

Interpersonal Meaning of Systemic Functional Multimodal Discourse Analysis on World Immunization Week 2021 Posters Related to Covid-19 Issue

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Abstract. The purpose of this study is to determine how World Health Organization (WHO) packaged information related to Covid-19 issue, especially in the campaign of vaccination program all over the world. The interactional meaning represented in World Immunization Week 2021 Posters used by WHO in the campaign is examined and analyzed. The analysis focuses on the representation of visual and verbal mode through a Systemic Functional Multimodal Discourse Analysis (SFMDA) approach; this approach makes it possible to complete the analysis by using not only visual grammar in determining the visual mode but also Systemic Functional Grammar in determining the verbal mode. By visual grammar, interactional meaning is analyzed through the concept of interactive meaning involving attitude, social distance, contact, and modality in both interactive and represented participants while by Systemic Functional Grammar, the meaning is analyzed through the concept of interpersonal meaning involving the analysis of mood system. The results reveal that a compact combination between visual mode and verbal mode may increase the viewers' readability and appropriate knowledge to the message of the posters, and finally, the goals which are expected by WHO as the poster maker in the campaign can be communicated and understood well.

1. Introduction

The development of technology, especially in the current Internet network technology, has indirectly changed the paradigm of society in getting information and communication. In addition, advances in information technology such as smartphones and gadgets that are easily available at affordable prices facilitate internet access. From year to year, internet usage has increased drastically. The latest data from Hootsuite shows that more than half of the world's population has already used the internet; it can be seen in the following Digital around the World 2021 in figure 1.

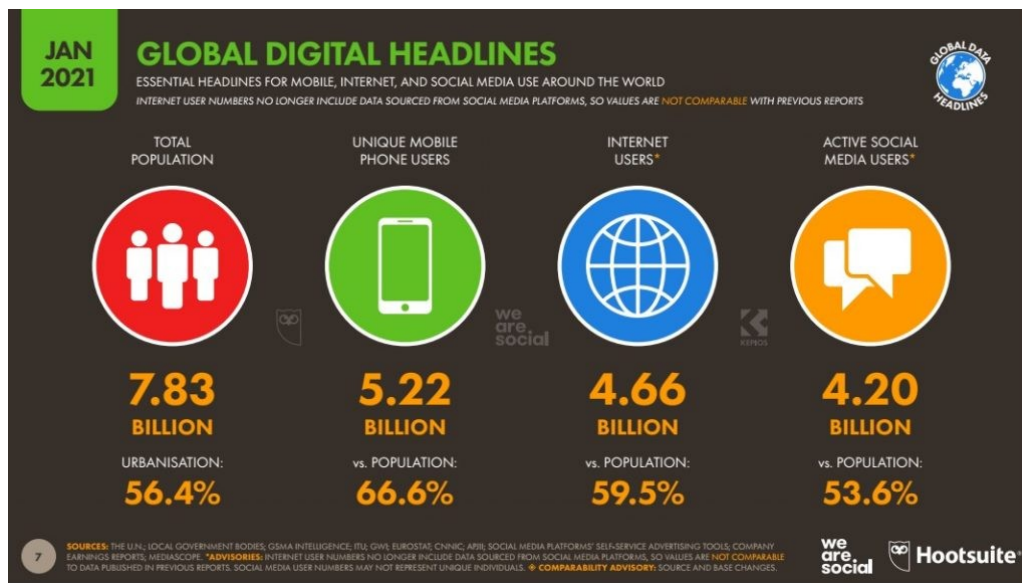


Figure 1. Internet users in the world. [1]

The figure above shows that 4.66 billion of the world's 7.83 billion people use the internet; and, this will definitely increase in number in the following years. The development of internet media is also used by companies, institutions and organizations to disseminate information in accordance with their respective visions and goals. One of them is like the World Health Organization (WHO). This world organization uses the internet media through its official website to disseminate information, especially those related to the current problem in the world, the Covid-19 outbreak.

In its campaign for the Covid-19 outbreak this year, WHO intensifies the vaccination program all over the world through its program, World Immunization Week 2021 [2]. WHO also uses posters posted in its official website <https://www.who.int/>. The posters are used as a campaign props to make the public aware of the importance of vaccination to prevent the Covid-19. The posters are the data source for this study. In addition, since the posters consist of verbal and visual in their presentation, this study uses Systemic Functional Multimodal Discourse Analysis (SFMDA) approach in analyzing the data.

