

# The Ethics of Care in Barack Obama's Speech in the United States of Women Summit

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## Abstract

Ethics of care refers to ideas concerning the nature of morality can be judge by the Attitude. This research examines the Appraisal in Barack Obama's speech in the United States of Women Summit by using a qualitative descriptive approach by collecting data through speech. The objectives of this research are to identify the type of Attitude and to elaborate the reason why the types of the attitude and the ethics of care are used in Obama's speech in the United States of Women Summit. The data consisted of 113 clauses. Source of data is Obama's speech in the United States of Women Summit that gathered from the official website. The results showed that the most dominant attitude subsystem in Obama's speech in is appreciation, 53 clauses (47%), while there are 40 clauses (35%) categorized as judgement, and 20 clauses (18%) categorized as affect. In this case the speaker uses all positive appreciation (there is no negative appreciation category) to express his evaluation and his appreciation for the women movement and empowerment in that summit and especially the women in his country, United States of America. Furthermore, the realization types of attitude is realized the ethics of care in Obama's speech which show his decision making about the equality of gender specially women in his administration/presidency. From the analysis, types of attitude; judgment and appreciation employ the ethics of care in valuing the personal relationship, caring attitude, and caring action. While the type of affect employs the sympathy and direct attention in doing ethics of care. As the recommendation, the researcher suggest to used ethics of care in analyze person attitude in other speeches by using appraisal, not only the attitude type but also the engagement and the graduation types.

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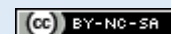
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Ethics of care were developed by feminists in the twentieth century. The theory claimed that women are which person that have empathy and compassion about morality. The ethics of care explore the politic, social, and global issue considering about the psychology (Held, 2006). The background of care ethics are character, identity, and relations. Based on that background, ethics of care become philosophical turn. The efforts to elaborate the impact of caring in various things. The focus is on how the care identified for one to others, also on caring about things or issues, and moral issues.

The perception of doing care ethics are four claims (Collins, 2015). First claim are sympathy and direct attention, the second claims is valuing the personal relationship, the third claim is the attitude of care and the fourth claim is perform caring action. Language in the society can be used as a device in maintaining communication to convey ideas, messages, or opinions to other people. Attitude and ideas can be reflected when someone speaks.

In discourse systems, appraisal is a system of interpersonal meaning. Martin & Rose (2003:19) describe that Appraisal is concerned with evaluation –the kinds of Attitudes that are negotiated in a text, the strength of the feeling involved, and the ways in which values are sourced and readers aligned (Rohmawati, 2016). The appraisal system is the development of SFL theory in the field of interpersonal meaning. (Martin & White, 2007) defines appraisal as an interpersonal meaning system that refers to the evaluation of attitude contained in the text, how a person expresses how strongly he feels about a thing and how the values of a thing in the text are generated. In other words, by using appraisal theory we can tell readers or others about our attitude and feelings about something or someone.

Interpersonal or evaluative meaning has been described in systemic functional linguistics with the help of appraisal theory (Martin & White, 2007), which distinguishes between different types of evaluation. One sub-system of APPRAISAL is ATTITUDE, which is further divided into APPRECIATION, JUDGEMENT and AFFECT (Bednarek, 2009). Speech as a verbal means of communicating is delivered by a speaker directly for a certain purpose. With interest in the ethics of care perspectives applicable in interdisciplinary field and along with language dealing the social interpretation, potentially, the SFL theory compatible in interpretation ethics of care.

The first United State of Women Summit organized by The White House. President Obama on Tuesday 14<sup>th</sup> June 2016 convey his speech on the core event of women's equality all around the world. Barack Obama convey his speech about gender equality. The way Obama delivered his speech wondering the researcher whether Obama morally says it because he is care or not. The style of this speech sounds his priority on women. The researcher wondering about how masculinity can talk feminist perspective by using the four claims of Ethics of Care.

