to reveal that how our signification affects our impact on the environment.

The selected entity of this study is the discourse about ecology of the COVID-19 Speech by Dr Tedros in World Health Organization YouTube Channel. First of all, this text involves momentous measures and viewpoints to promote the construction of socialist ecological civilization in the nowadays, thereby belonging to a typical ecological discourse. Then, the current research on this entity is mainly concentrating in the field of non-linguistics, that is global threat in families, societies, economics, health, science and so on. In the field of language and literature, it focuses on translation studies but few are analyzed from the linguistic point of view. In order to carry out eco-oriented analysis of discourse, we need to recognize that different researchers have their own thought of ecological harmony and consideration of the relationships between man with other organisms and the nature which can be ended up with own set of ecosophy. In this way, guided by the civilization ecological philosophies and, this study makes an ecological interpretation of the selected text from the perspective of transitivity system and mood system theory. The purpose of the study is to explore the following issues: Firstly, what is the ecological orientation of the selected entity in realizing experiential and interpersonal meaning? Is it consistent with the basis of ecological philosophy established in this study?. Secondly, from the perspective of transitivity system and mood system, what are the

characteristics of the language construction of this ecological discourse?.

II. METHOD

The design of this research is a qualitative method. According to Bodgan and Biklen (1998: 69), qualitative research is designed from the process of observation by analyzing, discussing, and finding a social phenomenon as in this research that is the ecological crisis increases into the biggest current issue since COVID-19 pandemic as extraordinary topic to discuss in all aspects because has had a major effect on live. It means this research has several characteristics of qualitative. First, the research is natural because the researcher observes and collects the data in a natural setting, meaning that without manipulating the place, the time, the utterance done by the subject, etc. Second, the data in this research is in form of utterance which is presented in a speech which means that it is in the form of words, not numbers. Third, this research is done inductively because the researcher analyses the process, interprets, reports, and draws conclusions from the process. The researcher uses the descriptive method since this research employs the technique of searching, collecting, classifying then interpreting the data, and constructing a conclusion. Based on that theory, the purpose of this research is to describe the transitivity of systemic functional linguistics in analyzing the ecological discourse of COVID-19 speech by Dr Tedros in World Health Organization (WHO) YouTube Channel and its ecological philosophy to invigorate the perception by understanding the existence of the non-human living body which is obviously an important part of the ecosystem.

III. FINDINGS AND DISCUSSION

In the COVID-19 Speech by Dr Tedros in World Health Organization YouTube Channel, Dr Tedros put forward that the thought of "harmonious symbiosis between man and nature" is not only rooted in ecological philosophy, absorbs its essence, but also endows the cultural connotation of the new era. Hence, based on the theory of systemic functional linguistics and ecosophy, this study makes a discourse analysis of the ecological text in the report of conception of the human being, of society and of the environment. In this paper, the transitivity and mood system of these two parts are analyzed from the ecological point of view: in the first step, the action process types are marked and counted in the process of transitivity

analysis; then, in the process of mood analysis, mood and sentence types are handled in the same way; finally, the ecological interpretation of the example sentence is carried out to judge the ecological orientation of the discourse.

1. Transitivity System

According to Halliday (1994), each clause grammatically has three meta- functions at the same time: we use language to describe our experience of the world, to establish and maintain interpersonal relationships and organizational discourse. These three functions can express different meanings, namely conceptual meaning (can be further divided into logical meaning and experiential meaning), interpersonal meaning and textual meaning. Then, Halliday set up a process-centered framework for understanding transitivity system which serves for the experiential meaning: it consists of three parts-the process itself, the participants in the process and the environmental role related to the process. The process is the action around that the clause is structured (Unsworth, 2000). The process is always realized by a verb and there is only a process in a clause, six types of process; material process, mental process, verbal process, behavioral process, relational process, and existential process.

The first part of the report summarizes the remarkable achievements made in the construction of ecological civilization. There are totally thirty-two clauses which involves four types of process; eight material processes, sixteen mental process, seven relational process, and one existential process.

| Process | Material | Mental | Relational | Verbal | Behavioral | Existential | Total |
|------------|----------|--------|------------|--------|------------|-------------|-------|
| Number | 9 | 15 | 7 | 0 | 0 | 1 | 32 |
| Percentage | 28% | 47% | 22% | 0% | 0% | 3% | 100% |

a) The Ecological Analysis of the Material Process of the Discourse

First of all, material process is one of the most important types in transitivity system, because the physical nature is the most essential characteristic of the real world, and human activities are the fundamental guarantee of their existence. (Hu Zhuanglin, 1994, p.30) Halliday (1994) defines such process as material process. This process is used to describe the process of doing something or the process of something happening and can describe physical realm of experience and are

mainly used to reflect substantive actions, such as *jump, drink, lift*, etc. Otherwise, the process which reflecting the field of social communication and being used to embody the process of abstract action also belongs to this category, such as *employ, increase, abuse*, etc. We can deepen our understanding of the linguistic embodiment of ecological philosophy in the clauses describing the process of action. The first analysis of Dr Tedros's speech is found mental process as the most dominate process to describe human mental subjectivity, these are the following examples of data analysis:

We must ensure that all people at risk everywhere.

| We | must ensure | that all people at risk everywhere |
|--------|-------------|------------------------------------|
| Senser | Process | Phenomenon |

We saw how acts of kindness and care helped neighbours.

| We | saw | how acts of kindness and care helped neighbours |
|--------|---------|---|
| Senser | Process | Phenomenon |

We also witnessed how acts of malice, and misinformation, caused avoidable harm.

| We | also witnessed | how acts of malice, and misinformation | caused avoidable harm |
|--------|----------------|--|-----------------------|
| Senser | Process | Phenomenon | Cir. Cause |

The structure of the clauses describes mental process of human subjectivity. The senser is human "we" that represent what we are facing together, who feel (emotionally), thinks and perceives the phenomenon. At the same time, the process shows the cognition and perception in order to emphasize the logical things and believe what is happening in our internal mind responding the facts of covid-19 pandemic. The application of this process may highlight the subjective initiative of the cognitive subject and indicates the tendency of the subject to move. At the same time, it is a changing process of the subject's cognition of ecological environmental protection, which indicates that the subject is gradually aware of the importance of the construction of

ecological civilization, which emphasize the determination of the state to protect the nature.

b) The Ecological Analysis of the Mental Process of the Discourse

The mental process describes the process of the occurrence and development of psychological activities of people, and it is the reaction of the human brain to reality. This kind of process describes the human understanding of the world through the formation of concepts, perception, judgment or imagination and other psychological activities. (He Wei. et.al., 2017, p.87). The second transitivity system analysis of Dr Tedros's speech is found material process which represent environmental issue in ecosophy, and these are the following examples data analysis:

People around the world celebrated New Year's Eve 12 months ago.

| | | | | |
|--------------|------------------|----------------|----------------|------------------|
| People | around the world | celebrated | New Year's Eve | 12 months ago |
| Actor | Cir.Plac | Process | Goal | Cir. Time |

A new global threat emerged.

| | |
|---------------------|----------------|
| A new global threat | Emerged |
| Actor | Process |

Vaccines offer great hope to turn the tide of the pandemic.

| | | | |
|--------------|----------------|-------------|----------------------------------|
| Vaccines | offer | great hope | to turn the tide of the pandemic |
| Actor | Process | Goal | Cir. Matter |

As mentioned above, the participant as an actor could be both human and inanimate are indicating that environment is constructed from the existence of human being, organism and the nature. Then, the process gives the audiences a feeling of awareness and to take an action of protection from covid-19 as a goal. The above examples describe the concrete actions and remarkable results taken in civilization to protect the environment. The subjects are nouns related to environmental protection, indicating that people make intentional behavior in protection of the environment we live by and actively take measures to promote the

construction of ecological civilization and ecological protection, all of which belong to the beneficial ecological discourse. As the term suggests, it is the extension and supplement of clause process, which is used to assist the process component to complete the expression of meaning and undertake the semantic function in transitivity analysis.

c) The Ecological Analysis of the Relational Process of the Discourse

Then, according to Halliday (1994, p.119), relational process mainly refers to a relationship established between two independent entities. It deems that this kind of process type is composed of attributive process and identifying process, the relational process clauses that appear in this section all concern about and describe attributive process, so we'll cover this type in detail. This process describes an entity as a member of a group or loaded with a characteristic. The third analysis of Dr Tedros's speech is found relational process to describe social relations in ecological philosophy, and these are the following examples of data analysis:

Equity is the essence of the ACT Accelerator

| | | |
|--------------|----------------|--------------------------------|
| Equity | is | essence of the ACT Accelerator |
| Token | Process | Value |

This is the challenge

| | | |
|--------------|----------------|--------------|
| This | is | challenge |
| Token | Process | Value |

At the heart of this is investing in universal health coverage to make health for all a reality.

| | | | |
|----------------------|----------------|--------------|--------------------------------|
| At the heart of this | is | investing | in universal health conference |
| Token | Process | Value | Cir. Place |

The participants are taken as the external form of things which is more concrete. In otherwise, the value appears after the process to describe an identification which is macro and abstract. The process is 'is' (be), that represent the relation of social environment the external form of things, which is concrete and specific. So, we can see that the relational processes used here are all identifying

mode, which is a good choice to explain the new normal situation and how do people stand together to commit for social funding as a global solidarity. The relational process clauses in this section belong to the identifying category. This process type reflects the relationship between two participants to identify one participant through the identity of another participant.

