A Modality Analysis of Persuasion and Biasness

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ABSTRACT

A media interview is a type of human communication that might take place over the phone, on television, or on the radio. The primary goal of media interviews is to convey information and stimulate viewers' interest. However, there are times when the interactants use various linguistic methods to persuade viewers to change their attitudes, ideas, or behaviours to conform to the interactants' own beliefs. The current study uses Halliday's Systemic Functional Linguistics theory to evaluate biases and persuasion methods in media interviews (SFL). Its goal is to investigate how the foregrounding or absence of interpersonal meanings is related to the conviction and prejudices carried in media interviews by examining the interpersonal meanings given by interactants through the choice of modality. The information was gathered from two transcripts of televised interviews on Libyan leader Muammar Gaddafi's death. The results suggest that interactants have a common inclination to use low modalisation in their conversation to modify their level of commitment. Modality is also frequently used to emphasise the importance of intervening with warring nations. Interactants with a lower social position were shown to utilise more modality metaphors and emission of modality sources to represent their personal views, whereas those with a higher social position used low level of modality.

Keywords: *biases, media interviews, modality, persuasion, Systemic Functional Linguistics (SFL)*

INTRODUCTION

Language prevents us from speaking about a subject without expressing our own opinion on it. In other words, finding a piece of written or spoken content that is completely objective, neutral, or value-free is uncommon (Sidabutar, 2013). Modality is thought to be expressed through mood in communication. It is defined by conveying the speaker's or writer's involvement in the propositional content of a given utterance, and it works in tandem with mood to generate interpersonal meaning (Olaniyan et al, 2015). In media interviews, for example, the modality used by the interactants includes modal finites, mood adjuncts, and modality metaphors. These may limit the public's ability to make decisions since their brains are swayed to see things through the speakers' eyes.

This study investigates how language is used in interviews. The focus of the interviews is Muammar Gaddafi, Libya's longest-serving leader, whose death during the Libyan uprising remains a contentious

issue. The news of his death and its ramifications were widely reported in the media. The interpersonal relations contained in the media discourse, notably in television interviews relating to Gaddafi's demise, are highlighted in this study using a Systemic Functional Linguistics (SFL) perspective. According to Hunston (2011), there is a need to distinguish modal-like statements that come in settings that signal modal meanings but are realised in non-typical modal ways. In sentences like "it is up to him to decide where to go", the verb decide could have a modal-like meaning. Apparently, interactional and pragmatic roles in modality have been studied in order to accept various perspectives on the listener and the communication (Aijmer, 2016).

The current study focuses on both interviewers and interviewees' modality choices and how they contribute to a persuasive and biased narrative. Because there have not been many studies on the language of interviews, this study can fill the gap because it focuses on the language used by both the interviewer and the interviewee. This study may be useful for language teachers in speaking classes because it addresses different ways of communicating interpersonal meanings in spoken discourse, hence enhancing language learners' fluency. Furthermore, because the media is biased in subtle ways, this research will be able to show how interviews impact viewers using interpersonal resources, specifically. Furthermore, because the media is biased in subtle ways, this study will be able to show how interviews impact viewers using interpersonal resources, particularly through the modality choices made in their language use.

LITERATURE REVIEW

The argument for studying interviews is that the audience is thought to be heavily convinced by the interviewers' and interviewees' use of language (Sullivan, 2005). Huang (2014) found that language choices in terms of mood, modality, person pronouns, and assessment system can help people realise interpersonal functions in conversation. The study uses data from an interview between TV anchor Ruan Cishan and Colin Luther Powell, the current US Secretary of State, to apply Halliday's Systemic Functional Grammar theory to the interpersonal meta function. This could be beneficial in acquiring a better knowledge of the genre's functional features.

The first address in the Delegation talks of the Apec Conference 2013 used the most modalization of probability and modulation of inclination, according to Sidabutar (2015), because the speaker did not only present thoughts but also encouraged listeners to continue on his route. As a result, it is suggested that politicians and governments use the modality method to represent their point of view in their text in order to persuade and convince the listener. Meanwhile, Kristianti (2020) found that Jacinda Ardern's speeches at COVID-19 used various implementations of modal categories, with the first speech using only two types of modality, probability and obligation, and the second speech using all types of modality.