This articles examined the Ethics of Care in Obama speech in United States of Women by proposing three questions that are what are types of attitude in Obama's speech in the United States of Women summit, How are the ethics of care realized in Obama's speech in United States of Women Summit and Why are the types of attitude and ethics of care used in the way they are. This study is limited to the analysis of Ethics of Care in Barack Obama's speech.

The main focus of this research is the attitude subsystem which is described four key claims of ethics of care.

## Method

This research is used qualitative research. This research aims to emphasize the 'Care' patterns of the former Barack Obama's speech in United States of Women Summit 2016. The data used in this research is Obama's speech. The data is the form clauses that contain types of Attitude and the ethics of care in Obama's speech. The source of data is the speech of Obama in that occasion. In collecting the data, the researcher used descriptive qualitative. The first method was carried out through downloading the text of Obama speech from the website. After that, researcher select the clauses that analyze as types of attitude from the source of data, the clause that analyze as the types of attitude on data identify to explain the ethics of care.

The researcher is the instrument of the research for collecting the data, elaborating the passage and identifying the speech. Elaborating the passage was done by breaking down the speech and identifying the sentence in certain clauses then rewrote the data into the table and graphics.

## Results

The results of the analysis of attitude subsystem in Obama Speech in the United States of Women Summit presented in the three tables below, each table for each sub-system.

### Affect

Affect is an emotional response to a verb related to emotional processes (Mental Processes) such as to love / to hate, to frighten / to bore, to engage / to placate. Affects can also be expressed with adverbs and adverbs used are usually adverbs of manner such as happily / sadly. In addition to mental verbs and adverbs, affect can also be expressed through adjectives related to emotions (adjective of emotion) such as happy / sad, worried / confident, angry / pleased, keen / uninterested. Affect can be categorized into positive and negative. This relates to the good and bad traits associated with attitudes and emotions. Following this will be an analysis of the clauses included in the affect category.

Table 1. *Affect* in Obama's Speech in the United States of Women Summit.

No.	Appraisal Item	Affect	Appraised
1.	Hope	+inclination	Mikaila Ulmer
2.	Amazing	+hap	The organizing its summit
3.	-prouder	+sat	The lives of women and girl
4.	-weird	+hap	Malia's graduate event
5.	-anxious	-sec	American economic
6.	-happy, love	+hap	Born babies
7.	-love	+hap	Americans
8.	-love	+hap	People about freedom
9.	-weird	+hap	To had a women president

No.	Appraisal Item	Affect	Appraised
10.	-confidence	+sec	Rosa Parks
11.	-love	+hap	America
12.	-bless	+hap	Participant and organizer in the summit
13.	-doubt	neg-hap	Michelle Obama
14.	-worry	neg sec	Michelle
15.	-assertive or too angry	neg-sat	Michelle
16.	-violence and anger	neg-sec	American
17.	-fear and violence	neg-sec	American
18.	-gun violence	neg-sec	American
19.	-afraid	neg-hap	Audre Lord
20.	-violence	neg-hap	America based gender

## Judgment

Judgment is an evaluative attitude towards people's behavior which can be positive or negative, depending on the reference norm used (Martin & White, 2007). So, with judgment, people's behavior can be evaluated as moral / immoral or legal / illegal etc. Judgment assessment can be in the form of (1) adverbic phrases, (2) noun attributes, and (3) verbs. The following will present some analysis of clauses that fall into the judgment category.

Table 2. *Judgment* in Obama's Speech in the United States of Women Summit

No.	Appraisal Item	Affect	Appraised
21.	-will	+ten	Mikaila Ulmer
22.	-very clear	+prop	Obama
23.	-may be a little grayer	+ten	Obama
24.	-how far	+cap	Obama's administration
25.	- presumptive	+cap	Women
26.	-significantly	+cap	The live of women and girl
27.	-able to	+cap	Women
28.	-executive	+prop	Obama
29.	-single	+prop	Women
30.	-able to	+cap	Women
31.	-truth	+ver	Doing something
32.	-honest	+ver	Obama
33.	-stereotypes	neg- prop	Men and women behave
34.	-seriously	+prop	The women issues
35.	-clear	+ver	Obama
36.	-deliberate and afraid nothing	+cap	Women, Rosa Parks
37.	-arrested		

