

An Analysis of Attitudinal Resources in the Popular Thai Online Original Soundtrack, “Orchao-oe” (You) of the Period Soap Opera “Buppe San Nivas” (Love Destiny): Systemic Functional Linguistics and Appraisal Perspective

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Abstract

Visual appraisal analysis has gained much attention from systemic functional linguists (Camelia et al, 2016; Economou, 2009; Unsworth, 2006) to discuss how images influence the multimodal texts and the visual and verbal appraisal systems are refined and extended (Ngo & Unsworth, 2015). While such system addresses some aspects of visual semiosis, detailed analysis of attitudes is little studied in terms of images and verbal elements in a popular Thai period original soundtrack “Orchao-oe” (You) between February 2018 and April 2018, originated from the most famous soap opera, “Buppe San Nivas” (Love destiny). Therefore, this study analyses some distinctions of explicit visual inscription from a range of strategies for implicit invoking of attitudes in images underpinning the systemic functional linguistics and appraisal framework. The findings of the study reveal that the use of the distinctive affordances of visual, verbal resources and sound is much presented in the soundtrack concerned and appraisal resources of attitude which are mainly evoked visually and verbally. The study suggests some implications for further research in order to fulfill visual appraisal analysis and multimodal literacy pedagogies are also offered.

Keywords: Systemic-Functional Linguistics (SFL); Multimodal Text; Visual Appraisal,

บทคัดย่อ

การวิเคราะห์ประเมินสื่อภาพและเสียงได้รับความสนใจอย่างมากจากนักภาษาศาสตร์เชิงระบบและหน้าที่ (Camelia et al, 2016; Economou, 2009; Unsworth, 2006) เพื่อวิเคราะห์ว่า รูปภาพมีอิทธิพลอย่างไรต่อข้อความที่หลากหลายและระบบการประเมินภาพและข้อความทางคำพูดได้รับการศึกษาและขยายความมากขึ้น (Ngo & Unsworth, 2015) แม้ว่าระบบการวิเคราะห์ดังกล่าวได้ให้ความสำคัญลักษณะบางอย่างของการวิเคราะห์สัญศาสตร์ การวิเคราะห์เชิงลึกเกี่ยวกับทัศนคติยังได้รับการ

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ศึกษาค้นคว้าวิจัยไม่มากทั้งในแง่รูปภาพและองค์ประกอบด้านคำพูดในเพลง ออเจ้า ซึ่งออกอากาศระหว่างเดือนกุมภาพันธ์ - เมษายน 2561 และมาจากละครเรื่อง บุพเพสันนิวาส ดังนั้น งานวิจัยจึงวิเคราะห์ลักษณะบางอย่างของภาพและเสียงเชิงประจักษ์จากกลวิธีที่หลากหลายในการแสดงทัศนคติที่ปรากฏในภาพภายใต้กรอบภาษาศาสตร์เชิงระบบและหน้าที่และกรอบการประเมิน ผลของการศึกษาวิจัยแสดงให้เห็นว่า มีการใช้องค์ประกอบทางภาษาทั้งด้านภาพและเสียงมากในเพลงดังกล่าวและมีการใช้คำที่ประเมินที่สื่อแสดงออกทางด้านทัศนคติที่หลากหลายที่กระตุ้นความรู้สึกทางภาพ เสียงและคำพูด การวิจัยครั้งนี้มีข้อเสนอแนะสำหรับการวิจัยค้นคว้ามากขึ้นเพื่อเติมเต็มการวิเคราะห์ภาพและเสียงและการเรียนการสอนด้านการศึกษาข้อความที่หลากหลาย

คำสำคัญ : ภาษาศาสตร์เชิงระบบและหน้าที่ ข้อความที่หลากหลาย การประเมินภาพและเสียง

1. Introduction

Words, images and sounds make human beings understand the semantic, emotional and aesthetic effect of the text. However, the pictorial dimension may necessarily concur or not concur with the verbal or sound component. Within the semiotic literature, some researchers (Kress & Van Leeuwen 2006; O'Halloran, 2008) have used various semiotic resources of language, image, sound, etc. separately or in combination to study meaning making in different contexts.

