



Modality in the Campaign Speech of Republic Korea Presidential Candidate Moon Jae In (문재인) in 2017

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ABSTRACT

Speech is a form of expressing thoughts in the form of words addressed to many people. In a speech, the speaker usually expresses one's attitude or assessment toward someone, as called modality. This study discussed the modalities contained in the campaign speech of presidential candidate, Moon Jae In, at the presidential election of the Republic of Korea in 2017. Through this speech, Moon Jae In could win the hearts of the Republic of Korea people and win the election in 2017. The theory used in this research was the modality theory, proposed by Sun Hye Ok (2016). This study used descriptive qualitative methods, namely reporting and assessing the linguistic data through modality theory as an analytical tool. The results of the analysis showed that there were 63 forms of modality in it. There were 6 forms 명제양태 (proposition modality) and 57 forms 사건양태 (event modality). The percentage of data 명제양태 (prediction modality) was 10% and 사건양태 (event modality) was 90%, so it could be said that in his speech, Moon Jae In revealed more forms of disclosure for the future. Those forms were evidenced through sentences that contain abilities, musts, and goals for the future.

ARTICLE INFO

Article History:

Received 06 May 2021

Revised 21 Oct 2021

Accepted 27 Oct 2021

Available online 29 Oct 2021

Keyword:

Modality,

Moon Jae In,

Speech

1. INTRODUCTION

Communication has the most important role for human life to interact in their daily life. Communication, according to Lasswell's paradigm, is the process of delivering messages by communicators to communicants through the media which can have certain effects (Effendy, 2006). In daily life, verbal communication is most widely used in human relationships. Verbal communication when viewed from its delivery way can be done orally or in writing. We could see oral verbal communication in lectures, speeches, interviews, dialogues, and so on. Meanwhile, written communication is carried out with written intermediaries without direct conversation using clear and understandable language to the listener. One form of oral communication is speech.

Speech is a form of expressing thoughts in the form of words addressed to many people (Depdikbud, 1990). Speech is to convey and instill thoughts, information, or ideas from the speaker to the general public and intends to convince the listener (Arsjad, 1988). In a speech, the speaker usually expresses his attitude or assessment towards someone. This is closely related to modality. According to Bally (Alwi, 1992), a modality is a form of language that describes judgment based on reason, judgment based on taste, or the speaker's desire in relation to the perception or expression of her/his soul.

In a speech activity, modality is a language strategy that must be owned by the speaker, therefore the speaker must have a good language modality. Speech modality is an interesting object to study since in a speech the speaker is required to show her/his soft skills in order to attract the listeners. One of the speeches to research is the campaign speech of the Republic Korea presidential candidate in 2017, which is also the object of this research.

The results of the Republic Korea presidential election in 2017 gave rise to a great curiosity for the author, how the modalities contained in Moon Jae In's campaign speech, because with his speech, Moon Jae In could win the hearts of the South Korea Republic people and win the election in 2017. Thus, this study aims to analyze the modality contained in one of the campaign speeches of Moon Jae In.

According to Damayanti (2012), modality is a linguistic term to classify statements according to logic, which presents, denies, possibilities, musts, and so on. Aristotle was a philosopher who first conveyed ideas about modality. This philosopher stated that the modality contains three kinds of speakers' views of what is mentioned, namely necessity, possibility, and impossibility (Alwi, 1992). Lyons (1981) stated modality as a speaker's attitude based on a set of principles in the form of rational social rules or natural laws. Lyons (1981) stated that modality is the speaker's attitude based on a set of principles in the form of rational social rules or natural laws. This attitude is expressed not grammatically, but lexically. Lyons divided modality into two types, which are only epistemic and deontic; this is in line with the opinion of Saeed (2000) who said that modality is a description that is related to two aspects of meaning. First, the epistemic modality, which is what the speaker knows to state the possibility. Second, the deontic modality, namely stating obligations and permits. Example of "John may be absent". According to Lyons, this modality can be either epistemic or deontic. So it can be interpreted as "John may be absent" (epistemic), or John allowed/permitted to be absent (deontic).