No.	Appraisal Item	Affect	Appraised
38.	-suppressed	neg-comp	People in graduation
39.	-roughly		
40.	-illegal	neg –comp	Work force
41.	-blasted	neg-cap	Women
42.	-not inevitable	neg-	
43.	-slow, tireless, often frustrating	neg-cap	The progress in certain decades in American women
44.	-discrimination	neg-prop	Women
45.	-subtle and overt	neg-ten	Dorothy Pittman and Gloria Steinem
46.	-narrowing	neg-prop	The gap between rich and poor
47.	-too big and trend lines		
48.	-blame	neg-prop	The big government
49.	-stuck and toughest	neg-ten	Women
50.	-rigged	neg-prop	Working family
51.	-disproportionately	neg-prop	Child and mother
52.	-hard	neg-cap	In solving problem
53.	-harder	neg-cap	in advance women career
54.	-demure, assertive	neg-prop	Boy and girl
55.	-punishes	neg-prop	Women
56.	-harassed and threatened	neg-prop	Women
57.	-stereotypes	neg-prop	Women
58.	-control	neg-prop	Women
59.	-congratulate	neg-norm	the boy
60.	-violence and terrorism	neg-prop	American
	Unwilling	neg-prop	Republicans in Congress

## Appreciation

Appreciation is used to address or evaluate objects, processes or products. It is usually in the form of attributes to certain objects, processes or products. Appreciation can be negative and can also be positive depending on the impact of meaning caused. The following will be displayed clause analysis which is included in the appreciation category.

Table 3. *Appreciation* in Obama's Speech in the United States of Women Summit

No.	Appraisal Item	Affect	Appraised
61.	-please	+reac	Obama
62.	-amazing	+reac	Mikaila Ulmer
63.	-compete	+comp	Women in event
64.	-great	+ reac	All audience in the event
65.	-very closely	+comp	Tina Tchen, Valerie Jarret

No.	Appraisal Item	Affect	Appraised
66.	-appreciative	+val	The participant in event
67.	-outstanding	+react	The congress member
68.	-thank all of you	+comp	The making of event
69.	-extraordinary	+val	Malia's Graduation
70.	-thanks to	+comp	Affordable Care Act
71.	-choosing	+reac	Women
72.	-equal	+comp	America justice in law
73.	-possible	+comp	Women leadership
74.	-countless ordinary	+comp	American women
75.	-incredible	+reac	Women
76.	-the weakening	+comp	Labor movement
77.	-better	+val	Globalization and automation
79.	-enormous	+comp	The American economic
80.	-equal	+comp	Pay working
81.	-truly	+val	Family values
82.	-great	+reac	American worker
83.	-good	+reac	Women
84.	-cooperative	+val	Congress
85.	-pretty hard	+comp	American
86.	-fairly	+val	Health insurance treat
87.	-strengthened equal	+val	Worker/employees
88.	-flexibility	+val	employees
89.	-good	+reac	Obama staff
90.	-good	+reac	Babies
91.	-smart	+comp	Women in congress
92.	-great	+reac	Women
93.	-intentional	+comp	Women in congress
94.	-consequences	+val	All American gender
95.	-prioritizes, confident, competitive and ambitious	+val	Women workplace
96.	-extraordinary	+reac	Women/Michelle
97.	-fight		
98.	-more opportunities	+val	Woman and girl
99.	-oppresses	+comp	American
100.	-tolerance and openness	+prop	American
101.	-comprehensive	+val	American society
102.	-free	+comp	American
103.	-segregated	+	
104.	-free		

No.	Appraisal Item	Affect	Appraised
105.	-good news	-+comp	Women
106.	-no matter	+val	American gender
107.	-no doubt	+val	American
108.	-fearless	+reac	Men and women
109.	-relentless commitment	+val	Sally Ride
110.	-confidence		
111.	-highest		
112.	-optimistic as optimistic	+val	Obama
113.	-prosperous	+val	American

Based on what has been seen from the three tables, it may be concluded that the most dominant sub-system in this Obama's speech is the appreciation. The second most dominant subsystem is the judgment. The least dominant subsystem is the affect.