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

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

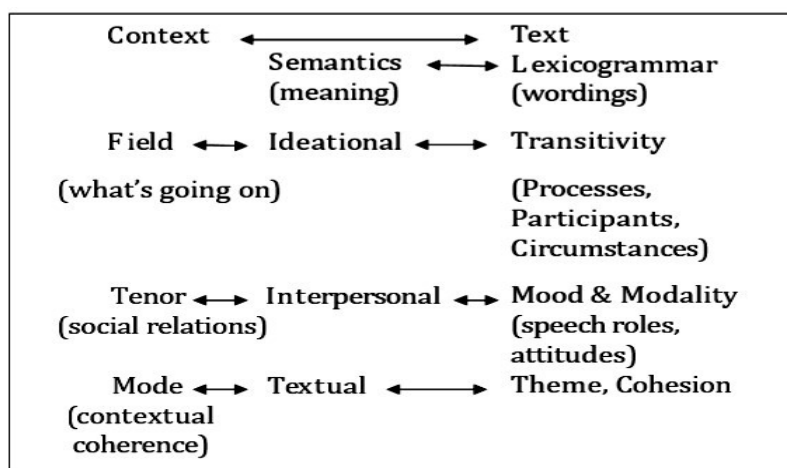


Figure 2. Relationship between context, meanings, and wordings. [4]

Later, as this study focuses on interactional meanings which in terms of language (verbal) is determined by the interpersonal meaning concept, the description focuses on mood and modality. Mood has a tight relation to speech roles [5]. Halliday said that the most fundamental types of speech role, are just two: (i) **giving** and (ii) **demanding**. Either the speaker is giving something to the listener (a piece of information, for example, as in *Boof keeps scaring me*) or he is demanding something from him (as in *When [has Boof bit you]?*). Giving means ‘inviting to receive, and demanding means ‘inviting to give. The speaker is not only doing something himself; he is also requiring something of the listener [6]. To get a clear description, see Table 1.

Table 1. Basic speech roles in interpersonal metafunction

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

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

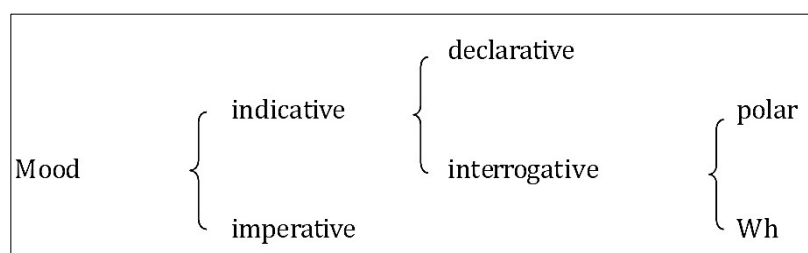


Figure 3. Mood Structures

In addition, regarding to modality, there are three values implemented in modality as seen in Table 2, and modal operators: high, median, and low, as seen in Table 3 [8].

Table 2. Modality Values

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

Table 3. Modal Operator Values

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

For visual analysis, the concept of interactive meaning is used. Through the concept, things like contact, social distance, attitude, and modality related to interactive and represented participants are determined [9]. To get a clear description, see Table 4.

Table 4. Interactive meanings in Visual Grammar [10]

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

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

2. Method

This study uses qualitative method. The study focuses on how interactional meanings are represented through language (verbal) and image (visual) in WHO's World Immunization Week 2021 Posters. The study uses SF-MDA approach to implement the analysis. SF-MDA is an approach to study about discourse in multi modal or more than one mode. [11]

To implement the method, some attempts are conducted as the parts of process in the study. One of the attempts is by deciding the poster's topic to raise and the main consideration to observe for the study. The present writer chooses WHO World Immunization Week 2021 Posters released in WHO official website. In addition, as the study focuses on the interactional meanings in both visual and verbal from the posters, interactive meaning concepts are used to analyze the visual aspect, while the interpersonal meaning concept involving mood system analysis is used to analyze the verbal aspect.

3. Results and Discussion

From WHO official website, it is found 6 posters of World Immunization Week 2021 related to Covid-19 outbreak. The posters can be seen in figures 4, 5, 6, 7, 8, and 9 below.

