

Chapter 2

Theoretical Review

2.1. Introduction

This chapter reviews some literatures related to this paper. In addition, the chapter discusses, the concepts of critical discourse analysis (CDA), the concepts of modality of functional grammar, concepts of football management which is adopted by football manager 2007 (FM'07) game, as well as previous studies related to this paper.

2.2. Critical Discourse Analysis

Textual analysis should mean analysis of the texture of text, their form and organization, and not just commentaries on the 'content' of text which ignore texture. Textual analysis can often give excellent insights about what is 'in' text, but what is absent from a text is often just as significant from the perspective of sociocultural analysis (Fairclough, 1995: 4-5).

In analyzing texts there is a significance framework named critical discourse analysis (CDA). Fairclough (1995) states that (CDA) is a critical approach to discourse analysis might help to reveal the often 'out of sight' values that underlie texts. In other word, an approach that examines the use of language and asks why it has been used that way and what the implications are of this kind of use. Therefore, the concept of CDA is able to give an insight to perform the mean of texts analysis.

Furthermore, CDA is consolidated as a 'three-dimensional' framework where the aim is to map three separate forms of analysis onto one another: analysis of (spoken or written) language texts, analysis of discourse practice (process of text production, distribution and consumption) and analysis of discursive events as instances of sociocultural practice (Fairclough, 1995: 2).

CDA as a concept of textual analysis needs to select a tool of analysis. Fairclough (1995: 10) mentions that the tool has to be a functional theory of language orientated to the question of how language is structured to tackle its primary social functions.

Systemic functional grammar which is proposed by Halliday is able to work with the concept of CDA, as suggested by Halliday (1978) that it is able to work with the view of language as a social semiotic which incorporates an orientation to map relations between language (texts) and social structures and relations.

Halliday (1994) defines that functional grammar is conceptual framework on which it is based is a functional one rather than a formal one. It is functional in the sense that it is designed to account for how language is used. Everything that is written or spoken has shaped the system. Language has developed to fulfill human needs and it is organized by functions to these needs. Functional grammar is purely 'natural' grammar that everything can be explained with reference to how language is used.

Moreover, functional grammar applies three strands of meanings in every clause, they are: clause as a message, an exchange, and a representation. Clause has a meaning as a message, about what is going to say. Clause as an exchange

means that a clause is a transaction between speaker and listener. Clause is also a representation of some process in ongoing human experiences (Halliday, 1994: 34).

2.3. Modality of Functional Grammar

Modality is the intermediate degree between positive and negative poles (Halliday, 1994: 88). Modality is a resourceful linguistic device, and as I mentioned earlier (in the chapter 1) that the use of modality by any speakers is purposive and implies a consequence both for the utterance itself and the listeners or readers.

The implication of modality use will depends on some variables. Halliday proposes three variables: system of type, orientation, and value (1994: 356-358). These systems will be applied to analyze the use of modality in the FM'07 game texts as a framework of analysis (and will be explained further in the chapter 3). Halliday (1994: 88-91, 356-358) categorizes modality into modalization and modulation. If the clause is indicative clause, then it is modalization. If the clause is imperative, then it is modulation. Modalization expresses degree of probability and usuality. Modulation expresses degree of obligation and inclination. Degree of probability and usuality are expressed through the choice of finite modal operators, modal adjunct probability and usuality, by both finite modal operators and modal adjunct of probability and usuality.

To summarize Halliday's categories of modality, we can look at the following table:

M O D A L I T Y	Commodity exchanged	Speech Function		Type of Indeterminacy		Typical Realization
	information	proposition:	statement, question	modalization	probability	finite modal operator
					(possible /probable /certain)	modal adjunct (both the above)
	goods-&- services	proposal:	command	modulation	usuality	finite modal operator
					(sometimes /usually /always)	modal adjunct (both the above)
			offer		/obligation) (allowed /supposed /required)	finite modal operator passive verb predicator
					inclination (willing /keen /determined)	finite modal operator adjective predicator

Table 2.1 Modalization and Modulation (Halliday, 1994: 91)

In modalization, the speaker is making statement or question about information to the listener. In the statement, the modality is an expression of speaker's opinion, whereas in the question it is a request for listener's opinion (Halliday, 1994: 89). In modulation, the speaker is making command or offer to do something for the listener. Modalization is divided into probability and usuality, while modulation is divided into obligation and inclination. Modulation regularly implicates a

third person; it is a statement of obligation and inclination in respect of others. In this case they function as proposition, since to the person they addressed it conveys 'information' rather than 'goods-&-services'. But they don't thereby lose their rhetorical force to the third person (Halliday, 1994: 89).

As presented in the Halliday's table of modalization and modulation above the typical realizations of modalization are through: finite modal operator, modal adjunct of probability and usuality, and by both of them. And, typical realizations of modulation are through finite modal operator and expansion of predicator. The choice of modality expression implies assertiveness which is collectively known as a value of modal. These typical realizations imply degree of assertiveness, which are high, medium, and low. The elaborations of typical realizations and its degree of assertiveness will be presented in the following tables below:

Finite Modal Operator			
	low	median	high
positive	can, may, could, might (dare)	will, would, should, is/was to	must, ought to, need, has/ had to
negative	needn't, doesn't/ didn't + need to, have to	won't, wouldn't, shouldn't, (isn't/ wasn't to)	musn't, oughtn't to, can't, couldn't, (mayn't, mightn't, hasn't/ hadn't to)

Table 2.2 Finite Modal Operator (Halliday, 1994: 76)

Halliday (1994) elaborates four finite modal operators whose imply low value, they are: 'can', 'may', 'could', and 'might'. In the form of the negative, those expressions become high value finite modal operators. However, finite modal operator 'must' and 'ought to' are high value finite modal operators whether they are positive or negative. In medium values, finite modal operators 'will', 'would', and 'should' are medium whether they are positive or negative.

