

Halliday's Interpersonal Meta-function Analysis of Entrepreneur's Public Speech in English and Central Kurdish: A Comparative Study

Hawsar A. Shekhani¹, Jamal A. Taha²

¹Ministry of Education, Koya Physical Education Institute.

² Department of English Language, College of Basic Education, University of Sulaimani, Kurdistan Region, Iraq.

ABSTRACT

This paper examines the role and significance of Interpersonal language meta-function in understanding and constructing language use and functions among language users in a business context in English and Central-Kurdish languages. In analyzing entrepreneurs' public speeches, the researchers employ the descriptive and qualitative approach with the content analysis. The instrument used in this study is to examine the qualitative exploratory data among entrepreneurs' public speech in business discourse in English and Central-Kurdish. The paper attempts to answer the following questions; What is the dominant mood type among the entrepreneurs in English and Central-Kurdish in business discourse? How does the use and selection of the personal pronoun by entrepreneurs in English and Central-Kurdish influence the interpersonal meta-function? and lastly, What are the frequency and occurrence of Attitudinal mode in the public speech of entrepreneurs concerning Type and possible Polarity? The findings show the information about the distribution of the results in regard to the mood types, the use and selection of personal pronouns and the frequencies of each attitudinal mode in an entrepreneur's public speech in English and Central Kurdish quantitatively. The study reveals that the prominent type of mood is declarative mood, besides the use and selection of the Personal Systems play a significant role in which the speaker expresses his attitude, influence and maintaining friendship and intimacy with the audience. The dominant personal pronoun is first personal system and the positive Affect mode exceeds other attitudinal modes both in English and Central-Kurdish.

KEY WORDS: Interpersonal Meta-function, Mood, Personal System, Appraisal, Attitude.

1. INTRODUCTION:

People have utilized public speaking as a fundamental way of communication throughout history. As the name implies, public speaking is a technique of making your thoughts public; communicating them with others and influencing them. Many people around the world have used public speaking to polarize their beliefs and influence modern societies. Public speaking is an important part of civic participation. It is a method to share your thoughts and/or to have an influence on various societal issues. This can generally make changes in things that people care deeply about as a form of empowerment. Undoubtedly, this will make a difference and make a modest impact in the world of intrinsic

tendencies. Basically, public speech is when the speaker addresses a group of people of different backgrounds with a miscellaneous message(s). Because there are multiple audiences engaged, therefore, a variety of aspects are taken into account such as language, gestures, voices, and interactions (Lucas, 2009, Pp.4-5).

This paper aims at employing Interpersonal meta-function in business discourse, involving entrepreneurs' public speech. Business discourse is simply about the use of language in business firms to communicate a complete work. There are many different factors which affect the way language is used to carry out the work of business people. This interdisciplinary nature has resulted in a variety of perspectives on business language and the various contextual factors that may influence how

Koya University Journal of Humanities and Social Sciences (KUJHSS), Volume 6, Issue 1, 2023.

Received: 8 May 2022; Accepted 18 Aug 2022,

Regular research paper: Published 20 Jul 2023



Corresponding author's e-mail: hawsar.shekhani@gmail.com & jamal.taha@univsul.edu.iq

Copyright ©2023. Hawsar A. Shekhani, Jamal A. Taha, this is an open access article distributed under the Creative Commons Attribution License.

individuals speak and write at work (Bargiela-Chiappini, Nickerson and Planken, 2007, Pp. 3-4). In the same vein, this paper focuses on the Interpersonal sub-categories such as; mood, personal pronoun and the Appraisal Framework which are extensions of Interpersonal mood in which its central area is Attitude which is employed in entrepreneurs' public speech in the business context in English and Central Kurdish. In this paper, around 626 clauses in both Kurdish and English speeches are drawn and analyzed accordingly.