Kovtunenko et al. (2018), on the other hand, focused their research on the rhetorical relationships and pragmatic impacts of the interview. Their research examines the rhetorical relation schemes and models of the interview in new media, as well as the addressee's affective and volitional impacts. Apart from that, Kazemian and Hashemi (2014) looked into and examined Barack Obama's five speeches from 2012. The persuasive characteristics of the rhetorical devices investigated in this study are used to improve the efficacy, clarity, and beauty of speeches.

Analyzing the interviewer's and interviewee's language can indicate the tactics utilised by various speakers to negotiate meaning. This may be shown in research by Wong (2009), who discovered that in the genre of newspaper help-seeking and help-providing columns, the supplier of the solution uses more imperative clauses than the victim, who usually utilises interrogative phrases. Her research, on the other hand, concentrates on written discourse, making it impossible to relate to the interaction and spontaneity of verbal communication. Similarly, in a study on interpersonal meanings in lectures conducted by Kuswoyo et al. (2021), it was discovered that the use of modality 'have to' was employed

by the lecturers to indicate the necessity to fully comprehend a topic before moving on to the next topic. It was also found that the modality 'should' was employed in the interaction mainly to highlight importance or urgency of a topic being discussed. These findings are significant in assessing whether the employment of modality is crucial in making meaning in an interaction and whether similar findings can be made in different genre, as in interviews in political contexts.

Furthermore, Ardiansah (2015) uses Systemic Functional Grammar (SFG) to expose the types of modality use and the interpersonal meaning that is included in the modality system in five texts of students' hortatory exposition texts in Ciamis institutions (2004). The analysis discovered a high number of 'can' words in texts classified as probability type. Aside from that, Rui and Jingxia (2018) employ Halliday's Systemic-functional Grammar to conduct a systemic analysis of modality type, value, and orientation in English news discourse in order to study the interpersonal meanings of modality. They discovered that modality language is frequently used in news on microblogging sites. From the perspective of modality type, reporters like to use finite modal adjuncts like will in the form of modulation to indicate their emotional attitude toward the target thing. As a result, interpersonal meaning remained linked to the employment of the modality system.

METHOD

Data Collection and Analysis

This qualitative study attempts to give an in-depth examination of the discourse in two television interviews about Muammar Gaddafi's death in order to uncover the persuasion and bias aspects present. The employment of modal finites, mood adjuncts, and metaphors of modality, as well as how they are used for persuasive effects, were investigated using a systemic functional analysis. The data was chosen based on the participants' socioeconomic standing as well as the discussion's topic. The following are the selected interviews:

Interview 1: The major topics discussed on the 'Tonight Show with Jay Leno' were war and American politics. The interviewer's discourse is labelled IR1, whereas the interviewee's is labelled IE1.

Interview 2: The main topic was Libya and America after Gaddafi's death, and it aired on "Outfront with Erin Burnett." The interviewer's discourse is labelled IR2, whereas the interviewee's is labelled IE2.

Table 1 shows the analytical framework, which is based on Halliday's (1994) theory of SFL in comprehending interpersonal meanings, and is backed up by Thompson (2004), Droga and Humphrey (2002), and Martin, Mathhissen, and Painter's (2002) work (1997).

Table 1: Modes of Interpersonal Meanings

Modality devices	Characteristics	
Modal Finites	Modalisation	Modulation
High	Shall	Must
Median	Should	Ought
Low	May	Can
Mood Adjuncts	Probability	
	Usuality	
	Readiness	
	Obligation	

	Time	
	Typicality	
	Obviousness	
	Intensity	
	Degree	
	Modalisation	Modulation
Metaphors of Modality		
Explicit subjective	I'm sure	I'm willing
Explicit objective	It is unusual	It is necessary

Source: Adapted from Thompson (2004), Droga and Humphrey (2002) and Martin, Matthiessen and Painter (1997)

There are three stages involved in the research design. The three stages are shown in Figure 1 below:
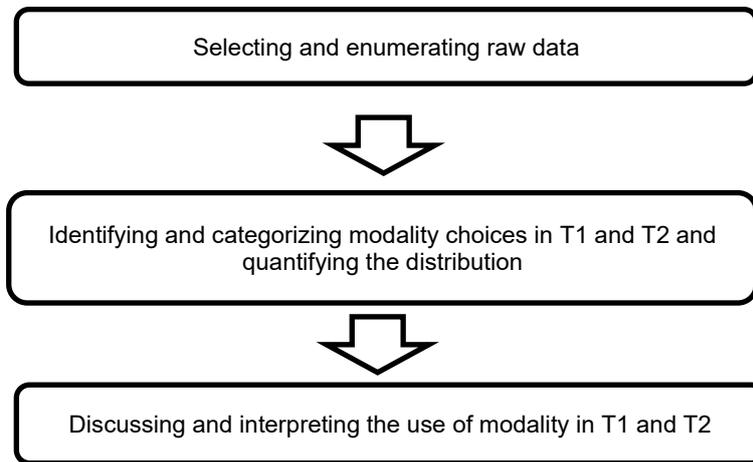
Figure 1. Stages in Data Analysis

