English Education Journal

Generic Structure and Attitude of Closing Ceremony Speeches in International Seminars

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Article Info	Abstract
	Nowadays there are a lot of international seminars in various fields of subjects conducted around the world to share ideas, research results, new regulations, a new decree, new theory, and so on. Most of the time the representative of the committee in the international seminar finds it difficult to shape the best guidance for the speech text at the closing ceremony. People tend to search for other examples of closing speech to shape their closing ceremony speech text to be the better one because every speech is an opportunity to affect people's behaviours, beliefs, or actions by the attitude. However, there is no standard called generic structure and attitude which is quite special only for closing speech type. For that reason, the research objectives are to analyse the structures and attitude resources in closing speeches; and to analyse the relationship between structures and attitudes in closing ceremony speeches through the SFL approach. This is a qualitative study that employs the theory of appraisal and a basic understanding of generic structure in the SFL perspective. There are several structures generally found in each closing speech, namely addressee, identification of the speaker, encapsulation of event, valuation of event, wish/hope, special thank, and final thank. The positive valuations are the highest attitude resources found in the closing speeches. The result of this research is benefited to ELT in which the English language teacher can enrich the types of potential generic structure of the text, especially closing speech text.

INTRODUCTION

Most of the times the representative of the committee in the international seminar find it difficult to shape the best guidance for the speech text at the closing ceremony. People tend to search other examples of closing speech in order to shape their closing ceremony speech text to be the better one because every speech is an opportunity to influence people's behaviours, beliefs, or actions. That's an incredible opportunity and a deep responsibility to make the speech matter. However, there is no exact standard called generic structure which is quite special only for closing speech type.

A closing speech is one important kind of speech but it may also be the most neglected. Closing speech is final opportunity to accomplish the goal, whether it's to inspire the audience, lead an action, inform a community, break the legality, or change an opinion. Closing speech reminds the audience of the goal and the most important points. The speech should be built toward that feeling and the closing speech should be the culmination of that feeling.

The evaluation of this feeling is closely related to the dictions used in the speech. The dictions used in the speech can be valued from the appraisal point of view. From the appraisal theory assessment, it is expected that the content of closing speech will be considered as valuable speech to convey. Furthermore, the fact is that the generic structures of speech contain intrinsic 'powers' to inspire either the speaker or the listener and encourage them to grow beyond self-imposed constraints.

Generic structure is a certain type of structure for a text. Hasan (1985) summarizes Halliday's (1985) examination of interaction between text and context with the statement that "text and context are so intimately related that neither concept can be enunciated without the other" (p.52). Her stated objective is to explain what text means.

While, the attitude is value by which speakers/texts pass judgements/assessment to participants and associate emotional/affectual responses with participants and processes.

The related studies as the source of comparing information about the generic structure were taken from various sources (see Loan, 2017; Mirahayuni, 2002). Mirahayuni stated in the result of her research that non-native writer probably cannot take the benefit of the generic structure in English discourse if the organizational of the discourse is unfamiliar. She also mentioned that non-native English writer need to learn more about usual formal generic structure.

Still in the topic of generic structure, they took academic writing text as their source of data in their research (Sulistyo, 2013; Yang, 2012; Huhi & Rezai, 2013). In his research Yang stated that the result of his study about the generic structure of acknowledgement of dissertation are reflecting, thanking and announcing moves but the academic convention influenced the moves.

Other researchers took more general source of data such as general text and newspaper editorial (Hanganu, 2015; Ansary & Babaii, 2005). These researchers took the source of their data from dissertation text (Hyland, 2004; Afful, 2016; Emilia & Hamied, 2015). Hyland conducted the research to find the generic structure of acknowledgement in thesis and dissertations. He found that there are several steps. Those are reflecting, thanking (thanking for academic help, thanking for supporting books, thanking for moral support), and announcing (accepting responsibility, dedicating the thesis).

Some other researchers took several lighter type of text, such as teacher's writing and thesis abstracts (Sumekto, 2017; Kosasih, 2018; Syam, 2017; Nugroho, 2009; Santosa, Priyanto & Nuraeni, 2013; Kristina, Hashima & Hariharan, 2017). Hariharan Hashima stated that culture influenced the promotional discourse in selling Javanese batik production. The sense of culture was explicitly shown through appraisal resources.

In general, their researches cover similar topic, that is generic structure but they picked different source of data.