In analyzing entrepreneurs' public speeches, the researchers have employed descriptive and qualitative approaches. The instrument used in this study is the qualitative exploratory method to analyze data from entrepreneurs' public speeches. The data were drawn from two speeches; one of them is an English entrepreneur and the other is a Kurdish one. The English speech was that of Steve Jobs, titled "Stay Hungry. Stay Foolish" and the Kurdish one by Shaswar Abdulwahid, "Steps of successful business", (please check the appendix for the links). After reading, listening and examining the speeches, the clauses are collected and drawn; later, the texts are divided into clauses and then numbered. Finally, the clauses are categorized according to Types of mood, the selection of Personal Pronoun and the types of Attitudes which were used and selected by the speaker to reveal the prominent Mood type as well as to investigate the influence of the use and selection of the Personal Pronoun on the interpersonal meta-unction to expose the frequency and occurrence of Attitudinal mode in the public speeches by entrepreneurs concerning Type and possible Polarity, which were either Positive or Negative in both English and Central Kurdish.

2. THEORETICAL BACKGROUND

Within Systemic Functional Grammar (henceforth, SFG), Halliday identified three language meta-functions which are Ideational, Interpersonal, and Textual. They simultaneously construct any text and are considered the property of any language. In SFG, the clause is deemed pivotal and the highest unit of analysis in which meaning is entangled with the three meta-functions in non-hierarchical order since they are equally crucial in constructing any text. According to Halliday (1970, pp.140-165), there are three categories of the context of the situation: Field, Tenor, and Mode. In addition, according to Halliday language is analyzed into three meta-functions: Ideational, Interpersonal and Textual meta-functions. Any of the three language meta-functions is related to a different aspect of the world which involves dissimilar meaning modes of clauses. The ideational

meta-function (clause as representation) is how speakers express their experience toward the outer world. Along with its counterpart, 'Field' as a context feature, explaining what the text is about. However, the interpersonal meta-function (clause as an exchange) refers to the social status and relations among participants and language users, while the matching tenor is to show the relationship between language users upon which mood and residue in a clause are explained. On the other hand, according to Halliday, "the Subject supplies the rest of what it takes to form a proposition, namely, something by reference to which the proposition can be affirmed or denied" (1994, p. 76). Finally, the textual meta-function (clause as message) is the way a spoken or written text is created and organized. It is paralleled with the mood in which theme and rhyme are portrayed to show the structure of linguistic information in a clause.

2.1. Interpersonal Meta-Function

In any speech, the speaker sets a specific speaking role for himself and, in the process, assigns a supplementary role to the listener; s/he hopes it will be his turn to adopt it. For example, when asking questions, the speaker plays the role of an information seeker, and the listener is asked to play the role of a provider of the required information. Behind all the more specific types that can be finally identified, there are only two basic types of speech roles: (1) giving and (2) demanding. Either the speaker provides some information to the listener, for example,

1- Sally plays volleyball.

Here, the speaker asks the listener to deliver something, like:

2- Does Sally play volleyball?

These basic categories already contain complex concepts: to give means "invite to accept", "to demand standards", and "invite to give". The speaker is not only doing his own thing; s/he also requires the listener to do something. Therefore, in general, the "act" of speaking is more properly referred to as interaction: it is an exchange through which giving means accepting and asking means responding. Overriding this fundamental difference between giving and demanding is another essential difference: the exchange's nature, which might be either goods-&-services or information. In the current study, interpersonal sub-categories, such as; Mood, personal system and the Appraisal framework, are the analysis criteria of the public speeches by entrepreneurs in English and Central Kurdish.

Mood System and Types of Mood

In functional grammar, a system of choice is one of

Halliday's fundamental assumptions by which language is described accurately. This does not mean that when speakers use language, each option is made consciously or separately. But, by each choice, something is contributed to what is said and meant. Unravelling these choices can explore how language resources are used to construct meaning. Normally, Clauses have three basic *interpersonal structures*, which are: an *interrogative* clause in the form of a question in which the order is Finite^Subject; like:

3-Did Sam leave?

A *declarative clause* by declaring or stating something which is ordered as 'Subject^Finite'; like:

4-He went.

Lastly, an *imperative clause* is a kind of order structure in which there is no Subject or Finite:

5-Leave here!

These are the three main English mood system options. This might appear simple, but in the case of arranging this message differently, with all the elements to be kept, it always ends up with one of these three types of clauses. For example,

6- Her book was taken by him.