An analysis, according to Creswell (2009), is dissecting data to determine individual responses and then putting it back together to summarise it. The first stage of data analysis is critical because it allows for the incorporation of potentially important information. The modality analysis was carried out in the second stage, employing the modality theoretical framework. In order to investigate the elements that appear to be constant and stressed, the distribution must be quantified. The research questions can be answered using a modality that reflects persuasion and biasness because of these constant characteristics. The data were organised into topics such as altering commitment levels, hiding authority, and demonstrating respect and affection. The final stage is important for understanding how language is used in general and how it contributes to a persuasive and biased writing.

The clause is the fundamental unit of analysis in SFL. As a result, the transcripts of both interviews were initially enumerated alphabetically and numerically in the first step. In order to make the discussion section of the study easier to grasp, the enumeration system was employed for referencing purposes. 'IR1' was assigned to the first interviewer's talk, where 'IR' stands for 'Interviewer' and '1' stands for 'Transcript 1'. Meanwhile, the first interviewee's speech was coded as 'IE1', where 'IE' stands for 'Interviewee' and '1' refers to 'Transcript 1'. The second transcript was enumerated in the same way, with the exception of replacing the number '1' with the number '2', which stands for 'Transcript 2', and

so on. However, because a different corpus was used, all of the interviewees' conversation in Transcript 2 was categorised as 'IE2,' despite the fact that the discussion came from multiple interactants rather than just one.

Second, each transcript was broken down into sentences and clauses. For further investigation, the clauses were enumerated in an alphabetical and numerical basis. Two sets of numerical codes that immediately followed the preceding enumeration were used to further identify the data. The sequence of sentences and clauses in the data is indicated by these numerical codes. IR1/S1 refers to the first sentence in the first transcript, for example. As a result, the clause IR1/S2i in the first transcript relates to the first clause of the second sentence. For the second transcript, the same enumeration was used for both the interviewer's and interviewees' conversations.

The kinds and values of the modal finites, adjuncts, and metaphorical phrases in the clauses were determined in the second stage. Depending on the form of the phrase, the modality choices may occur within the Mood Block or outside the Mood Block. The interviewer's and interviewees' modality choices were also noted individually to illustrate the parallels and variations in their language use.

The information was then organised into themes. The qualitative data was then quantified in order to determine the distribution of modality preferences. The interviewers' and interviewees' choices were counted separately.

RESULTS

The study looks at three different sorts of modality options. Modality finites, mood adjuncts, and modality metaphors are examples of modality choices. The distribution of modality choices is also shown, as well as the themes identified in relation to the use of each sort of modality choice.

The use of modal finites was discovered in all of the interactants' conversations. Table 2 displays the percentage distribution of modal finite choices found in all of the interactants' conversations.

Table 2: Distribution of Modal Finites Choices

Transcript	Occurrence	Percentage [Occurrence/Total clauses x 100]
IR1	7	39.0
IE1	32	33.0
IR2	46	45.0
IE2	58	48.0

It was found that mood adjuncts are employed in all interactants' talk. Table 3 shows the distribution of mood adjunct choices found in all interactants' talk in terms of percentage:

Table 3: Distribution of Mood Adjuncts Choices

Transcript	Occurrence	Percentage
		[Occurrence/Total clauses x 100]
IR1	7	39.0
IE1	41	43.0
IR2	47	46.0
IE2	32	26.0

Modality metaphors were discovered in all interactants' conversations. Table 4 displays the percentage distribution of modality metaphors found in all interactants' conversations.