The other articles related to this study are about appraisal in various texts. Those are current research text, grant proposal text, Indonesian media text, ESL research text, undergraduate

essay writing text, students' argumentative writing text (Wei, Wheritty & Zhang 2015; Pascual & Unger 2015; Tallapessy 2014; Ngo & Unsworth 2015; Xinghua & Thompson 2009). Xinghua and Thompson's research is closely similar to this research in the use of basic theory, that is about attitude as one of appraisal subsystems. Xinghua and Thompson compared essays belong to English students and essays belong to Chinese students based on appraisal point of view, especially about attitude. Xinghua and Thompson conveyed that both students (English students and Chinese students) applied similar pattern in using appreciation. However, they used affect and judgement in totally different ways.

There is also lighter type of text which becomes the source of data. Literature review and research article text, research article introduction text and argumentative essay texts are written by Macken & Horarik 2003; Yuliana & Gandana 2018; Parvin 2017. Yuliana and Gandana mentioned in their research result that students who mastered English quite well are able to compose better text and elaborate their text. Macken and Horarik said in the part of conclusion that narrative text gives the reader two things, namely empathy and discernment.

Other types are news text, eulogies text, students' narrative writing text, undergraduates persuasive text, students' analytical exposition text, and news text written by Fitriati & Solihah 2019; Santosa, Wiratno & Chalimah 2018; Maula, Sutopo & Fitriati 2018; Fitriati, Sholihah & Tusino 2018. In their research result, Santosa, Wiratno, and Chalimah mentioned that the news text about the nations' conflict published in the newspaper consisted of unhappiness appraisal. In their research, they stated that the antipathy feeling is categorized into negative feeling on unhappiness. After conducting the research, Fitriati and Sholihah mentioned that Indonesian writers and Chinese writer use appraisal in introduction section of their research papers.

This research is different from the previous researches because there is no research dealing with closing speech as the object of study and unfolding the attitude resources study in them.

Moreover, there is no specific or certain generic structure of closing speech existed in any previous research.

Therefore, the purposes of this study are finding the generic structures and the attitude of closing ceremony speeches and the relation between both.

METHODS

This is a qualitative study which employs the theory of appraisal and basic understanding about generic structure in SFL perspective. The instruments in this research are Halliday's (1985) theory and Martin and White's (2005) theory. Those are about the classification of generic structure and subsystem of appraisal, respectively. Halliday's theory was used as the tool to assess or analyze the generic structure. It is to determine the elements found in the speeches. The appraisal system proposed by Martin and White (2005) was used as a tool to assess the value of closing speeches. The type of data in this research is spoken data as the main data source. These qualitative data are the video of closing speech in kind of international seminar from You-Tube which have been downloaded and transcribed. The transcription of those was segmented into clauses as the units of analysis in this research. The closing speeches are taken from international seminar of various field of work. The procedures of collecting and analyzing the data are downloading, transcribing, reading, marking, categorizing, and analyzing the data which are already in form of table based on their categories.

RESULTS AND DISCUSSIONS

The results of this research are stated in two parts, those are about the generic structure of closing speeches in international seminars and the attitude of them seen from the view of appraisal subsystem.

Generic Structure
After the analysis process on ten speeches which are used as the data in this research, there

are several structures generally found in each speech. Those structures are addressee, identification of speaker, encapsulation of event, valuation of event, wish or hope, special thank and final thank. Addressee in this context is the listener or the audience of the speech. The listeners of the speech are the participants of the international seminars. Almost all of the speakers of the speech mentioned the addressees. However, one out of ten speakers did not mention them. The next element found in the speeches is the identification of the speaker. Even though the speaker or the one who delivered the closing speech in the seminar did not always mention his or her identity in the speech, there are three out of ten speakers of the speeches mentioned this information. Encapsulation of the event is the element which encapsulates the information about the gist or core of the event or the seminar. The researchers found this element in all the closing speeches which are used as the data for this study. Valuation of the event contains the appraisal resources found in the closing speeches. This is the relation between the generic structure and the attitude resources manifested in the closing speeches. It is to declare clearly about the relation of generic structure and the attitude of closing speeches manifested.

Six out of ten speakers of the closing speeches mentioned the wish or hope related to the event. It showed that the element of wish or hope can be figured as the generic structure of closing speech. It occurred in the form of clear wish. However, some of the speakers did not mention the clear wish or hope dealing with the outcome of the seminar. The speakers of the speeches tended to express it by persuasive expression using the word "let's".