It is still a *declarative clause*; the finite 'was' follows the subject of 'her book'. Likewise:

7- Did he take her book?

It is still an *interrogative clause*; the Finite precedes the subject. In choosing one of these basic structures which have different recognizable meanings, the purposes are varied; in *interrogative clauses*, the speaker usually uses language to get information from the recipient, while in *declarative clauses*, they generally convey information, and in choosing the *imperative clause*, the speaker usually prompts the recipient to take some action.

Personal Pronouns

According to Halliday (1994:68), the language users base, negotiate, compromise and take on their social position in social relations through interpersonal meta-functions related to the terms of exchange. Personal subjects and non-personal subjects are two types of subjects. Personal pronouns such as "I", "you", "he", and "she" are referred to as "personal" subjects. Personal subjects are pronouns like "it" and "they", as well as abstract concepts like "this study, history, and economy" are non-personal subjects. Personal pronouns represent the speaker's world in the verbal communication context, so individual subjects imply a closer interpersonal meaning (Halliday, 1994, p. 189).

The use and selection of personal pronouns stem from interaction; by which the speaker or writer interacts with the audience or reader. Therefore, personal pronouns are used. Speech roles like (I and you), other roles like (he,

she, it, and they), and generalized personal pronouns are the first three categories of personal pronouns (one and they). There are three types of speech roles: only the Speaker (I), Speaker and Audience (we), and Speaker and Other(s) (we).

Appraisal

The appraisal model entails three central regions of meaning: *Engagement*, *Graduation*, and the central area called *Attitude*. Through these, any text is analyzed (Banks, 2019, P.84). *Engagement* focuses on how resources such as modality and projections can be deployed in negotiating solidarity. At the same time, *Graduation* deals with how the evaluations of speakers and writers can be strengthened or weakened. The central area is called *Attitude*, which indicates whether a speaker considers a person, something, an action, an event, a situation, an idea, etc., to be either good, bad, pleasant or unpleasant. This will be the central focus of the current study. The scale of good/bad seems like the simplest and most basic scale, but the evaluation scales are many more by which the kind of established values in any particular register is revealed.

According to Martin and White (2005:35), three major categories in Attitude have been distinguished; 'Affect', 'Judgement' and 'Appreciation', each of them can be either positive or negative. *Affect* concerns the expression of emotion, and it is the natural way to talk about the way one feels about things which encompass the term of one's emotional responses.

8-I am thrilled with the current situation.

But, one can also shed light on how things and events are felt as if they were qualities of the items or events themselves. In the following two examples, the appraisal is expressed towards him/it, but from a different perspective:

9-I like him/it.

10-He/It is lovely.

11-It is beautiful.

There is *Affect* in (example 9), the appraiser's feeling is focused, while there is *Judgment* in (example 10) and *Appreciation* (example 11), the qualities of the entities being rated are focused. Therefore, judgment and appreciation are less straightforward because the source of our emotional assessments is not clear. As the examples suggest, the difference between the two depends on what is being evaluated, either a person (judgment) or appraising something else-a thing, an action, or an event (Appreciation) (Thompson, 2014, pp. 79-82).

3. DATA ANALYSIS

Examples:

31- “*حهز نهكهم شتيكتان بو روون بكمهوه*” [affect, positive] (trans. I would like to explain one thing for you.)

32- “*موهيمترين شت زانياري كوزردنهويه*” [appreciation, positive], (trans. The most important thing is to gather information.)

33- “*ستراتيجي بيرنهكاتوه*” [Judgment, positive] (trans. He thinks strategically.)

4. RESULTS AND DISCUSSION

This section reports the results of the study and relevant discussions will be presented by answering the research questions exploring the interpersonal meta-functional characteristics of entrepreneurial public speaking.