The four types of modal operators can occur in all four modality types; however their use is more restricted in the inclination and usuality (Halliday, 1994: 357)

Modal adjunct of probability and usuality are included in the expression of modalization, since it expresses the speaker's judgement regarding the relevance of the message (Halliday, 1994: 49)

Modal Adjunct			
	low	median	high
probability	possibly	probably	certainly
usuality	sometimes	usually	always

Table 2.3 Modal Adjunct (Halliday, 1994: 358)

As stated by Halliday (1994: 358) modal adjunct probability 'certainly' present high value, while 'likely', 'perhaps', and 'maybe' are medium value modal adjunct if probability. The only possible expression of low value modal adjunct probability is possibly. Modal adjunct usuality 'sometimes' is the only low value expression, while usually presents medium value. In the end, the three expressions of modal adjunct usuality 'always', 'never' or ever, and often are high value expression.

The other expression of modality is expansion of predicator, the table 2.4 shows an examples of expansion of predicator an its value of assertiveness.

Expansion of Predicator			
	low	median	high
passive verb predicator	allowed	supposed	required
adjective predicator	willing	keen	determined

Table 2.4 Expansion of Predicator (Halliday, 1994: 358)

Passive verb predicator 'required to' presents high value expression, 'allowed to' is the expression of passive verb predicator that represents low value. The two passive verb predicators 'supposed to' and 'expected to' are the medium value expression. There are three adjective predicators which are able to modulate the clause, they are: 'determined' that implies high value, 'anxious' that implies medium value, 'keen' that implies low value.

The third variable is orientation, the table 2.5 shows the

	Type	Variants	Modalization		Modulation	
			Probability	Usuality	Obligation	Inclination
Typical Realization	Sub	Exp	I think, I'm certain	—	I want	—
		Imp	will, must	will	should	will
	Obj	Exp	it's likely, it's certain	it's usual	it's expected	—
		Imp	probably, certainly	usually	supposed	keen
Example	Sub	Exp	I think Mary knows	—	I want John to go	—
		Imp	Mary will know	Fred will sit quite quite	John should go	Jane will help
	Obj	Exp	It's likely that Mary knows	It's usual for Fred to sit quite quite	it's expected that John goes	—
		Imp	Mary probably knows	Fred usually sit quite quite	John's supposed to go	Jane's keen to help

Table 2.5 Modality Orientation (Halliday, 1994: 355 – 358)

The table 2.5 shows the system of orientation, the difference between subjective and objective modality, and between implicit and explicit variants. The speakers have various ways of expressing their opinion. Halliday (1994) state that in order to state explicitly that the probability is subjective or to claim explicitly that the probability is objective, the speaker construes the proposition as projection and encodes the subjectivity (I think), or the objectivity (it is likely), in projecting clause. Furthermore, Eggins (1994) suggests that this projection is masquerading as an

adjunct. We can see that these projecting clauses are in fact metaphorically as adjunct by applying the tad test. When we tag *I think Henry James wrote the Bostonian*, we find we do NOT pick up “*don’t I*” (which would indicate that the subject of the clause was I), but instead “*didn’t he*”, indicating that the grammatical subject is in fact *Henry James*.

2.4. Football Management

In this section I will review some literatures about modern football management. As I mentioned before that the object of analysis, FM’07 game is adopting the current football management. Hence in the production of its texts, its discourse mainly refers to the modern football management.

In brief, according to Scheunemann (2008: 17) modern football is indicated by 14 characteristics, those characteristics mainly refer to three major things: a professional and well-organized institution, a modern and systematic tactics and coaching, and football commercialization.

In short, modern football concerns on professional management on all elements, subsumes: business, education, psychology, and even politics and social role. As cited in course content of BA (Hons) International Football Business Management that it provides students with the core business expertise, which is demanded in today's sports industry, offering modules dealing, for example, with information analysis, sport and politics, and coach education. Complementing these are modules covering football club management and operations, football finance and administration.

The same argument about modern football is also implied in Warwick Business School's education program. Warwick Business School argues that modern football management is about best practice in leadership, managing teams and individuals; a good handling on media, public speaking, image management and other aspects of marketing; a good understanding of football finance; a broader information technology in football.

2.5. The Previous Studies

There are some previous studies related to the present study. Lillian (2008) analyzed the use of modality in the two political texts by applying the type of modality which is proposed by Fowler (1985). The result of her research showed that both of the texts used similarly numbers of epistemic of modality, but there is a huge gap of deontic modality use between them. Lillian argued that a big number of deontic modality may be a linguistic feature of manipulation and propaganda.

Chen (2006) applied deontic and epistemic modality to analyze George W. Bush inaugural address. George W. Bush inaugural address was analyzed in terms of epistemic modality expressing necessity and deontic modality conveying necessity to show how the two contribute in creating a mighty image of George W. Bush. The result showed that 74.36% of modal expressions, whether epistemic or deontic, evidently serve to convey his strong belief and firm obligation. In other word, epistemic modality expressing necessity and deontic modality conveying necessity are used to express his ideology as well as to make his speech forceful, convincing and persuasive.

Recksy (1996) applied modality in his cross-linguistic investigation between English and Portuguese spoken language. He applied epistemic modality on its occurrence on both spoken language. His research results show that numbers of epistemic modality is conveyed to achieve the establishment and maintenance of good social relations. Speakers rarely state simple facts or make naked assertions (Recksy, 1996:180). He also suggested that the use of epistemic modality is to convey the speakers' attitude to the proposition being expressed, to express the speakers' sensibility to the addressee, to negotiate sensitive topics, and in general to facilitate open discussion.