Khomutova (2014) pointed out that modality can be expressed by using (a) intonation, (b) additional words such as hope, should, and presumably, (c) conjunctions such as if, and although, (d) the word must, will, perhaps, and have to, (e) a verb that says an order, hope, or request, and (f) an expression like which may and may be. The word "hopefully" is called an additional word, or stated as a "*modality particle*". In addition to being a lexical element, "hopefully" is also seen as

a particle of literacy, like no, no presumably, the taste, it seems, whether, possibly, really, that/that I am, after all, whether, not, perhaps, hopefully, and in case.

Judging from several opinions of experts who stated about modality, in general, both in English and Indonesian, the usual form of modality is expressed through auxiliary verbs, adverbs, and adjectives, but in Korean, the modalities are more grammatically expressed. The disclosure of modalities in Korean is closely related to the use of grammar in Korean itself. This is in accordance with the opinion of Sun (2016) which explained "양태가 문법 범주로 볼 수 있을 만한 의미적, 체계적 특성을 어느 정도 갖추고 있는 것이다" that modality has several semantic and systematic characteristics which can be seen as categories or grammar. 손혜옥 (Sun Hye Ok) in her research classified the modalities in Korean as in the following table.

Table 1

Classification of Modalities (Sun Hye Ok, 2016)

양태의 하위 유형			양태 표지
명제양태	인식양태	개연성 인식양태	-겠-, -으리-, -은가/-나 보다, -은/-을 모양이다, -은/-을 것 같다, -은/-을 것 같다, -을 것이다
		가능성 인식양태	-은지/-을지 모르다
	증거양태		-더-
사건양태	의무양태	필연성 의무양태	-어야 하다, -어야 되다
		가능성 의무양태	-어도 좋다, -어도 되다
	동적양태	능력 동적양태	-을 수 있다, -을 줄 알다
		의도 동적양태	-겠-, -으리-, -고자 하다, -려(고) 하다 /그러다, -을 것이다, -을까 보다

As seen in the table above, the form of modalities in Korean is divided into two. The first 명제 양태 (proposition modality) and the second 사건 양태 (event modality). 명제 양태 (proposition modality) is divided into two, namely 인식 양태 (epistemic modality) and 증거 양태 (proving modality). Furthermore, the form 사건 양태 (event modality) is also divided into two, first 의무 양태 (deontic modality) and second 동적 양태 (dynamic modality).

The form 인식 양태 (epistemic modality) and 증거 양태 (substantiation modality) related to the speaker's attitude towards truth or factual status so that they are classified into the form 명제 양태 (propositional modality). There is a difference between the form 인식 양태 (epistemic modality) and 증거 양태 (evidentiary modality). In 인식 양태 (epistemic modality) the speaker makes real judgments based on guesswork and the possibilities that can occur, while in 증거 양태 (evidentiary modality) it related to the aspect of proof which refers to what evidence or experience the speaker puts forward when s/he suspects something.

According to Lee (2003), 인식 양태 (epistemic modality) is a form of modality used to express 짐작 (conjecture) or 추측 (estimation). This form is used to express subjective judgments about something, which is not necessarily true. The disclosure of the conjecture or estimation can be divided into vague, clear, and very clear possibilities.

사건 양태 (event modality) is a form of modality related to the speaker's attitude towards events or incidents in the future. This form is expressed in terms of the speaker's requirement, permission, and purpose. This form consists of 의무 양태 (deontic modality) according to 안주호 (Ahn Ju Ho) (2005) which stated 허락 (permission) and 의무 (obligation/task) while the form 동적 양태 (dynamic modality) related to the subject's objectives or abilities.

Based on the discussion above, the objectives of this study are (1) to find out how the modalities used in the campaign speech of 문재인 (Moon Jae In) in the Korean presidential election in 2017; (2) knowing the function of modality contained in the campaign speech of 문재인 (Moon Jae In) in the Korean presidential election in 2017.