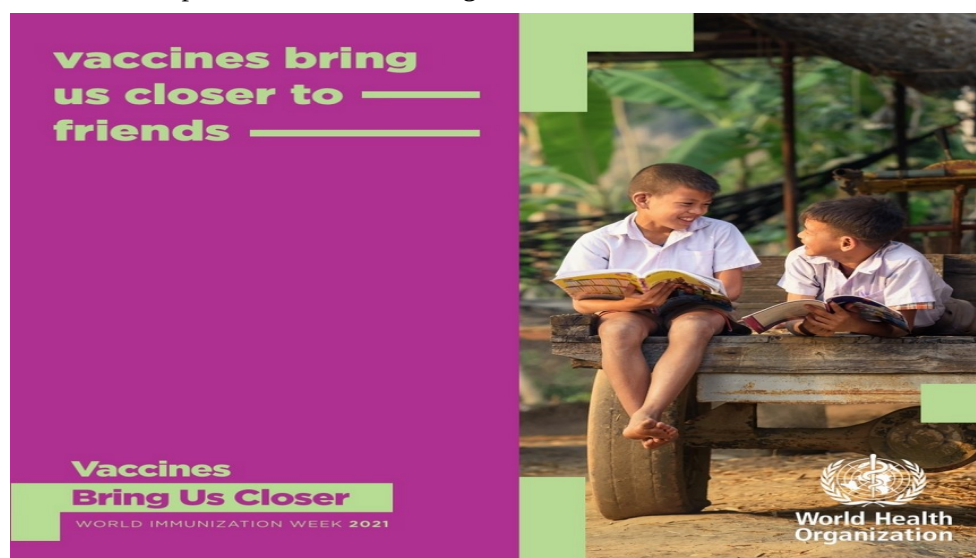


Figure 4. Poster 1

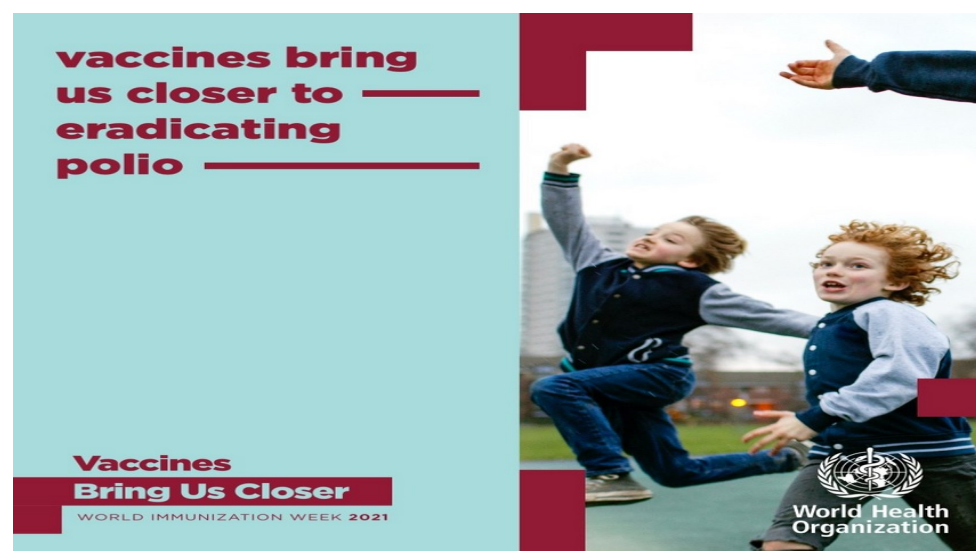


Figure 5. Poster 2

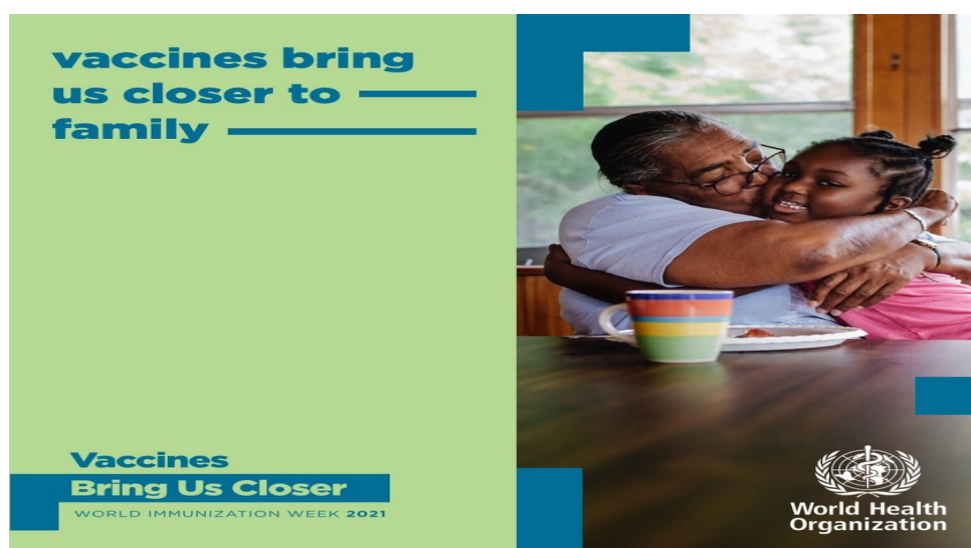


Figure 6. Poster 3



Figure 7. Poster 4

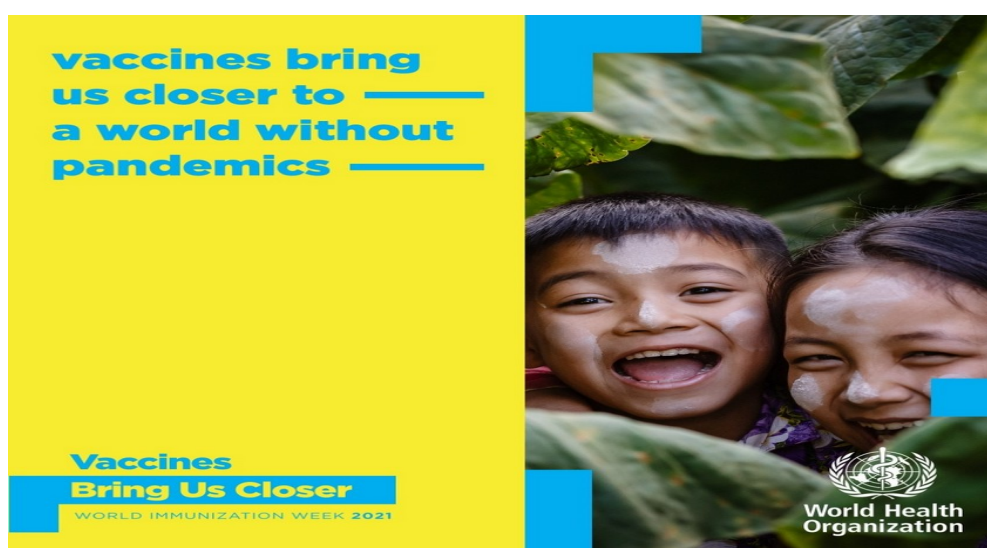


Figure 8. Poster 5

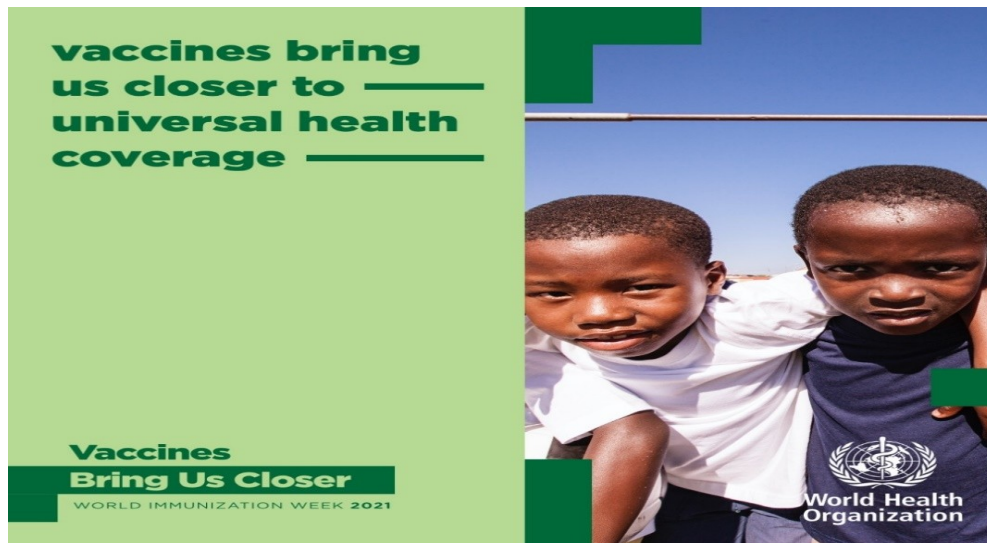


Figure 9. Poster 6

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

Table 5. Verbal analysis: Mood structures

Mood Structures	Declarative	Imperative	Interrogative
Total Clauses	6	-	-
Percentage	100%	-	-

Table 6. Verbal analysis: Modal operator values

Values	Low	Median	High
Total Clauses	-	-	-
Percentage	0%	0%	0%

In visual analysis, the interactional meaning is realized through the interactive meaning concept as shown in table 7. Visual analysis.

Table 7. Visual analysis

Visual Aspects	Visual Elements	Visual Markers	Total Markers	Percentage
Contact	Image Act	Offer	3	50%
		Demand	3	50%
	Gaze	Direct	3	50%
		Indirect	3	50%
Social Distance	Size of Frame	Close (Intimate/Personal)	1	17%
		Medium (Social)	3	50%
		Long (Impersonal)	2	33%
Attitude	Subjective Image	Horizontal angle	6	100%
		Vertical angle	-	-
	Objective Image	Action Orientation	3	50%
		Knowledge Orientation	3	50%
Modality	Color	Color saturation	-	-
		Color differentiation	6	100%
		Color modulation	-	-
	Contextualization	Absence of background	2	33%
		Full detail	4	67%
	Representation	Maximum abstraction	-	-
		Maximum representation	6	100%
	Depth	Absence of depth	-	-
		Maximally deep perspective	6	100%
	Illumination	Full representation of light and shade	-	-
		Absence of light and shade	6	100%