In this regard, Wu (2014) argued that picture books which are different from the traditional storybooks are used to supplement a text with a particular purpose. That is, she claimed that illustrations in the picture books help elaborate the story to the readers whereas some storybooks do not merely serve that purpose. To appeal to readers, the use of visualization is likely to allow them to gain insight and comprehend the data easily and effectively (Lankow, Ritchie, & Crooks, 2012; Camelia et al, 2016).

It is well documented that examining the sounds of the human voice and musical sound presents some advantages related to a communicative motivation when learning languages or other subjects. The following support study contributed to the current understanding of sound patterns in systemic functional semiotic (SFS) theory. Caldwell (2014) provides some analyses involving a systematic, principled method which helps identify interpersonal meanings in sound and draw on various aspects of the appraisal framework, and the respective sound features of the rap and sung voice. In addition, Wingstedt et al (2008) studied meaning making functions of narrative media music, awareness and knowledge about such functions expressed through the different modes of musical sound and speech. They found that what people think mainly depends on what they hear.

It is worth mentioning that the visual mode is very crucial in the context of digital media with its emphasis on images (e.g. Flickr, Pinterest, news websites combining verbal texts and images). Similarly, in systemic functional semiotic (SFS) theory, many researchers have studied image-verbiage relations in various contexts, including print advertisements (Cheong, 2004) and websites (Baldry & Thibault, 2006; Lemke,

2002) Likewise, Knox (2007) analyzed thumbnails using tools from SFL, and three socio-historical perspectives (news photography, typography, and punctuation) are studied according to SFL semiotics. It highlights some functions which are less as images and more as an expansion of the potential of language in computer-mediated communication in the specific discursive context of the home page of the online newspaper “Sydney Morning Herald” (2002-2006) and this supports closer intimacy between viewers and images. According to Economou’s study concerning the intersection of social semiotic theory and critical discourse analysis (CDA) and implementing systemic-functional (SF) theory to verbal-visual news media texts, In particular, Economou (2009) found that visual meaning facilitates an investigation of evaluative stance in visual-verbal text .

For semantic expansion which is also related to the materiality of the multimodal artefact, SFL researchers introduced and integrated different resources, including the technology or other medium involved like books and interactive digital media (Jewitt, 2006). However, the study of language with more than two semiotic resources which work together to construct meaning in multimodal (or multisemiotic) phenomena (e.g. print materials, online discourse, videos, websites, any objects in the real world and day-to-day events) in various media may lack in-depth theoretical investigation with particular focus. Within and across complex multimodal phenomena for the changing world society, the necessity of exploring and restringing multimodal semantics patterns is still being discussed by multimodal researchers (Economou, 2009; Lemke, 2002; O’Halloran 2008; Unsworth, 2006) because this raises a big issue in multimodal analyses on how we describe interaction between multimodalities. The more multimodal resources coexist, the more we realize that analytical tools become more complex. In addition, the possibility of finding evaluative system (appraisal) for language, images and other multimodalities still need further studies because as it is indicated by Andersen et al (2015, p.56), different realizations of hierarchies are framed up by appraisal and ambience apparently but people can negotiate their feeling when they get into paralanguages (facial expression), music and image in spite of the same value when they move from one modality to another which may rarely be found. Therefore, this study aims to analyse the lyrics of an online original soundtrack “Orchao-oe” (You) in the Thai period soap opera “Love destiny, part of an aesthetic genre that weaves words, sung voice and pictures together to attract readers. Having social semiotics and appraisal theory as theoretical background, this study will provide an insight into the use of the visual, verbal semiotic and sound resources in this specific online context.

Because of the degree of delicacy in SFL, Appraisal Framework enables highly refined distinctions (e.g. category and subcategory of evaluative language) to be made in the analysis of the verbal and non-verbal elements. Therefore, Appraisal Framework, particularly in terms of the system of attitude, visual, verbal resources and sounds, is applied to use a tool to analyse the text in this study. Theoretically, appraisal framework (Martin & White, 2005) covers the following distinctions: (1) Attitude: deals with our feelings, involving emotional reactions, judgements of behaviour and evaluation of things, (2) Engagement: monogloss/heterogloss and (3) Graduation: force/focus. To

understand the meaning of interpersonal relationship, it is argued that this framework could help clarify the way in which language is used to evaluate, negotiate stances that the readers take in the text, manage interpersonal positioning and build relationships with interlocutors (White, 2015; Mohammed & Abdullah, 2018).