Part of conveying the special thank and final thank turns out to be the most frequently occurred element in the closing speech. The element of special thank is directed to potentially distinguished guests or important participants in the seminar while the final thank is directed to all participants. The generic structure of closing ceremony speeches in international seminars can be seen in Table 1.

Table 1. Generic Structure of 10 Closing Speeches

No	Speech	Generic Structure						
		Addressee	Identification of speaker	Encapsulation of event	Valuation of event	Wish / hope	Special thank	Final thank
1	Speech 1	✿	-	✿	✿	-	✿	✿
2	Speech 2	✿	-	✿	-	✿	✿	✿
3	Speech 3	✿	-	✿	✿	✿	✿	✿
4	Speech 4	✿	-	✿	✿	✿	✿	✿
5	Speech 5	✿	-	✿	✿	-	✿	✿
6	Speech 6	✿	✿	✿	✿	✿	✿	✿
7	Speech 7	✿	-	✿	✿	-	✿	✿
8	Speech 8	✿	-	✿	✿	✿	✿	✿
9	Speech 9	✿	-	✿	✿	✿	✿	✿
10	Speech 10	-	✿	✿	✿	-	✿	✿

The example of addressee is taken from speech 7 in the data. The speaker of this speech was Mr. Andreas Mundt. He was the Chair of the ICN Steering Group and President of the Bundeskartellamt. He delivered his speech at the closing ceremony of the 13th International Competition Network Conference.

"Minister for Livestock, Dr. Abdi Aw Dahir, Governor, Sahil Region, Mr. Ali Mohamed Elmi, Mayor of Sheikh District, Mr. Ibrahim Abdilahi Absiiye, FAO Field Office Manager, Mr. Mohamed Jama Gahayr, Regional Veterinary Officer (Sahil), Dr. Ali Mohamed Guleed, Acting Principal ISTVS, Mr. Nuh Haji Abdi, Course participants, invited guests, ladies and gentlemen"

The speech speaker directed the closing speech to those people mentioned in the addressee. In most of the closing speeches, the speaker might mention the addressees who were the important participants in the seminar as the one way to respect them. However, only few of the speech speakers did not mention the addressee specifically. The speech speaker only mentioned "the excellencies, ladies and gentlemen".

The examples about identification of the speaker are taken from speech 6 and speech 10.

There are only two out of ten speech speakers who mentioned at glance about the identification.

(Speech 6)

"On behalf of Yangzhou Municipal People's Government,………"(Speech 6 was delivered by Minister Kasenally in United Nations Symposium)

The identification of the speaker was not mentioned explicitly in this speech. The speaker only mentioned that he was the representative of Yangzhou Municipal People's Government.

(Speech 10)

"…...As the father of five and the grandfather of 11,…."(Speech 10 was delivered by Chris De Noose in Innovation Conference in 2017)

In this example, the speaker conveyed the information about himself by mentioning that he was the father of five children and grandfather of 11 grandchildren. He did not mention specifically about his identity. However, this part is considered to be one of the structure in closing speech called as identification of speaker.

Encapsulation of the event can be seen from the excerpt below which is taken from speech 3 in the data.

"we have now come to the end of an absorbing educational seminar. This has enabled us to take a fresh new look at many of the challenges facing the oil industry and we have done this among experts and decision-makers from both within opaque and elsewhere in the world. We shall all go away with key messages from the event which has been attended by around seven hundred delegates. These messages may vary among us according to our role in this dynamic exciting industry but I'm sure that many of you will agree with those. We have identified here in OPEC. Let me run through them. There will be steady energy growth to satisfy the needs of an increasing world population projected to reach 9 million people. By 2050 most the demand growth will come from the developing world with China and India being the present frontrunner."

It was taken from speech 3. It was the speech delivered in closing ceremony of OPEC conference. It can be comprehended that the example provided above is the core or the gist of the seminar which was simplified by the speech speaker.

Valuation of the event is clearly stated in all closing speeches as the example below:

Speech 4:

"You have managed to provide us with **an exceptional framework** for our discussions and also quite **some excellent side events**."