2. METHOD

This research was conducted with a qualitative and descriptive method. The results of this study were also in the form of descriptions of the modalities contained in the campaign speech 문재인 (Moon Jae In) and the functions as well so that the qualitative-descriptive method deemed most suitable and possible to be applied in this research.

The data source in this research was the campaign video of the South Korean Republic presidential candidate in the presidential election which was held on May 9, 2017. The campaign video broadcasted online via *YouTube* and has a duration of about 20 minutes. The data from this study took from sentences containing the modality in the campaign speech 문재인 (Moon Jae In).

The data collection techniques used in this study were conducted in three ways. First, the text analysis, to obtain data in the form of journals, previous research, and even some other research relevant to this study. Second, the transcribe technique, which was done by listening to the content of the campaign speech of 문재인 (Moon Jae In). And third, note-taking technique, after listening to the speech, the researcher took notes to make it easier for her to analyze the data.

In this study, the researcher used data analysis techniques according to Miles & Huberman (1992). The analysis consisted of activities that occur simultaneously, from data collection, data reduction, data presentation, and verification/conclusions.

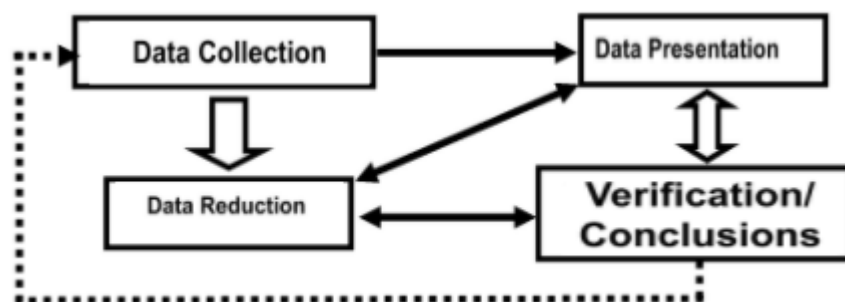


Figure 1. Data Analysis Techniques (Miles & Huberman, 1992)

First of all, the analysis carried out by identifying the content of the campaign speech of 문재인 (Moon Jae In) which contained the modality in each sentence in that speech. Then, the researcher identified the form 명제 양태 (prepositional modality) and 상건 양태 (situation modality) contained in the sentence. After identification is done, it uses data coding to classify the forms of modality contained in the speech. After that, describing the functions and meanings of the modalities in the content of the speech one by one. Lastly, the researcher made a conclusion.

3. RESULTS AND DISCUSSION

In this research, it was found that there were 60 sentences in the campaign speech 문제인 (Moon Jae In) which there are modalities in it. In these 60 sentences, there are 63 forms of modality. Among them, there are 6 forms 명제양태 (proposition modality), and 57 forms 사건양태 (event modality). The percentage of data 명제양태 (prediction modality) is 10% and 사건양태 (event modality) is 90%.