	Brightness	Maximum brightness	6	100%
		Black and white or shades light grey and dark grey	-	-
	Coding Orientation	Technological	-	-
		Sensory	-	-
		Abstract	-	-
		Naturalistic	6	100%

In verbal analysis, the most used mood structure is declaratives. This means that WHO intends to highly persuade public to support their goal. In addition, the use of declaratives is to give a simple description about the situation, and as the bridging for highlighting the commands. Furthermore, WHO does not use modal operators because WHO wants to show its seriousness and straight to the point of the information offered.

In visual analysis, the visual markers used in contact are both offer and direct. These means that WHO intends to highlight the main participant involved in the poster. Besides, in social distance, the most visual markers used are medium because the participant in the posters are viewed from head to full body; this means WHO wants to give an image of the participant as a friendly and social subjects. Also, in objective image of visual distance, the visual markers used are both action and knowledge orientation; this means WHO intends to give an image of the participant not only as the person who are ready in action whatever the situation is and also as the person who are in specific situation.

In modality of visual analysis, the color variation use is one of the crucial methods in expressing visual modality; the more that color is reduced, the lower the modality [12]. WHO uses color differentiation to highlight not only the main participant but also the situation in the posters. In addition, in contextualization, WHO uses mostly full detail. This means WHO intends to the viewers pay more attention not only to the main participant but also to the situation around the participant.

Furthermore, in modality of visual analysis, WHO uses maximum representation and maximally deep perspective; this means that definitely the viewers can know clearly who the main participants in the posters are. WHO also uses Full representation of light & shade and maximum brightness; this means WHO not only intends to highlight the participants but also intends to give a brief description of the situation and the action done by the participants. Besides, in coding orientation, WHO uses naturalistic; here, naturalistic means the coding which is dominant in society; it is the thing that all society members of the society share since they are being addressed as fellow members; no matter what their education level or their social status they have received.

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

4. Conclusion

WHO uses 6 posters to disseminate information for World Immunization Week 2021. Its goal to make the posters are to get public attention and awareness of covid-19 outbreak, especially to intensify the vaccination program all over the world. The use verbal and visual elements in the posters quite support the WHO's mission. By using the simple and straight-to-the-point strategy, WHO intends to show its seriousness to persuade public for supporting its mission and goal.

Acknowledgements

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