### Subsystem Attitude in Obama's speech

The data in the three above is transformed into the following figure, showing the network of each of the subsystem of attitude as they are found in Obama's speech in the United States of Women summit.

Table 4. Subsystem Attitude of *Affect*

<b>AFFECT</b>	Dis/inclination	Positive	-hope
		Negative	-
	Un/ happiness	Positive	Weird, love, happy, no doubt, bless
		Negative	Afraid,
	In/Security	Positive	confidence,
		Negative	anxious, worry, dangerous, violence,
	Satisfaction	Positive	Prouder
		Negative	Angry, anger,

Table 5. Subsystem Attitude of *Judgement*

<b>JUDGEMENT</b>	Social Esteem	Normality	positive	Deliberate
			negative	-
		Tenacity	positive	will, subtle, overt,
			negative	Stuck
		Capacity	positive	presumptive, able to, equal, assertive, comprehensive, competitive,
			negative	slow, blasted,
		Veracity	positive	clear, truth, honest,
			negative	-
	Social Sanction	Propriety	positive	very clear, suppressed, illegal, free, good, executive, pretty hard, strengthened equal, flexibility, right, truly, demure, can.
			negative	blame, rigged, unwilling

Table 6. Subsystem Attitude of *Appreciation*

<b>APPRECIATION</b>	Reaction	Positive	please, amazing, arrested, great, outstanding, incredible, harder, good, extraordinary,
		Negative	Assertive
	Composition	Positive	Compete, very closely, possible, so hard, how far, significantly, countless ordinary, important, enormous, pretty hard, smart, great, intentional, clear, free.
		negative	narrowing, too big, the weakening,
	Valuation	positive	Appreciative, extraordinary, better, competitive and ambition, good, fearless, relentless commitment, closer, highest, free, optimistic, prosperous
		negative	-

From the results of the analysis that has been done, researchers found 20 clauses included in the Affect category of 113 data. In 20 clauses, there are 12 clauses that are classified as Affect positive and 8 clauses that are affect negative.



Table 7. Percentage Category of *Affect* in Barack Obama's Speech

<b><i>Affect</i></b>	<b>Amount</b>	<b>Percentage</b>
POSITIVE	12	11
NEGATIVE	8	7
Total	20	18

The table above shows that the total is 20 (18%) clauses that consist of Affect category (feeling). In 20 (18%) clauses there are 12 (11%) clauses that consist of positive Affect category and 8 (7%) clauses that consist negative Affect category contained in Barack Obama's speech in the United States of Women Summit.

Then, the results of the analysis conducted by researchers found 37 clauses included in the Judgment category of 113 data. In 37 clauses, there are 31 clauses that are included positive Judgment category and 6 clauses that are included in the Negative Judgment. Details of each category will be presented in the following table:

Table 8. Percentage Category of *Judgement* in Barack Obama's Speech

<b><i>Judgement</i></b>	<b>Amount</b>	<b>Percentage</b>
POSITIVE	16	14
NEGATIVE	24	21
Total	40	35

From the above table, it can be seen that from a total of 40 (35%) clauses that consist of Judgment (behavior) category, there are 16 (14%) clauses included in Positive Judgment and 24 (21%) negative Judgment clauses in the Obama's speech. This shows that in Barack Obama as the speaker use negative judgment to express the behavior of a person or in responding a situation or some view about something.