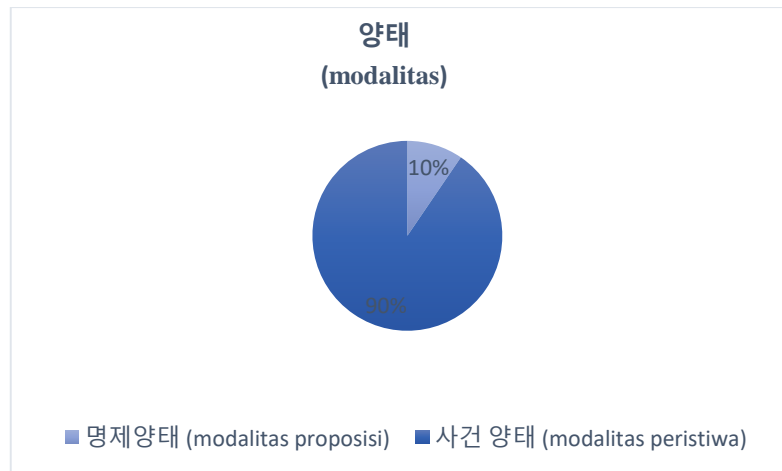


Figure 2. Modalities in Speech Content

From the result of data collection, the researcher found 6 sentences containing 사건양태 (event modality), which 2 sentences 인식양태 (epistemic modality) and 4 sentences 증거양태 (evidentiary modality). In 55 sentences which containing forms 사건양태 (event modality) there are 57 forms of this modality, including 5 sentences 의무양태 (deontic modality) and 52 sentences which is including 동적양태 (dynamic modality). The following is a percentage diagram of the modalities contained in Moon Jae In's campaign speech in the 2017 presidential election.

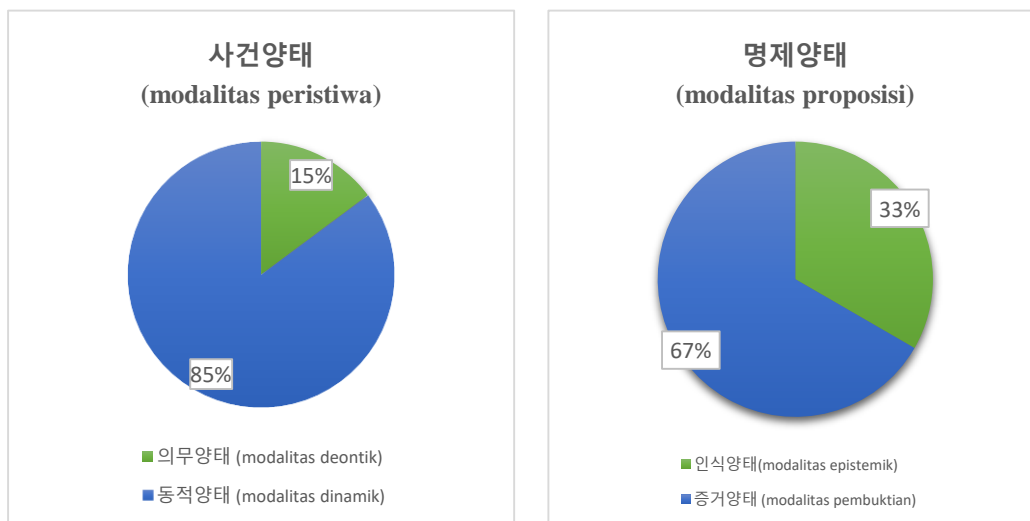


Figure 3. Modalities in Speech Content

The first diagram showed the percentage of the preposition modality, 인식양태 (epistemic modality) as much 33% and 증거양태 (evidentiary modality) as much 67%. Meanwhile, in the second diagram showed the percentage of the situation modality, 15% there are forms 의무양태 (deontic modality) and 85% there are 동적양태 (dynamic modality). The following analysis of the modalities contained in Moon Jae In's campaign speech.

인식양태 (Epistemic Modality)

In this form, the speaker made real judgments based on the expectations and possibilities that could occur. There are 2 sentences containing epistemic modality in the content of Moon Jae In's speech. The examples of epistemic modality found as follow:

“제가 어떤 대통령이 되려고 하는지”

(Jega otton daetongryongi dweryogo haneunji)

"In the future, what kind of president I will be"

In the sentence at duration of 00:28 there is a form 는지 contained in 하는지. This form is a form of argument expressed by Moon Jae In in his speech. This form 는지 is included the category of 명제양태 (*myeongjae yangte*) and the forms of 인식 양태 (epistemic modality) because included forms of 추측 or allegations. In that sentence, Moon Jae In still does not know the possibilities that will happen after he becomes president. Therefore, he still has questions about what kind of president he will be when he is elected to be a president. In that sentence, the form of possibility used the form of allegations whose meaning is not clear. The form 는지 is included in the form 인식 양태 (epistemic modality) which the functions to express the allegations and uncertainty of the argument.