2. Mood System

Halliday (1994) holds that interpersonal function which embodies all uses of language to express social and personal relations is mainly reflected by mood and modality subsystems. He points out that there are four primary functions in verbal communication: offer, command, statement and question. In general, the statement is embodied by the declarative mood, the question by the interrogative mood, the order by the imperative mood, and the offer by a variety of mood. (Zhang Ruijie, He Wei, 2018, p.102). The selected clauses in the speech only involves declarative mood and interrogative mood, The declarative mood realizes the declarative speech function, and the interrogative mood mainly realizes the verbal function of question. In addition to the objective situation, the full text is inclined to pass on an order to the reader. However, in most cases, the speech function at the semantic level and the mood category at the lexical and grammatical level are not one-to-one correspondence. (Zhang Ruijie, He Wei, 2018, p.103) For example, declarative sentence and interrogative sentence at the grammatical level, but the degree of mood is different, that is, ecological mood intensity is enhanced in the order of interrogative sentences and sentences. Consequently, it is necessary for us to further classify and count the syntactic forms of the discourse. According to the data, among the overall thirty-two sentences, thirty declaratives sentences and two interrogative sentences is shown.

| Mood | Declarative | Interrogative | Imperative | Total |
|------------|-------------|---------------|------------|-------|
| Number | 30 | 2 | 0 | 32 |
| Percentage | 94% | 6% | 0% | 100% |

To sum up, declarative sentence which is used to giving statements takes the highest proportion of all and is the main syntactic form of declaratives mood, which produces

the strongest mood in the system. For instance:

a) Declarative Mood

Declarative sentence which is used to give statements takes the highest proportion of all and is the main syntactic form of declaratives mood, which produces the strongest mood in the system. For instance:

- 1) *COVAX needs just over 4 billion US dollars urgently to buy vaccines.* (Indicative: Declarative Mood; Proposition; Giving Information)
- 2) *We have seen how divisions in politics and communities feed the virus.* (Indicative: Declarative Mood; Proposition; Giving Information)
- 3) *There is light at the end of the tunnel, and we will get there by taking the path together.* (Indicative: Declarative Mood; Proposition; Giving Information)

These clauses are typically declaratives mood due to propose the condition of environment nowadays. The structure is built by major predicator and in the form of proposition that has a purpose to give information about knowledge and insight of covid-19 to the audience. In the interrogative mood, there are two clauses that can be analyzed.

b) Interrogative Mood

In other side, there are two interrogative moods which are found in Dr Tedros's speech at the last statement, for instance:

- 1) *Do we ignore the lessons of 2020?* (Indicative: Interrogative Mood, Proposition)
- 2) *Or do we walk the last miles of this crisis together.* (Indicative: Interrogative Mood, Proposition)

The structure is built by the relation between finite 'do' and subject 'we', whereas residue is the rest. Both clauses have a meaning to demand how far we aware to this environmental crisis. It also expresses the relevant specific measures and people for the protection of the environment, it conveys the obligation for civilization to pay attention to the ecology and the construction of ecological civilization to do in the future.

In addition, He Wei (2018, p.103) believes that the study of mood system of discourse from the perspective of Eco-linguistics should

not be limited to the types of mood, but also focus on the social status and social responsibility of speaker. This speech is proposed by the supreme leader of WHO. Undoubtedly, international authority has the strongest command and the greatest executive force in substance, and the declarative mood has the same effect. When the two are combined, the strongest tone is generated. Hence, the state authority formulates the environmental protection policy through laws and regulations, which can no doubt maximize the production of ecological protection behavior.

IV. CONCLUSIONS

Based on the explanation above, it concludes that the ecological discourse analysis of Dr. Tedros's speech highlights the construction of ecological philosophy through the application of transitivity system and mood system. In the transitivity system, it is found mental process as the most dominant process. The speaker wants to build mental health of the audiences. It confirms the measures and behaviors of environmental protection, which is helpful for adaptation of human subjectivity in the new normal situation. Material process is in the second place which describes the human and inanimate that is constructed an awareness toward existence of human being, organism, and the nature. Thirdly, relational process shows the social relation used to explain how should people stand together to commit for social funding as a global solidarity. The existential process in the fourth place, while verbal and behavioral are not found. Furthermore, on mood system analysis, this speech consists of larger number of declarative moods in purpose to give information to the audience about knowledge and insight of covid-19. Then, the interrogative mood is also found and it has a function to demand information in which how far we are as the human aware to face this environmental crisis. The combination of positive ecological meaning and strong mood in this text maximizes the occurrence of ecological protection behavior and conveys more positive ecological protection meaning. In a word, transitivity system and ecological mood system are practical and operable in ecological discourse analysis, and have a wide range of application value, which can provide guidance for ecological discourse analysis of different types of discourse.

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