Table 4: Distribution of Metaphors of Modality Choices

Transcript	Occurrence	Percentage
		[Occurrence/Total clauses x 100]
IR1	4	22.0
IE1	23	24.0
IR2	10	9.0
IE2	32	26.0

DISCUSSION

Several themes concerning the utilisation of modality options have been found. The following are the themes that were discovered:

i. Adjusting the level of commitment
ii. Justifying an action
iii. Disguising authoritativeness
iv. Highlighting promising future
v. Strengthening an opinion
vi. Highlighting the need for intervention
vii. Favouring a party over another
viii. Masking responsibility over a claim
ix. Displaying respect and affection
x. Assigning blame

Thompson (2014 [1996]) claims that thematic development allows the researcher to recognise patterns of meaning and study the organisation of themes and rhymes inside clauses across the text. He further adds the researcher is allowed to gather information about the pattern of flow of textual meaning in the interview text by identifying the thematic progression.

Adjusting the Level of Commitment

IR1/S47i   Because that **could** have been

The theme "changing the level of commitment" illustrates the caution with which the interactants expressed their opinions to avoid appearing overconfident. This can be seen from the abundant incorporation of modal finites with low value of probability found in the data. The clause "Because that **could** have been – " (IR1/S47i) in the example above indicates that the interviewer was trying to illustrate the low probability of the disaster to happen due to the invasion of the troops. Thus, the interviewer carefully selects his modality to avoid committing himself to the veracity of the argument being stated. In Transcript 1 (IE1), the interviewee also employs modal finites with a low probability value. This indicates that he understands "the need to carefully analyse the extent to which he advances a controversial claim as certain or still open to doubt." (Thompson, 2004, pp. 69).

IE1/S48i   It **could** have been a disaster,

The clause above demonstrates that the interviewee was attempting to agree with the interviewer's proposition by illustrating the likelihood of disaster occurring because of the troops' invasion. The interviewee, on the other hand, is attempting to negotiate with the interviewer by claiming that, while the interviewer's assertion that the invasion would be a disastrous event may be true, the disastrous event did not occur. Thus, the interviewee uses modal finites with care to avoid committing himself to the validity of the argument being presented. As a result, the level of commitment conveyed by the interviewee is reduced.

Justifying an Action

The theme "justifying an action" demonstrates how modal finites are manipulated to justify actions and avoid taking responsibility. Transcript 1 (IE1) revealed that the interviewee manipulated the use of modal finites to justify his earlier acts.

| IE1/S55iii – IE1/S55iv | and I **could not** have made that decision // were it not for the fact that our men and women in uniform are the best there is. |
| IE1/S68i – IE1/S68ii | And so that **would not** have been possible // had it not been for the extraordinary sacrifices not just of our Armed Forces, but also their families. |

Clauses IE1/S55iii – IE1/S55iv above show the interviewee's denial of the notion that the invasion decision was made hastily. Instead, he claimed that the decision was made after careful consideration and that American troops were prepared and trained for it, avoiding blame for the battle's high death toll. Clause IE1/S68i shows the interviewee's justification on the number of troops which died in the battle, claiming that peace in Iraq is made possible due to the sacrifices of the troops. This shows that the interviewee is unwilling to fully commit to the assertion being made. Furthermore, by emphasising the invasion's positive outcome, the interviewee has successfully persuaded the audience that the troops' deaths were a cause worth dying for, and that the troops died with dignity and self-worth.

Disguising Authoritativeness

The theme "disguising authoritativeness" depicts how the interactants disguise the authoritative tone of the speech by changing the tenor of the clause.

IR2/S59iii   the United States or someone **would need** to be involved for quite a bit longer

The clause above shows the usage of modal finite of median probability combined with modal finite of high obligation. By preceding the modal finite "**need**" with modal finite "**would**", the force or strength of the command is being softened and consequently, the imperative clause would appear as a declarative or even a suggestive, disguising the semantic function of commanding and making it less authoritative. The strategy used in this clause is to hide the interviewer's desire for someone to follow his orders regarding America's involvement in ensuring Libya's stability while also concealing his doubts about the eventual success of the exchange.

Highlighting Promising Future

The theme "highlighting promising future" illustrates the interactants' approach in redirecting the audience's focus towards a brighter future instead of focusing it on the present. The usage of the modal finite "will" is another common theme in the text. The finite was cited 30 times, accounting for more than half of all modal finites employed.

IE2/S119ii   that we **will** have a democratic, free country.

It was found that the interviewees' frequent use of this finite signals the median probability of the events yet to come, as shown in the example above. This is relevant to the interviewers, most likely because the audience is interested in determining the country's future in light of recent events.As Halliday and Matthiessen (2004) illustrate how "probability" can be organized as a system, can be expressed by a "finite modal operator" (e.g. will), by a "modal adjunct" (e.g. probably) or a combination of both (e.g. will probably). Manipulating the audiences' interest by highlighting the positive impact of the issues on their future is thus seen as a persuasive strategy used by the interviewees to direct their attention away from the current issues and towards the future, emphasising hope and expectation.