“대한민국을 어떤 나라로 만들려고 하는지 말씀드리겠습니다”

(Daehanmingukeul otton nararo mandelyogo haneunji malssemderigesseumnida)

“What kinds of the country will Korea be, I will talk about it”

The data contained at 00:44 in the sentence has the form 는지 which is contained in 하는지. This form is a form of argument expressed by Moon Jae In in his speech. This form included to the category 명제 양태 (*myeongjae yangte*) and belong to the form 인식 양태 (epistemic modality) because it contains the form 추측 or conjecture. Moon Jae In reinforces the opinion of the previous sentence which also states the form 하는지. Moon Jae In still does not know the possibilities that will happen after he becomes president. Therefore, he still has questions about what kind of president he will be when he is elected to be a president. In that sentence, the form of possibility used the form of prediction whose meaning is not clear. The form 는지 is included in the form 인식 양태 (epistemic modality) which the functions to express the prediction and uncertainty of the argument.

증거양태 (Evidentiary Modality)

This form is related to the evidentiary aspect which refers to what evidence or experience the speaker puts forward when he suspects something. The example of evidentiary modality was found as follow:

“대통령의 입장에서 판단했던 풍부한 경험이 있습니다”

(Daetongryongi ipjangeso phandanhetton phungbuhon gyonghomi isseumnida)

“I have a lot of experience for judging from the viewpoint as a president”

The data contained at 04:55 in the sentence has a form 증거양태 (evidentiary modality). In this sentence, there are form 더 which states the evidence is expressed in the form 판단했던. This form is attached to adjectives and verbs to express something that was done or experienced by the subject. In this sentence, Moon Jae In stated that he had a lot of experience to judge or decide something from the viewpoint as a president. This is evident in the form 판단 하다 that there is a form of 더 being 판단 했던 which means "already judged / decided". Therefore, Moon Jae In wants to tell him that he was experienced enough to judge or decide something if he is elected president.

의무양태 (Deontic Modality)

This form stated 허락 (permit) and 의무 (obligation/task). The example of deontic modality was found as follow:

“완전히 새로운 대한민국을 만들어야 한다는 절박함이입니다”

(Daehan minguk jae 19 dae daetongryongi dweo narareul naradapge manderosseumnida)

“It is truly a precarious situation which requires us to create a new Korean country / regime”

The data contained at 02:14 minutes contain the form 의무 양태 (deontic modality). This is evidenced by the form 하다 attached to 한다는. In this sentence, there is a form of 'necessity' which was expressed by Moon Jae In. As in the previous sentence expressed by Moon Jae In regarding the necessity to change authority regarding the precarious situation of Korea, in this sentence Moon Jae In also expressed the same thing to reinforce his argument about a "necessity" to create a new Korean country. The meaning of the word "new" in this sentence is that Moon Jae In wants a new government because Korea is experiencing a precarious situation. In this sentence, there is a form of expression 'necessity' therefore it is included in the form of deontic modality (의무 양태).

“그것은 바뀌어야 한다는 절박함이입니다”

(Geugoseun bakkwoya handaneun jolbakhmimnida)

“It is an emergency situation that has to change”

The data contained in the minute 02:04 in the sentence contained a form of deontic modality (의무 양태). In this sentence, there are the form 해야 하다 which is found in 바뀌어야 한다는. Generally, this form is used in conjunction with a verb to express 'necessity'. In this sentence, Moon Jae In stated that the situation currently being experienced by Korea was an emergency that required a change from the previous Korean condition. Therefore, in that sentence Moon Jae In used a modality which means 'necessity' which emphasizes that the

emergency that is currently being experienced must be changed immediately. Therefore, this modality serves to express the form of obligation.