That is to say, people create visual images or sounds to accompany their inner and outer speech. The visual, written, and oral texts interrelate as well as support or back up each other. In the same way, facial expressions, stance and gestures in a photo are associated with basic emotions such as happiness, sadness and fear. At the same time, in appraisal terms for language analysis, Martin & White, (2005, p. 49) state that “The affect values (basic emotions) most easily visually expressed are basic values in the three groups identified in the attitude system – unhappiness /happiness (sad/happy), insecurity (afraid), dissatisfaction (angry).”

In addition, verbal affect and other subcategories of the appraisal system like judgment (the evaluation of human behavior) and appreciation (the evaluation of objects and products) can be inscribed visually (explicit attitude) or evoke (implicit attitude) through depictions of human bodily expression (Economou, 2009). That is to say, through three subcategories: affect, judgment and appreciation, visual attitude can be either expressed explicitly (inscribed) or implicitly (evoked) by writers.

Similarly, visual and verbal elements can be used as a tool to analyse how the speaker/writer values the things within a text according to the appraisal theory within SFL. Consequently, the analysis of appraisal resources was adapted by Economou (2009) for analyzing these resources verbally and visually in news photos. According to Economou (2009), visual attitude can be either inscribed (explicit attitude) or evoked (implicit attitude) and is divided into three subcategories: affect, judgment and appreciation according to Martin & White (2005). That is, when showing unhappiness/happiness (sad/happy), insecurity (afraid) and dissatisfaction (angry), Affect can be expressed in the visual topography of facial expressions and body gestures (Economou, 2009) of depicted participants, (Martin & White, 2005, p.52). Judgment (Martin & White, 2005, p.52), may be differentiated between social esteem and social sanction. Within social esteem, three subcategories are categorized namely: normality (how usual or exceptional people are), capacity (how capable people are), and tenacity (how determined people are). In fact, social sanction refers to veracity (honesty) and moral propriety (moral/legal codes to be used in the judgment of behavior (Economou, 2009). Appreciation (Martin & White, 2005, p.56), is divided into three subcategories: reaction (impact and quality), composition (balance and complexity), and valuation (worth and value). In news, photos affect is the only regularly subdivision inscribed (Economou, 2009) whereas in cartoons, all three types of attitude can be inscribed and evoked by using visual resources (Swain, 2012).

However, it is argued that not all texts consist of verbal content only. Apart from the verbal mode, the visual and sound modes are also often enabled in modern online texts. Visual and multimodal texts, however, do not function in the same way as verbal texts. Verbal texts rely on words and sounds to communicate a particular meaning

while visual texts may use colour or other visual elements to make meaning due to the appraisal system. In fact, the visual systems make appraisal analysis to be expanded to images and to verbal-visual texts whereas in this study, appraisal analysis provides new evidences for the ideological and evaluative power like sound, images and words in the specific text, Thai original sound track, “Orchao-oei” (You) in the soap opera “Love destiny”. It is justified that this framework is especially crucial in the context of social communication because modern web texts are increasingly visual and multimodal.

2. Context of the study

To give the background of this study, the most recent touching and romantic Thai song (original soundtrack) from the most popular period soap opera “Buppe San Nivas” (Love Destiny) in Thailand reaches the audience (after breaking the highest rating record in April 2018) through the main male character’s mixed emotions (that indicates “love”): passion, tenderness, fear and kindness. The story takes place in a historical site, centering around the lives of the famous celebrities’ in Thai history during the reign of King Narai (1633 – 1688). Romantic Love, along with the struggle for political power among nobles, become the focus of this popular soap opera, broadcasted by channel 3 Thailand between 21 February 2018 and 11 April 2018 (Thongtep, 2018).