The expression of wish or hope was also mentioned by the closing speech speakers. The example taken from speech 6 clearly stated it below:

"To make a city radiant with lasting glamour[1] is a permanent theme and beautiful[2] dream that we all pursue. Therefore, **I firmly believe That the closing of this conference is not an end, but a new starting point. Let's build on our current status and look ahead into the future, and build a high-end and prudent platform for global communication and cooperation, to make our effective[1] themes beneficial[2] to sustainable development and to people Who have been enjoying and will enjoy urban life.**"

In this excerpt, the speaker used the word "let" to show his wish or hope related to the outcome of the seminar.

The example of special thank can be seen in speech 3 provided below:

"…….. no event like this is complete without thanking all those who have made made it happen and this has been under the overall direction of the OPEC secretary-general his Excellency mr. Abdullah Solomon battery. Therefore, **thanks are due to our host country** the Federal Republic of Austria and the city of Vienna as well as the Austrian president, His Excellency dr. Heinz Fisher for his opening message. We thank all of them."

The example of final thank is taken from speech 3.

"Thank you for your attendance and your kind attention and I wish you all a safe trip home. Thank."

Affect resources

As stated in the theory that there are three groups of emotions in affect resource, the

researcher declared the findings into three parts as mentioned by Martin (2005) in his valuation book, namely happiness and unhappiness; security and insecurity; satisfaction and dissatisfaction. It is presented in Table 2 about Affect Resouces of Closing Speeches.

Table 2. Affect Resources of Closing Speeches

Speech	Happiness	Unhappiness	Security	Insecurity	Satisfaction	Dissatisfaction
Speech 1	4	0	0	2	2	0
Speech 2	3	0	0	1	1	0
Speech 3	0	0	4	0	0	0
Speech 4	2	2	2	0	0	0
Speech 5	3	1	1	0	1	0
Speech 6	2	0	2	0	0	0
Speech 7	0	0	0	1	0	0
Speech 8	0	0	0	0	0	0
Speech 9	2	1	3	0	0	0
Speech 10	1	0	5	0	1	0

Happiness and Unhappiness

The words signaling happiness are seldom found in the closing ceremony speeches and quite less for unhappiness.

Speech 1 (happiness):

"We have **more positive** and challenges."

"How many professors be **happy** is true."

From both excerpts, the words "more positive" and "happy" clearly show about happiness.

Speech 2 (unhappiness):

"And we were able to develop our first Recommended Practices on **abusive** behavior."

"The Unilateral Conduct WG will continue its groundwork for future guidance on **abusive** practices."

The word "abusive" is categorized into unhappiness.

Security and Insecurity

Speech 1 (security):

"But I am **sure**."

It is taken from speech 3. The speech speaker conveyed *"but I am sure"* and the word sure is the synonym of the word confident. The classification of the word sure and confident is security.

Speech 2 (security):

"Have a **safe** journey home."

It is also mentioned in speech 5 that positive security occurred as showing the emotions.

Speech 2 (insecurity):

"And we didn't want it to be **disruptive**"

It is the excerpt from speech 2. The word "disruptive" is included into insecurity.

"In addition, training of more meat inspectors will be required in order to obtain a **critical**[1] number of qualified[2] inspectors to implement the meat hygiene code across the country."

It is the example from speech 7, clause 40. The speech speaker conveyed the word "critical" which belongs to the classification of insecurity.

Satisfaction and dissatisfaction

Example 1 (satisfaction):

"But I'm really **impressed** by your presence throughout the day."

It is taken from speech 1 and the word "impressed" is included to satisfaction.

"And now it's my **pleasure** to invite dr. Jaime Alonso Gomez"

This example is taken from speech 2 and the word "pleasure" is categorized into satisfaction.

Example 2 (dissatisfaction):

This is the important finding that there is no example of dissatisfaction in all the data. It can be concluded that dissatisfaction is not part of the emotion showed in a kind of closing ceremony speeches.

Judgement resources

The judgement resources of attitude in appraisal subsystem manifested in the closing ceremony speeches pertain about positive and negative normality, capacity, tenacity, veracity

and propriety. The analysis result is presented in Table 3.

Table 3. Judgement Resources

Speech	Judgement									
	Normality		Capacity		Tenacity		Veracity		Propriety	
	+	-	+	-	+	-	+	-	+	-
Speech 1	15	3	3	1	2	0	2	0	2	1
Speech 2	22	1	11	1	5	0	0	1	4	0
Speech 3	8	1	13	0	1	0	2	0	4	0
Speech 4	13	2	6	0	4	0	2	0	3	0
Speech 5	20	1	9	0	1	0	1	1	2	1
Speech 6	8	0	11	1	0	0	4	0	2	0
Speech 7	0	0	6	0	0	1	1	0	0	0
Speech 8	8	0	3	0	0	0	1	0	1	0
Speech 9	22	0	10	0	2	0	0	0	4	1
Speech 10	8	0	11	0	4	0	1	0	5	0

Normality

Positive normality:

Speech 3, clause 21):

"Oil would remain the number one source with a growing[1] share from **natural**[2] gas. It is about judgement normality positive, in the word natural."