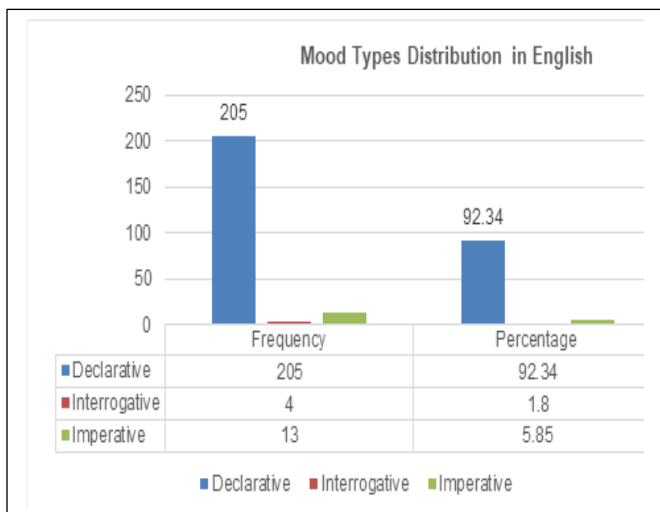
4.1 THE PROMINENT MOOD TYPE

Answer to Research Question 1 (What is the dominant mood type among the entrepreneurs in English and Central-Kurdish in business discourse? In entrepreneurs' public speech, the prominent mood type is declarative mood. Using Per cent App statistically, 549 clauses in the two speeches have been analyzed; there are 205 declarative clauses out of 222, accounting for 92.34% in English and 280 out of 327 events or 85.62% in Central Kurdish. 13 imperative clauses or 5.85% in English and 33 imperative clauses approximately 10.09% out of 327 in Central Kurdish. The least used mood type is interrogative, with four clauses or 1.80% in English and 14 clauses which are nearly 4.28% in Central Kurdish. With the primary use of a declarative clause, the speaker expresses his position in interaction. In a declarative clause, the speaker usually provides information and employs a 'declarer' role, and the hearer is invited to employ the complementary role. There are some considerations why entrepreneurs chose this mood pattern in their speeches. This could be due to the speaker's need to convey information, particularly in business. In other words, entrepreneurs are expected to give particular messages that show their attitude to

convey information to the audience and their life journey of success. They try to arouse the audience to be optimistic and act accordingly. Like those above, the superior choice of declarative clauses in entrepreneurs' speeches makes them more persuasive and motivational, thus giving it a prospering look and inspiring the audience to work for success where and how success is achievable. Therefore, in a business speech. Declarative clauses demand their prominent presence, subsequently, imperative mood, which also plays a significant role since it is inspirational as well as demands the recipient to take some action as well as motivates them to follow the instruction of the speaker in which a mutual relationship and a reliant and trusting association could be conducted of which it may strengthen their economic base. According to Halliday (2004, p. 78), in imperative clauses, two messages are conveyed; one commands the others do something, and the other is to achieve something with the audience by inviting them to do something. Entrepreneurs are not directly supervising or giving orders but arousing and motivating the audience to dream; here, the distance and spacing between the speaker and the audience are shortened. Thus, such a way of addressing the audience makes entrepreneurs' speeches more inspiring and emotive. The use of Interrogative mood, which is the least used type of mood, by the speaker plays the role of an information seeker, and the listener is asked to play the role of a provider of the required information, or sometimes the speaker wants to motivate the listener and put emphasis on what is discussed.

The results are then quantified and summarized in the charts as follows :

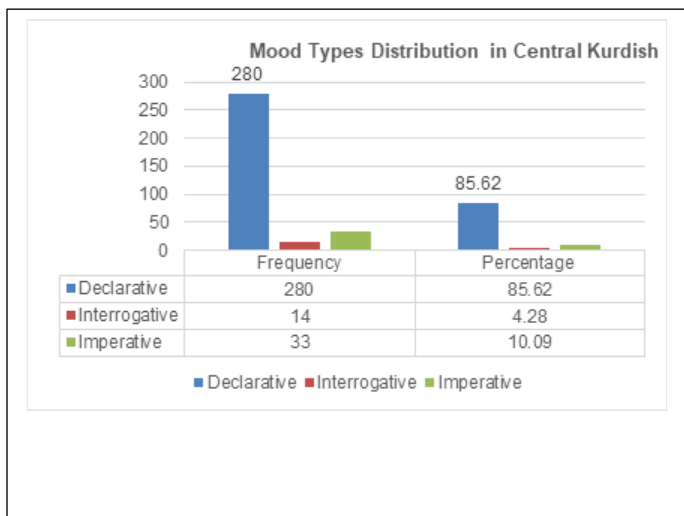
Mood Types Distribution In English



1. Chart -1- Mood Types Distribution in English

2. Chart-1- explains the overall distribution of mood types in the English speech. The prominent mood type of entrepreneurs’ public speech is the *declarative* one which is 205 occurrences out of 222, accounting for 92.34%. Following the *declarative* mood is the *imperative* mood 13, accounting for 5.85%. The *Interrogative* mood in English speech is the least selected one, which occurs four times, accounting for 1.80%.