Strengthening an Opinion

IE1/S15i And, **obviously,** you **never** like to see anybody come to the kind of end that he did,

The example above shows his attempt in persuading the audience to agree with his opinion through the combination of mood adjunct "**obviously**" and "**never**" in the same clause. The interviewee uses the mood adjunct of usuality after utilising the mood adjunct of obviousness. This demonstrates that the clause has been modalized twice to increase the persuasiveness of the speech, with the mood adjunct "never" expressing the message's polarity, despite the fact that the finite fused with the Predicator "like" is positive. According to Aijmer (2016), the speaker can match explicit or implicit voices by using the words of course, naturally, and obviously.

Highlighting the Need for Intervention

The theme "highlighting the need for intervention" shows the way the mood adjuncts are used to imply the idea that the need for an intervention is relevant.

IE1/S84i Our guys are **still** – and gals are **still** making sacrifices there

By thematizing the pronoun "we" and "our guys and girls" as the Subject, preceding the mood adjunct "still," the interviewee is attempting to persuade the audience that the war is not yet over. In some ways, the interviewee is attempting to persuade the audience that the decision to continue the war is not his alone, but rather the wish of his people.

IR2/S292i – IR2/S293i	**Obviously**, NATO is saying, // OK, // our mission is done. // But is America's mission not done?"

The example above shows that the challenges of rebuilding Libya are clearly difficult, implying the extent of the damage that Gaddafi has caused, and thus implying the need for America to intervene in that nation's rebuilding once more. Clause IR2/S292i shows how the interviewer is making it apparent that it was NATO's mission that has ended, instead of America's. This indicates that the interviewer is provoking the interviewee by emphasising America's intention to continue interfering into Libya's matters, even after the conflict has ended.

IE2/S297ii – IE2/S297iv	**of course**, that shows // that Libya doesn't descend into complete chaos, // which at this point doesn't seem likely.

In Transcript 2 (IE2), the interviewee also subtly uses mood adjuncts to support the intervention. The employment of mood adjunct through mitigation, which in this research refers to the use of language to diminish the force of a spoken act (Hengeveld, 1989), is demonstrated in the preceding clause. The mood adjunct **_"of course"_** is used to demonstrate the definiteness of the plan to withdraw from Libya, which further supports the interviewee's persuasiveness and disguising approach. However, given Libya's current unpredictably volatile circumstances, the retreat appears irresponsible, leaving America with no choice except to act. In this case, the interviewee has resorted to obscuring his responsibility for the expressed attitude by emphasising the certainty of America's intervention without having to provide a definitive yes/no response.

Favouring a Party over Another

The theme "favouring one party over another" depicts the interviewee's preference for one party over another in Transcript 2 (IE2).

IE2/S202viii	this is **really** highlighting the kind of leadership that the president exhibits and the choice that people will be facing next year as well.

The example above shows how the interviewee in Transcript 2 (IE2) expresses his preference for one party over another by taking risks with high-value mood adjuncts like "really" (repeated four times) and "very" (repeated five times). The use of high value Modality emphasises the interviewee's favouritism and stance on the death by projecting a positive image of the President and a negative image of Gaddafi's soldiers.

Masking Responsibility over a Claim

The theme "masking a responsibility for a claim" depicts how the participants avoid accepting accountability for their claims.

_IE1/S76ii)_	**It's shocking** // that they opposed something I proposed.

Speakers may express their point of view clearly to show their subjective point of view, indicating that they are willing to accept responsibility for the propositions made (Thompson, 2004).

The interviewee in Transcript 1 (IE1), on the other hand, clearly chooses to obscure his responsibility by objectifying his point of view and making it appear to be a quality of the event itself. Furthermore, the main sentence may divert the audience's attention away from the main argument through the use of modality in separate clauses. The example above also shows how Explicit Objectives were used to describe metaphors of modality. Furthermore, by using Explicit Objectives as modalization, the speaker may be able to put a distance between himself and his judgement, and eventually from negotiation (Martin et al., 1997). This is accomplished by expressing the modality as a quality (adjective) which is ***"shocking."*** This adjective was used to mask the interviewee's personal judgement and substituting it with the notion that the proposition comes naturally with the event.