Furthermore, for the Appreciation category, researchers found 53 clauses included in the Appreciation category from 113 data. From the 56 clauses, there are 53 clauses that are positive Appreciation category and there is no negative Appreciation category. Details of each category will be presented in the following table:

Table 9. Percentage Category of *Appreciation* in Barack Obama's Speech

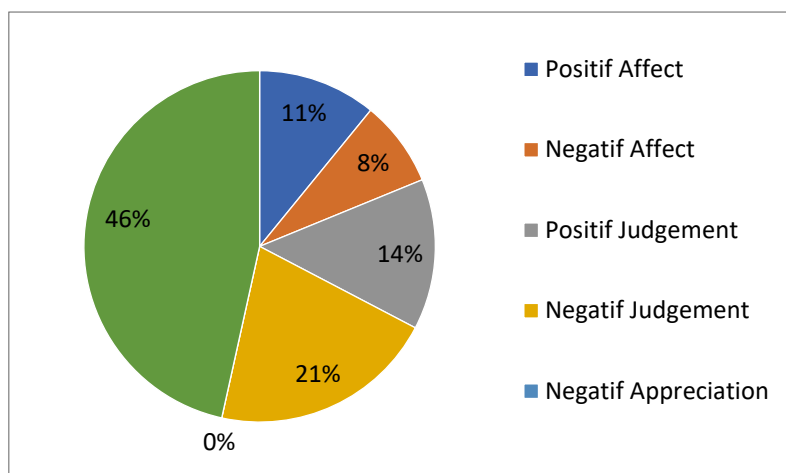
<b><i>Appreciation</i></b>	<b>Amount</b>	<b>Percentage</b>
POSITIVE	53	47
NEGATIVE	0	0
Total	53	47

Through the table above it can be seen that there are 53 (47%) clauses included in the Appreciation category (assessment of objects, processes and forms) consisting of 47 (42%) positive Appreciation clauses and there is no indicate as negative appreciation clauses in Obama's speech in the United States of Women Summit.

Based on the analysis of the 113 data above by categorizing data into each type of Attitude subsystem, it can be described that the most dominant Attitude subsystem in Obama's speech is the Appreciation Category, as can be seen in table 4.5 below .

Table 10. Percentage Types of Attitude Subsystem in Obama's Speech

No.	Variation	Amount of Data	
		Frequency	Percentage
1	<i>Affect</i>	20	18
2	<i>Judgement</i>	40	35
3	<i>Appreciation</i>	53	47
Total		113	100



Graph 1. Percentage Types of Attitude Subsystem in Obama's Speech

Through the diagram above it can be seen that the Appreciation category is the most dominant Attitude subsystem found Obama's speech which is 53 clauses (47%). Furthermore, the Judgment category was 40 clause (35%) and finally the Affect category was 20 clause (18%). From the above data it can be concluded that in Obama's speech in United States of Women Summit, the speaker uses the Appreciation subsystem most, which are the subsystem that evaluates objects, processes and forms. In this case the speaker uses all positive Appreciation to express his evaluation and his appreciation for Women in that summit and especially the women in his country, United States of America.

## Discussion

Based on the analysis that has been done, it is found that there are 113 clauses that have evaluative language Attitude subsystem which includes 3 categories namely Affect, Judgment, and Appreciation. The research findings show that the most dominant attitude subsystem in Obama's speech in the United States of Women Summit is the Appreciation category of 53 (47%). Furthermore, the Judgment category was 40 (35%) and finally the Affect category was 20 (18%). From the data above it can be concluded that the Obama's speech, the speaker uses most of the Appreciation subsystem.

Appreciation is used to address or evaluate objects, processes, or products. It is usually in the form of attributes to certain objects, processes, or products. Appreciation can be negative and can also be positive depending on the impact of meaning caused. [Martin & White \(2007: 56\)](#) state that the term Appreciation can generally can be divided into our reactions to objects

(do they attract our attention, do they please us?), the composition of these objects (balanced or complex), and the value of these objects (innovative, authentic, happening at the right time etc.). Furthermore, [Martin & White](#) (2007) explain that an appreciation framework can be interpreted in a metaphysical language by orienting reactions to interpersonal significance.

From 113 data in the form of clauses in Obama's speech found 53 (47%) included in the assessment of objects, forms and processes that show positive and positive and negative judgments in Obama's speech to the conditions of women experienced the journey of acquiring equal justice in workplace, career, law or even choosing the way of their live share love with and also about women struggle in run the nation with their political movement in whole field. The used of appreciation in Obama's speech are because in Obama appreciate the women right as equal as men.