The song lyrics “Orchao-oei (You)” presents the important dilemma in the soap opera: a noble, caring young man who is very anxious because he feels “love” that tends to be mysterious and mischievous enough to make him wonder what will happen next. Indeed, he falls in love with the lovely young woman, very sincere with a sense of humor according to the soap opera. Therefore, he has transferred his emotions to descriptive words in this love song and gets the audience in a good mood because of his verbal expressions.

According to this love song that focuses on the climax scene of the soap opera, this noble handsome man always takes a deep breath, misses his lady and starts to float away mentally and physically. He seems to be riding on the high of love, smiling from ear to ear and feels the warmth tingling in the pit of his stomach. The woman is irresistible to him. So it feels like a thousand burning needles to his heart. In summary, this song shows all the complex and mixed emotions of the young man. The main character is filled with love and particularly masters relevant words. He adds his repetitive emotional intensity associating his love throughout this song.

To see the text of the song from the soap opera concerned, the English transcription of the Thai song “Orchao-oei” (You) downloaded from <http://clip.teenee.com/thaimusic/59631.html> (JaAEYja) is translated from Thai into English and presented below.

ออเจ้าเคยรู้หรือไม่ตรงนี่ยังมีใครรทัยห้วงหา

Dear darling, have you ever known that someone here has longed for you?

ออเจ้าเอียงงามประกายนภาขอมองไม่ยอมนิทราขอชื่นตาให้ที่ชื่นใจ

Dear darling, you are as bright as the shiny sky. I cannot sleep, I just want to take

a look at you and let me appreciate you.

กลัวฉันกลัวว่าจันทร์จะลาจากฟ้าไกลกลัวฉันกลัวว่าใจจะขาดเมื่อร้างลา

I fear, I fear the moon will leave the sky faraway.

I fear, I fear my heart will break during our farewell.

กลัวฉันกลัวออกเจ้าจะไกลไม่เห็นหน้ากลัวชะตาจะมาพรากเรา

I fear, I fear that you will leave me. I fear destiny will part us.

เพียงลับตากระวนกระวายและร้อนรนเพียงมีดมนพิ์จะทานทนได้รีไปล่า

When you disappear, I will feel worried and anxious.

Darkness, how can I endure?

เพียงยิ้มมาหัวใจเบิกบานคลายทุกข์เศร้าเราหนอเราคะนึ่งถึงอเจ้าเอ๋ย

When you smile, my heart is uplifted and my sorrow is relieved.

For me, I really miss you.

3. Research objective

To study the verbal, visual and sound appraisal resources which are systematically applied in a critical discourse analysis study of a verbal-visual text from the song “Orchao-oe” (You)

4. Research questions

How and to what extent are evaluative meanings articulated across visual, verbal and other semiotic modalities in the song lyric “Orchao-oe” (You)?

5. Methodology

Framework and data analysis

Based on Systemic Functional Linguistics, the analysis in this study employs the visual and verbal appraisal framework with the extension of sound mode to analyse evaluative language patterns deployed in an online original soundtrack. The researchers apply a qualitative content analysis of the song lyric “Orchao-oe” (You) to find the most significant appraisal resources and the meaning potentials of the visual and verbal appraisal resources for the analysis with the extended resource, the sound mode in the context of a Thai literary text, the song lyric of “Orchao-oe” (You). The deployment of evaluative language in English and this Thai songs’ lyrics and online illustration (Figure 1) was analysed from the Thai and English transcripts, using the visual and verbal Appraisal framework (as adapted from the appraisal system with the extended sound mode) for Attitude system. The category of Engagement and Graduation

was not explored in this study as it was anticipated that Engagement and Graduation was not a major evaluative category in this text type. Due to some limitations and particular focus in this study on a proposal for refinement and extension of the Attitude system, the adapted framework for Graduation and Engagement are not included.

6. Analysis and findings

The findings of the analysis in this study are presented in the following sub-topics.