Displaying Respect and Affection

The interactants' usage of metaphors in showing their affectionate nature is revealed through the theme "displaying respect and affection".

IE1/S24ii – IE1/S24iii   **I think** // that there's a certain decorum with which you treat the dead

The interviewee in Transcript 1 (IE1) likewise skilfully employs metaphors of modality to demonstrate his admiration for an adversary. The use of Explicit Subjective in the example above indicates that the interviewee is eager to accept responsibility for the attitude conveyed. For example, the clause IE1/S24ii suggests that the interviewee clearly makes the assessment his own by accepting the responsibility overtly in expressing his dissatisfaction with Gaddafi's body's treatment, stating that he believes there is a level of respect that one should show the dead. The interviewee's courage in subjectively expressing his thoughts stems from his desire to demonstrate his act of compassion by persuading the audience that even though he thinks Gaddafi's death is right, yet he opposes the way people treated Gaddafi's body. As a result, this enables him to play the role of an affectionate leader.

IR2/S354iv – IR2/S354v   even though **I know** // it doesn't change what happened

Transcript 2 (IR2) again demonstrates the interviewer's bravery in exposing her personal thoughts by accepting responsibility for the attitude portrayed. The major purpose of this modal clause is to make the personal source of the modality explicit. The example above demonstrates how the interviewer personalises her concept by using the first person pronoun, thereby making herself the source of modality. The interviewer expresses her confidence in her ability to persuade the audience of her role as a compassionate figure by using the projecting clause ***"I know"*** six times, implying that she is attempting to gain audience support. The interviewer anticipates that the interviewee or the audience were still bruised by the destruction and conflicts caused by Gaddafi. Thus, she uses the modal clause to emphasise her empathy for her audience, finally forming a bond between them.

Assigning Blame

The theme "assigning blame" depicts the use of metaphors to place responsibility on someone other than oneself.

IE2/S60ii – IE2/S60iii   **it's very obvious** // that NATO overthrew Gadhafi.

It is worth noting how the interviewee in Transcript 2 (IE2) persuades the audience not to hold America responsible for Gaddafi's death by making it appear as if NATO was the one to blame. Using projecting clause, the interviewee in the example above treats Gaddafi's death as a tragedy that occurred as a result of NATO's intervention, while avoiding making himself the source of the judgement. This projecting clause suggests that the interviewee is holding NATO responsible for the death. However, instead of using ***"I'm sure/I'm certain"***, which subjectively expresses the nature of the proposition, the interviewee used the anticipatory ***"it"*** in replace to the pronoun ***"I"*** to distance himself from taking responsibility for the statement. The mood adjunct of obviousness is used to bolster his claim by making

it clear to the audience that NATO's involvement was so apparent that it would be impossible for them to ignore it.

Comparison of the Use of Modality in the Interviewers' and Interviewees' Transcripts

Several themes linked to modality choices have been found based on the findings from the preceding sections. Table 5 shows the themes identified:

Table 5: Themes Related to Modality Choices

Modal Finites	Mood Adjuncts	Metaphors of Modality
a) Adjusting the level of commitment b) Justifying an action c) Disguising authoritative tone d) Highlighting promising future	a) Strengthening an opinion b) Highlighting the need for intervention c) Favouring a party over another	a) Masking responsibility over a claim b) Displaying respect and affection c) Assigning blame