The speech speaker conveyed the word "natural" and it is positive normality.

Speech 1, clause 43:

"And this is a **unique** trend in a region."

Speech 1, clause 143:

"Who have given us **wonderful** presentations."

The words "unique" and "wonderful" in excerpt 2 and 3 are also the example of positive normality which show about how special.

Negative normality:

Speech 3, clause 38:

"The financialization of oil as an asset class has given rise to huge[1] increase in **speculative**[2] activity and price valla over the past decade."

The word "speculative" has equal meaning as the word unpredictable. Therefore, it can be categorized as negative normality in judgement.

Capacity

Positive capacity:

Speech 9, clause 31:

"We can expect in the future **fruitful** development of co-operation in the area of exchange of information as well as education and training in the EAPC format."

The word "fruitful" has the same meaning as the word "productive". Therefore, it is the category of positive capacity.

Speech 2, clause 61:

"How peace and prosperity economic development and business roles and responsibilities are a **powerful**[1] equation for a better[2] and sustainable[3] future."

The word "powerful" in this excerpt is the category of positive capacity.

Speech 3, clause 45:

"The issue of human resources must be better[1] addressed to attract more young[2] people to the industry to replace **highly experienced**[3] retiring generations collaboration."

The word "highly experienced" is the category of positive capacity.

Speech 5, clause 81:

"And clearly[1] this task has been in **very capable**[2] hands."

The word "very capable" is the category of positive capacity.

Speech 10, clause 80:

"Often we are **pessimistic**,"

The word "pessimistic" is clearly classified into the category of negative capacity.

Tenacity

Positive Tenacity:

Speech 4, clause 151:

"And we will be **extremely careful**[1] to set the right[2] priorities and tackle topics."

Speech 10, clause 131:

"That the health of nations is **dependent** on the welfare of physicians and your advocacy,…"

The words "extremely careful" and "dependent" are in the category of positive tenacity.

Negative Tenacity:

Speech 7, clause 8:

"…After they became **impatient** waiting……"

The word "impatient" is clearly included to the category of negative tenacity. However, the example of negative tenacity appeared only once from all the data. This finding shows that the negative emotion feeling about how dependable is not involved much in kind of closing ceremony speeches.

Veracity

Positive Veracity:

Speech 3 clause no 44:

"These are also CS CCS enhanced or recovery applications with **proven** commercial value."

The word "proven" has equal meaning as the word "credible" which is included to the category of positive veracity.

Speech 4, clause 1:

"At the end of such a wonderful[1] conference, I first of all want to express my **sincere**[2] thanks to a lot of people!"

The word "sincere" is the category of positive veracity.

Speech 8, clause 10:

"Banks play a key role in the **real** economy and Digital strategy, even as a co-investor."

The word "real" has equal meaning in the context of the speech utterance as "credible" and it is classified to positive veracity.

Negative Veracity:

Speech 2, clause 138:

"Although it is not **deniable** systemic redesign recognizing markets".

The word *"deniable"* is included to the category of negative veracity.

Speech 5, clause 75:

"Their presence has been invaluable[1] and, without any **doubt**[2]",

The word "doubt" is included to the category of negative veracity.

Propriety

Positive propriety:

Speech 3, clause 2:

"Excellencies, **distinguished**[1] delegates, ladies and gentlemen, we have now come to the end of an absorbing[2] educational seminar."

The word "distinguished" has equal meaning as the word *"respectful"*. Therefore, the word "distinguished" which deals with ethics, can be categorized as positive propriety.

Speech 2, clause 19:

"A **distinguished** faculty member and also with the tecnologico de Monterrey in Mexico dr. Gomez."

Like the excerpt 1, the word "distinguished" also appeared in speech 2. Thus, the word "distinguished" can be classified into positive propriety.

Speech 3, clause 61:

"Thank you for your attendance and your **kind** attention,...."

The word *"kind"* is clearly classified into positive propriety.