The using negative judgment on Obama's speech isn't mean that Obama judging worst about women but it is because he look back about women face such as discrimination of color, violence, blame, and a lot of economically anxious, anxious about their children, the frustrating on their family's health and even the political possibilities in Congress. Our sympathetic responses are themselves partially constitutive of our conception of what is to be a human being ([Taylor](#), 1999), in this case, Obama judging just to show his sympathy as a human being. The using judgement in Appraisal relate to the claim caring attitude and the moral paradigm about personal relationship on someone in the ethics of care. Caring about women's suffer or their interest challenge Obama's personal relationship which is Obama's family itself. As his daughter Malia and his wife Michelle and all women that he mentions on speech which are most of them participate the successfulness of run his governance.

The using positive judgment on Obama's speech reflect the claim ethics of care about caring action. Caring action perform in which Obama mention about Executive action in his administration that one of its policies support women movement in acquiring their equal right. Caring action are intended in manner Obama trying to do what he believes is good for the society behind his government. Consider women and girl who keeps a good changing in strengthened the strong politics is the way Obama to be agent of the ethics of care. And the last is the using affect in Obama's speech show his emotion. The way affect subsystem in Appraisal relate to the ethics of care that claim sympathy and direct attention to show person care on something or someone. There are lots of word "love" that he mention on his speech which are the role of agent ethics of care support the claim direct attention and the words "worried, doubt, anger, afraid, fear and violence support the agent to claim sympathy or giving sympathy to those who come through that feeling.

Obama's speech in the United States of Women Summit is like the organization that takes the ethics of care which are the person who attend the summit have the same ideology. The using attitude types in Obama's speech show all the claims of the ethics of care which are the sympathy and direct attention, the value of personal relationship, the caring attitude and the caring action.

## Conclusion

After analyzing the attitude in the Obama's speech, there are some conclusions that can be drawn. The most obvious is that Obama's speech in the United States of Women Summit describe types of the attitude. The most dominant of the three regions of attitude is the appreciation. This dominance of appreciation is due to the nature of it being the linguistic

resources used to evaluate things and, accordingly, is likely to be used frequently in any speaker's speech of evaluation.

Judgement, being the most provocative elements as it evaluates people's behavior, is used mostly in the spirit of creating self-pride in the people, motivating them to achieve goals that the someone believe can be accomplished by others. Affect is used in the texts for the reason of it being 'personal' and 'sentimental' and therefore show feeling of the speaker through the speech.

In line with the above conclusion, it can also be said that appreciation and judgment are the types that is employed in value of Personal relationship, caring attitude and caring action of the speaker. The type of affect is used in the way speaker making the ethical decisions whether the speaker feeling something.

The next conclusion is related with the nature of the speaker. Obama's speech is talking about women that creating good impression and show his best ethics on women. This study shows the nature of Obama considering to the empowerment of women, the speech delivered as his last speech under his administration as a president, as a means to create last good action and deliver his deeply hearted on the people of America, especially those women in the summit and all supporting participant to possibly the event from the this first summit to the future summit and also the change of Obama to deliver his hope in the last period of his presidency.

It can also be concluded that the common presumption that the language used in ethical speeches, the speech is objective and full of emotional elements is entirely true. In fact, as the analysis in chapter 4 has shown, the speech contain many emotional elements; the most notable being Obama's speech which bears many negative judgmental types to show his understand on women difficulties that face in mostly field in rising the equal right in society and through this speech, Obama show his ethical decision making and showing what have done as long as his presidency in supporting women struggle to acquire the justice under the law.

As the recommendation, the researcher suggest to used ethics of care in analyze person attitude in other speech by using not only the attitude types but also the engagement and the graduation types. Trend in talking about ethics should be the topic in researcher could prove. Language must be the tool to observe people though, determine their knowledge and to describe what she/he concern about.

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