The themes found in the transcripts in respect to the Modality choices made by the interviewers and interviewees are compared. Figure 2 depicts the themes appeared in the interactants' modality choices.
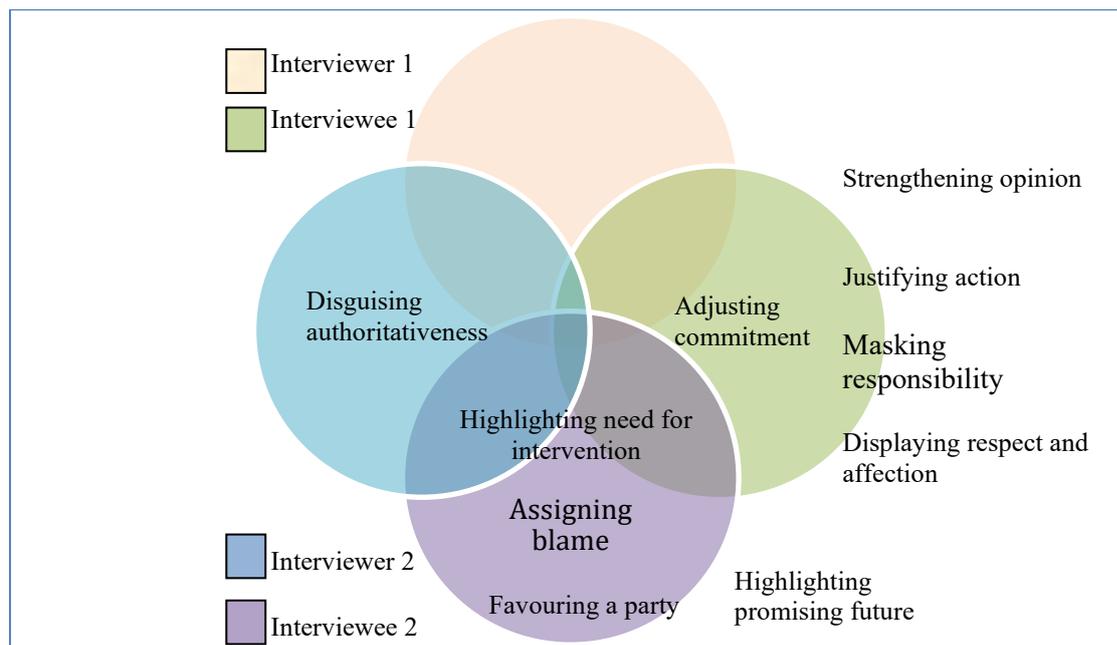
Figure 2. Themes in Relation to Modality Choices

It can be concluded that the speakers have two themes in common. The themes are as follow:
a) Adjusting the level of commitment
b) Highlighting the need for intervention

Adjusting the Level of Commitment

In Transcript 1, the interviewer (IR1) exhibits a common tendency with the interviewees (IE1 and IE2), namely, that they display the need to adjust their level of commitment when expressing their proposition. Low value modalization is frequently used, indicating that it helps to reduce subjectivity and separate themselves from making a commitment to the argument. This also reflects their attempt to weigh carefully whether they advance a claim as certain or still open to doubt, as the claim may be imposed on them in the future.

Highlighting the Need for Intervention

The finding also demonstrates that the interviewer's Modality choices in Transcript 2 (IR2) overlap with the interviewees' Modality choices in both transcripts (IE1 and IE2). The interactants seem to emphasise the importance of American intervention in stabilising the warring states. They overtly supported the idea of intervention by employing a high value of certainty in using Mood Adjuncts.

CONCLUSION

The current study has succeeded in demonstrating how the media expresses interpersonal meanings by emphasising different types of modality choices in influencing the audience. The public can understand the role of the media and its hidden meanings when a detailed analysis of the interpersonal aspect of language use made by interactants is revealed. Furthermore, identifying the themes that the interactants prefer allows the public to detect bias and prejudice in the media's information. They will gain autonomy and independence in making decisions in the end, rather than being subtly manipulated by the media or used as tools for the media's own interests. The current study has also sheds light on the media's persuasion strategies for coercing the public, as well as how these strategies are embedded directly or indirectly. As a result, the public is more aware of this dominance and is thus better able to resist media persuasion as they can use their critical judgement and thinking skills to evaluate information upon hearing it.

In validating the outcomes of the current study, more investigations on the same genre could be undertaken on a wider scale. In order to broaden the scope of the study of the interpersonal aspect of language use in the media, researchers could also look into other types of spoken discourse extracted from various sources. Thus, further research into the analysis of various genres of spoken discourse may be conducted to better understand how speakers in various genres manipulate language to achieve their own communicative goals. It is hoped that the current study, which is based on the SFL theory, would spur further investigation into the media's hidden meanings. Other linguistic strategies could also be employed to enrich the results.

AUTHORS' CONTRIBUTION

A. Hamid, Huzaifah took the lead in writing the manuscript. All authors provided critical feedback and helped shape the research, analysis and manuscript.

CONFLICT OF INTEREST DECLARATION

We certify that the article is the Authors' and Co-Authors' original work. The article has not received prior publication and is not under consideration for publication elsewhere. This research/manuscript has not been submitted for publication nor has it been published in whole or in part elsewhere. We testify to the fact that all Authors have contributed significantly to the work, validity and legitimacy of the data and its interpretation for submission to *Jurnal Intelek*.

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