Negative propriety:

Speech 1, clause 48:

"It supposed **offended** with skill that."

The word "offended" has equal meaning as the word "arrogant" so it can be categorized into negative propriety.

Speech 5, clause 19:

"From which the world at large[1] can benefit, rich[2] and **poor**[3] global citizens alike."

The word "poor" based on the context of the speech has equal meaning as the word "bad". Therefore, it is classified to negative propriety.

The appreciation resource

Appreciation deals with reactions, compositions and valuation. The reactions relate to the impact on us and the quality of the things while compositions concern about balance and complexity. Value has to do with worthwhile or not of the things. Thus, those elements of appreciation are stated in Table 4.

Table 4. Appreciation Resources

Speech	Appreciation									
	Reaction: Impact		Reaction: Quality		Composition: Balance		Composition: Complexity		Valuation	
	+	-	+	-	+	-	+	-	+	-
Speech 1	0	0	7	1	0	1	1	0	0	0
Speech 2	0	0	7	0	2	0	6	4	20	3
Speech 3	3	0	11	1	1	0	0	1	10	0
Speech 4	4	0	11	1	0	0	7	7	23	1
Speech 5	2	0	7	0	0	1	10	0	25	1
Speech 6	2	0	8	1	3	2	0	0	23	2
Speech 7	0	0	1	1	0	0	1	0	3	2
Speech 8	0	0	6	2	1	0	4	0	8	0
Speech 9	4	0	4	1	0	0	3	1	14	2
Speech 10	4	0	11	0	0	0	3	0	15	0

Reaction: impact

Reaction: positive impact:

Speech 3, clause 2:

"Excellencies, distinguished[1] delegates, ladies and gentlemen, we have now come to the end of an **absorbing**[2] educational seminar."

The word "absorbing" is clearly categorized into positive impact.

Speech 4, clause 4:

"And that by tackling the right[1] topics we are **very attractive**[2]."

The word "very attractive" has equal meaning as the word "exciting" or "fascinating", that is the category of reaction: positive impact.

Speech 5, clause 4:

"Because we shall be closing the door on lively[1] and **stimulating**[2] debate, as well as bidding farewell to friends and and associates."

The word "stimulating" has equal emotion as "captivating", which is included to the category of positive impact.

Speech 6, clause 31:

"Guests and representatives here have shown amazing[1] wisdom on sustainable cities and sustainable urbanization, moving efforts for building beautiful[2] cities and **inspiring**[3] enthusiasm in the future development of cities."

The word "inspiring" has equal emotion as the word "remarkable" or "notable", which is included into the category of positive impact.

Reaction: negative impact:

The researcher did not find any example of negative impact in all the speeches conveyed by the closing speech speakers in the seminar. It can be concluded that negative impact is not part of the emotions appeared in closing speeches. No one feels negative impact of the conducted seminar.

Reaction: quality

Reaction: positive quality:

Speech 6, clause 23:

"Many challenges, such as surging[1] population, unbalanced[2] development, deteriorating[3] environment, financial crisis, climate change, energy and food safety, have posed threats to people's dream of **beautiful**[4] urban life."

The word "beautiful" is clearly included to the category of positive quality.

Speech 1, clause 57:

"And we have also been blessed[1] with **good**[2] friends like the Netherlands and other development partners"

The word "good" is clearly included to the category of positive quality.

Reaction: negative quality

Speech 4, clause 54:

"Definitely not! To quote Bruno Lasserre, the President of the French Autorite de la Concurrence, doing this is "not a job for someone with a **bad** stomach"."

The word "bad" is categorized into the reaction which shows negative quality.

Speech 9, clause 93:

"The third, last remark is rather **bleak**"

The word "bleak" is included to the category of negative quality.

Composition: balance

Composition: positive balance:

Speech 2, clause 82:

"That was the **ideal** state of affairs"

The word "ideal" is included to the category of positive balance.

Speech 6, clause 29:

"We not only analyzed the general[1] situation and existing problems of sustainable development of cities and urbanization, introduced advanced[2] experiences from home and abroad, exchanged ideas on cutting-edge theories and major[3] practices of sustainable cities

and sustainable urbanization, and proposed many constructive[4] ideas and suggestions on greener, more efficient[5], **more balanced[6]** and more sustainable[7] development for cities."

The word "balanced" is clearly included to the category of positive balance.