6.1 Findings on the Attitude system

6.1.1 Fear (Affect)

The repetitive words “fear” was grouped under “Insecurity” (Martin & White, 2005), dealing with a negative type of feeling. However, the feeling of “appreciate” can be associated to positive feelings as found in this data. The two instances of the feeling “Positive” and “Negative” are:

- (1) “Let me appreciate you”. (positive)
- (2) “I fear, I fear my heart will break during our farewell”. (negative)

6.1.2 Desire (Affect)

Examples of some lexical instantiations of “Desire” are as described in Martin & White (2005) including, “long for” and “miss” (p.48).

- (1) “I really miss you”.
- (2) “Have you ever known that someone here has longed for you?”

Here “endure” stands for Dissatisfaction, while the others are all Satisfaction; however “darkness” is an Invoked entity of Dissatisfaction, that is, to suffer from parting from his lady. The item “darkness” is interpreted as Insecurity in this context since darkness of such kind normally scares people. Overall “anxious” accounts for a state of disquiet.

6.2. Findings on appreciation

Appreciation is sub-divided as Reaction, Composition and Valuation (Martin & White 2005). The category of Reaction, the two delicate choices of Impact and Quality were differentiated by lexical items. Quality proposed in this paper is due to Ngo and Unsworth (2015) who said that Impact means an interactive emotive response to things while Quality refers to a designated standard. An example of this is in the lyric (line 2): “you are as bright as the sky”.

In addition, refinement of appreciation can be divided into Material capacity (physical performance). According to the song, the narrator said “... destiny will part us”; “I just want to take a look at you”; “When you smile” ; “When you disappear”. These sentences are the results from two sides of feelings : negative and positive. That is to say, the woman’s reaction has an effect on the male narrator. Everything seems bright and nice for him when the woman is good to him whereas things become worse if the woman does not please him. As a consequence, the man keys in the consequence of

her appraisal. Finally, he concludes with a positive or negative appraisal of the product, there by justifying her reaction (Reaction-Quality). More delicate linguistic strategies like mental/cognitive performances are shown by the sentence: "...my heart is uplifted and my sorrow is relieved". This can be explained by the probe question that provokes an emotive reaction "Did it grab me?" (Martin & White 200, p.56). It appears this can be classified as Impact because the appraiser is passive.

6.3 Findings on Judgement

The analysis of evaluative language resources for expressing attitudinal meaning indicated that within the system of Judgement, there are some interesting findings. As its taxonomy suggests, Capacity as described in Martin & White (2005) refers to the judgement of how capable people are. The realisations of Capacity found in this study are so distinct in meaning that the data is expressive of a more delicate arrangement for this category, Refinement of judgement-capacity. Some examples from the lyrics are: "...Darkness" how can I endure? or "... I cannot sleep". According to Martin & White (2005), the meaning of Normality was described commonly as "how unusual someone is" due to the probe question "How special?" (p.53). In this study, in contrast, it was prominent that the range of realizations of Normality is found in the sentence "you are as bright as the sky". Interestingly, the most important category in this text is Affect (Martin & White, 2005, p.43) because it has the best number of all, and also there are numerous rhetorical devices that work for it.

6.4 Findings on Visual, Sound Appraisal and Metaphor

Based on Caldwell (2014), this study is also able to apply system of appraisal to the mode of sound. More particularly, this study can describe the interpersonal properties of sound by making analogies from the melody, and sung voice quality to the appraisal.

According to the text, the man who is the main character in the soap opera has an elaborate and delicate way of expressing his emotion, whether by words or by acts or sung voice. It reveals an emotional state of two parties, as suggested by "I" (sensor) and "Orchao" (it is ancient word for "you" in Thai and it is almost equivalent to "thou" in English). The picture that matches well with the lyric (Figure 1) shows the climax scene in the soap opera when the man who is a narrator in the song expresses his views and reacts to the woman he loves as the following: "I fear (mental process) you" (appraisal of a person). His soft voice in the song is so sweet and tender especially when he repeatedly called the woman "Orchao" so that this convinces the listeners to believe that he is really in love with the woman (participant).