동적 양태 (Dynamic Modality)

This form relates to the purpose of the subject in the sentence and ability. The example of deontic modality was found as follow:

“이번 선거에서 확실하게 끈 짝 내겠습니다”

(Ibon songoaes0 hwaksilhage kkeun jjak naegesseumnida)

“I will make sure I don't lose in this election”

The data contained at 16:06 minutes contain the form 동적 양태 (dynamic modality). This is evidenced by the presence of the form 겠 attached to 지키 겠습니다 which in this sentence means 'to protect'. The form of 겠 in Indonesian means 'akan'. Usually, the form 겠 used in formal situations as a statement by the first person. In this sentence, Moon Jae In expressed his goal which is expressed in the future form. In this sentence, he said that in this presidential election, he made sure that he would not lose the election. It showed his confidence in winning the election. In this sentence, there is a form of Moon Jae In's hope about the future which is proven by the word 'will' so this sentence contains a dynamic modality or 동적 양태.

“국민들의 아픔을 보듬는 대통령이 되겠습니다”

(Gugmindeurae apeumeul bodeumneun detongryongi dwegesseumnida)

“I will be a president who will embrace the suffering of the people”

The data contained at 4:26 a.m. contain the form 동적 양태 (dynamic modality). This is evidenced by the inherent form 겠. The form of 겠 in Indonesian means 'akan'. Usually, the form 겠 is used in formal situations as a statement by the first person. In this sentence, Moon Jae In tries to convince listeners that he will become a president who will embrace the suffering of the people. In the previous sentence, Moon Jae In stated that he would be a fair president so that he tried to convince listeners with the form of the future. Because in this sentence there is a form of Moon Jae In's hope about the future which is proven by the word 'will', this sentence contains a dynamic modality or 동적 양태.

4. CONCLUSION

Based on the results of modality research in Moon Jae In's campaign speech at the presidential election of Republic Korea in 2017, the researcher found the form of modality contained in the content of the speech and its functions based on the theory put forward by Sun (2016). In Moon Jae In's campaign speech for the presidential election of Republic Korea in 2017 which lasted 20 minutes, there were 60 sentences containing the modalities. In 60 sentences, there are 63 forms of modality in it. Among them, there are 6 forms of 명제 양태 (proposition modality), namely the modalities that expressed arguments through the speaker's actions based on the subjective

judgments or prediction, and the disclosure of experiences based on evidence experienced by the subject.

Furthermore, there are 57 forms of 사건 양태 (event modality) which are a form of modality to express the speaker's attitude towards future events which stated the form of the speaker's requirement, permits, and purpose for what the thing that will happen.

The percentage of data 명제 양태 (presumption modality) is 10% and 사건 양태 (event modality) is 90%. Therefore, it can be said that Moon Jae In's speech contains more forms of disclosure for the future than subjective assumptions and disclosure of experiences based on the evidence related to his experience. The modality of events that Moon Jae In expressed a lot about was proven through sentences that contained ability, capability, requirement, and goals.

There are 6 forms of 명제 양태 (preposition modality) in Moon Jae In's speech, including 2 forms 인식 양태 (epistemic modality) which are the modalities used to express an argument that expressed through the speaker's actions based on the subjective judgment or presumption, and 4 sentences 증거 양태 (evidentiary modality) used to disclose experiences based on the evidentiary experienced by the subject.

The percentage of 인식 양태 (epistemic modality) is 33% and 증거 양태 (evidentiary modality) is 67%. From these results, it can be said that in this 명제 양태 (preposition modality) Moon Jae In more often expressed his subjective judgments.

There are 57 forms of 사건 양태 (event modality) 55 sentences containing 사건 양태 (event modality). 57 forms of this modality consist of 5 forms of 의무 양태 (deontic modality) which expressed the requirements and permits, 52 forms of 동적 양태 (deontic modality) which expressed the speaker's goal of what will happen in the future. The percentage of data 의무 양태 (deontic modality) is 15% and 동적 양태 (dynamic modality) is 85%. It is a marker of 명제 양태 (preposition modality) in Moon Jae In's speech, namely the form 인식 인식 (epistemic modality) there is / 을지, in 증거 양태 (evidentiary modality) there is 더.

It is the marker for 사건 양태 (event modality) which consists of 의무 양태 (deontic modality), namely 어야 / 하다 and in the form 동적 양태 (deontic modality), namely 을 수 있다, 겠, 려 (고) 하다, 을 것이다.

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