Speech 6, clause 52:

"Here we have a **harmonious[1]** co-existence between tradition and modern[2], between new[3] and ancient city and between human and nature."

The word "harmonious" is included to the category of positive balance.

Composition: negative balance:

Speech 1, clause 130:

"Usually what happens in touch in the **random** culture"

The word "random" is categorized into negative balance.

Speech 6, clause 21:

"However, cities all around the world are witnessing **imbalance[1]** in sustainable[2] development now."

The word "imbalance" is categorized into negative balance.

Speech 6, clause 23:

"Many challenges, such as surging[1] population, **unbalanced[2]** development, deteriorating[3] environment, financial crisis, climate change, energy and food safety, have posed threats to people's dream of beautiful[4] urban life."

The word "unbalanced" is included to the category of negative balance.

Composition: complexity

Composition: positive complexity:

Speech 2, clause 98:

"They went into robust social system design and impeccable[1] execution, learning from **complex[2]** systems, managing complexity new[3] business model for poverty alleviation, including aspiration as a new[4] variable in the equation"

The word "complex" is included to the category of positive complexity.

Speech 5, clause 58:

"The one **clear** message here is that"

The word **"clear"** is included to the category of positive complexity.

Composition: negative complexity:

Speech 3, clause 29:

"One should look beyond the present-day problems of **uncertain** demand and shortages of funds."

The word "uncertain" is included to the category of negative complexity.

Speech 2, clause 37:

"And the reason is is perhaps a little bit **simplistic**"

The word "simplistic" is included to the category of negative complexity.

Valuation

Positive valuation:

Speech 3, clause 30:

"The long-term outlook for energy demand remains **bullish[1]** and should provide the guiding[2] light."

"Bullish" is a condition in which the stock market is experiencing an up or stronger trend. The increase in the stock market can be influenced by economic conditions in a country and even the world is experiencing economic growth. Because of this definition, the word bullish is included in the positive valuation category.

Speech 4, clause 90:

"Also, we learned about strategies to make our agencies more **effective** and how to ensure confidentiality."

"Effective" is the example of the word in the category of positive valuation.

Speech 5, clause 16:

"That the world's **precious[1]** hydrocarbon reserves are accessed, processed and distributed to consumers in a timely and orderly manner, with stable[2], reasonable[3] prices."

The word "precious" has the same meaning as the word "valuable" which is clearly categorized as positive valuation.

Negative valuation:

Speech 2, clause 122:

"Cozart a Agha a businessman second-generation poverty alleviation via three sectors education for vertical[1] mobility joined venturi

with micro farmers and fostering wealth creation and enterpreneurship development, including the creation of 450 new micron is **small**[2] composite companies including improving[3] agricultural standards in the region."

The word "small" is included to negative valuation.

Speech 6, clause 23:

"Many challenges, such as surging[1] population, unbalanced[2] development, **deteriorating**[3] environment, financial crisis, climate change, energy and food safety, have posed threats to people's dream of beautiful[4] urban life."

The word "deteriorating" is included to the category of negative valuation.

After unfolding the generic structure of those ten closing speeches, the researcher found out that one of the elements is valuation of the event. It is closely related to the prove that positive valuation of appreciation under the attitude sub-system of appraisal has the highest occurrence.

In line with the theories applied in this research that the attitude system involves three semantic regions covering emotion, ethics, and aesthetics, the finding of this study also reveals those three regions in which the highest positive valuation dominates. This domination of positive valuation in all those ten closing speeches indicates that the speech speakers considered the seminar to be worthwhile event. The factor of valuation is very sensitive as there is the emotion that the seminar was expected to be very satisfying. Furthermore, there is also the ethics which are manifested in the positive normality domination. Nevertheless, the domination of positive normality is slightly lower than the positive valuation.

This study deals with the genre analysis in spoken text that is quite specific called the closing ceremony speech which has particular intention toward the listeners or the participants of the international seminars. The finding of this study shows the real structures of closing speech since there are 10 speeches as the sources of the data. Besides the genre analysis, the researcher uncovered the attitude of the closing speech in this study which has never been discussed before by other researchers.

CONCLUSIONS

This study aims to find the generic structure and attitude resources of closing ceremony speeches. The natural properties of generic structures in closing speeches are addressee, identification of speaker, encapsulation of event, valuation of event, wish or hope, special thank, and final thank. Besides, the attitude resources found in the speeches are mostly positive valuation that is under the appreciation of attitude.

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