Besides, the analysis of visual appraisal (Figure 1 below) can identify the text whether the sentiment expressed by the participant is negative or positive. The visual appraisal term(s) associates with the following verbal metaphor. That is, the rhetorical device in this literary text is metaphor. Following Cognitive Linguistics, Peng (2008, p.671) argued that "metaphor can occur in mapping from one conceptual domain to another

where the Source Domain (SD) is applied to map the meaning and thereby that domain is mapped upon to Target Domain (TD)". In this sense, she further argued that metaphors in this sense may construct the meaning of Appreciation because it is discussed that the images which are invoked are motivated to grab readers with un-expectancy (Impact) and amazement of complexity in images (Complexity) (Nina, 2008). Therefore, to see this reality, the narrator takes "farewell" or "unfulfilled desire" (TD), in the lyrics, as darkness (SD), which sounds sorrowful in that "Darkness, how can I endure ?" According to Appraisal meaning in the literary text, another simile is "as bright as the shiny sky". The man compares the beauty of lady with the moon, the traditional Thai simile for woman in an ancient literary text. In the song, the moon leaves the sky means the woman leaves him. With the second lyric: "as bright as the shiny sky", the woman brightens up his life.



Figure 1. The illustration of the Video clip from the song "Orchao-oey" อ้อเจ้าเอ๋ย (You), downloaded from <http://clip.teenee.com/thaimusic/59631.html>(JaAeyja)

According to the metaphor, "unfulfilled desire" which is illustrated in Figure 1, verbal affect can be inscribed visually through depictions of human bodily expression and dark color at night, but there is some ambiguity regarding the specific emotion inscribed (Economou, 2009) in Figure 1. Sometimes a visual item in this photo may be

recognised by readers as a trigger for a specific emotion (Martin & White, 2005 p.46), which may thus be evoked in respect to a visual participant-emoter like: “ Does the woman respond to his love ?” and “ Would he probably have a broken heart ?” According to the song, it seems like his world is consequently filled with darkness because of his despair. That is to say, love or compassion which he longed for, can be compared to the light which drives out darkness. Thus, figure 1 above presents two main characters in the darkness (illustrated song lyrics of “Orchao-oe”) with the negative emotion inscribed on the female’s face, which could be “concern” or “worry” (instead of love or compassion with her male interactant).

From the analysis, it is argued that Appraisal theory developed by Martin & White (2005) can be used well to analyse the literary texts, lyric from the song “Orchao-oe” (You) from the perspective of the evaluative properties. Therefore, this study finally imparts Appraisal devices for evaluating the combination of images, sound and words that work together to create feeling and present reflective stances of the main characters who is the narrator in the song and most of all the combination of images, words and sounds which help to create effective images in the audience's minds during literary communication.

7. Discussion and conclusion

The findings of the study can be concluded in terms of: 1) the use of the distinctive affordances of visual, verbal resources and sound is much presented in the soundtrack concerned; and 2) Appraisal resource of attitude is mainly evoked visually and verbally. The Appraisal system in this study involved Affect, Judgement and Appreciation does not only evaluate verbal resources, but also sounds and images. So far, almost all aspects of SFL have experienced applications to literary studies. This present study has provided additional support for further evolution of the appraisal framework as defined, refined and extended by Martin & White (2005), Ngo & Unsworth (2015) and Economou (2009) respectively.

It is concluded that the refined Attitude system works well in this current study to enable a more delicate coding of attitudinal meaning in complex multimodal contexts, which requires extended mode for appraisal like sounds and other multimodals which pedagogically plays a very important role in EFL literary education in a modern Thai society that necessitates learners’ creativity and critical thinking. Findings from the study support Thai learners/educators to develop a repertoire of esthetics and linguistic resources in realizing the beauty of appraisal that creates these attitudinal meanings issues with categorisation arose with the sub-systems of Affect, Appreciation and Judgement.

8. Recommendations and implications

This study is based on the observation of songs and illustration from the specific website. However, it is considered that implications of limitation verbal and non-verbal resources should be concerned. It is also suggested that future research may

be extended by studying intermodal complementarity of certain movies, where meanings across multiple modes (e.g. movement, gesture, sound, verbal elements in films) are different but complement each other, marking the most promising approach for future development.

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