Mood Types Distribution in Central-Kurdish



3. Chart-2- Mood Types Distribution in Central Kurdish

4. The above chart explains the overall distribution of mood types in Central Kurdish. The prominent mood type is the *declarative* one in the speech, which is 280 occurrences accounting for 85.62%. Following the *declarative* mood is the *imperative* mood, 33, which equals 10.09%. The use of the *Interrogative* mood is the least, which occurs 14 times, accounting for 4.28%.

4.2. THE PERSONAL PRONOUN

The Selection of The Personal Pronoun System of The Speeches:

Answer to Research Question 2 (how does the use and selection of the personal pronoun by entrepreneurs in English and Central-Kurdish influence the interpersonal meta-function of public speeches?)

The personal pronouns are categorized into the first, second, and third personal pronoun systems.

First Personal System

The most used personal system is the first personal pronoun, with 158 out of 282 occurrences which is equal to 56.02% in English. Contrarily, in Central Kurdish, the least selected personal pronoun is first personal system with 77 accounting to 24.91% out of the total usage of personal pronouns which is 309. The use and selection of the Personal Systems play a significant role by which the speaker expresses his attitude, influence and maintaining friendship and intimacy with the audience. By using “I” and its amorphous, entrepreneurs intentionally use it to share their points of view and intentions.

Whereas entrepreneurs rarely but intentionally select “we”, and its amorphous to stimulate and arouse the audience that they are on their side. In the business speech, “we” and its amorphous usually have an exclusive implementation. While in political discourse, inclusive performance might be more commonly used in which “We” includes both the speaker and the audience together to thrive the relationship with the audience and minimize the degree of the distance between them. Since there is both inclusive and exclusive implementation with “we” and its amorphous, inclusive implementation, *I* with the audience, while exclusive, “We” with its amorphous represent *me* and others excluding the audience through which the speaker wants to show that *he* and *his companions* can do great things.

Second Personal System

The least used personal pronoun is the second personal system, with 44 or 15.60% out of 282 in English. Conversely, in Central Kurdish, the second personal pronoun is dominant, with 133 occurrences

of the total usage of the personal pronoun system, which is 309 or approximately 43.04%. According to Jin and Lu (2013), the use of “you” has two perspectives in referring to the audience; the first one is used to allure and attract the attention of the audience, and the use often separates the speaker and the audience. The speaker can establish his personal status and authority over others through this separation (Jin and Lu, 2013, p. 82).

Third Personal System

The third personal pronoun is the second most selected personal system, in both English and Central Kurdish, with 80, which is equal to 28.36% in English and 133, which is similar to 43.04% in Central Kurdish. By selecting the third private pronoun system, entrepreneurs show their care and respect to the third party who was involved in their achievements in the journey of their success and those who were the source of their usage. The research question investigates the use and selection of the personal pronoun in English speech; among 282 data being analyzed, 282 pronouns have been identified. The findings are categorized into the first, second, and third personal pronouns. The results are quantified below:

Personal Pronoun Distribution in English

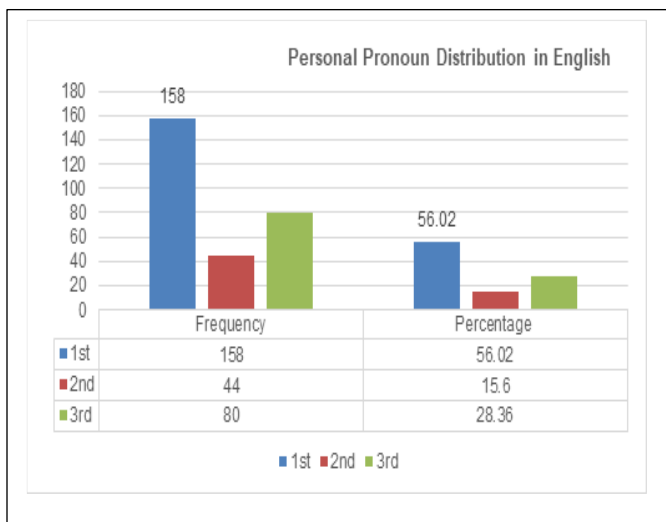


Chart-3- Personal Pronoun Distribution in English

Chart-3- maps out the distribution of the personal system in English speech. The first personal pronoun is the most prominent one in the speech. It takes up 158 occurrences, accounting for 56.02% of the overall personal pronoun occurrences. The third personal pronoun system is 80, equal to 28.36%. The selection of the second personal pronoun in the speech is the least used and selected one,

which is 44 occurrences, similar to 15.60% of the total usage of the personal system.

1. Personal Pronoun Distribution in Central-Kurdish

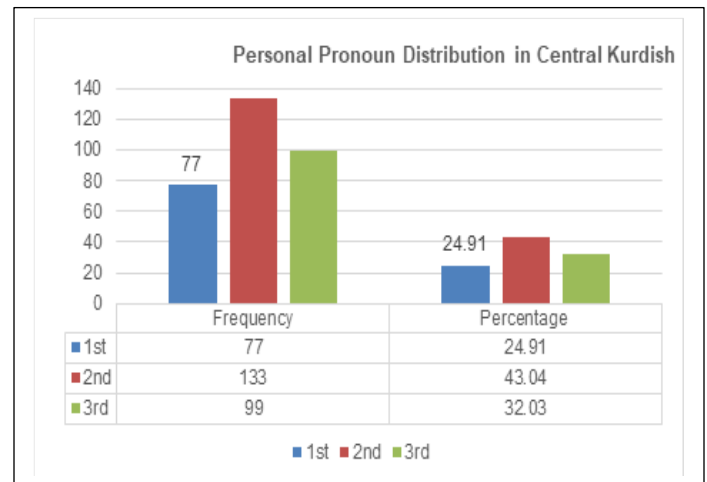


Chart -4- Personal Pronoun Distribution in Central Kurdish

Chart-4- maps out the distribution of personal pronouns in the Central Kurdish speech. The second personal pronoun is the most prominent one in the speech. It takes up 133 occurrences, which is equivalent to 43.04% of the total personal pronoun occurrences, which is 309. The second most used personal pronoun is third personal system, which is 99 or 32.03%. The selection of the first personal pronoun in the speech is the least used and selected one, which is 77 occurrences, accounting for 24.91% of the total usage of the personal system.

4.3. TYPES OF ATTITUDE

Answer to Research Question 3 (What are the frequency and occurrence of attitudinal mode in the public speech by entrepreneurs concerning Type and possible Polarity, which is either Positive or Negative in English and Central Kurdish?)

Considering the frequencies of each attitudinal mode within the appraisal framework and its central area, *attitude* and its sub-categories, namely, *affect*, *judgment* and *appreciation*, were the scopes of the researcher’s gaze. The study has revealed that the *Affect* is the prominent attitude in both English and Central Kurdish, with 66 out of 109, which is equal to 60.55% in English and 64 out of 176, which is similar to 36.36% in Central Kurdish. Following that, *appreciation* is the second most used attitudinal mode, with 38 out of 109 equivalent to 34.86%

in English and 63 out of 176, which is similar to 35.79% in Central Kurdish. Lastly, *judgment* is the least selected mode, with 5 out of 109 accounting for 4.58% in English and 49 out of 176, equal to 27.84% in Central Kurdish. Furthermore, regarding polarity, especially Positive polarity is the most chosen in both languages, with 74, which is similar to 67.88% out of the 109 attitudinal modes, while *Negative polarity* is 35, which is equal to 32.11% in English. Correspondingly, in Central-Kurdish, the *Positive polarity* is 105, which is equivalent to 59.65%, and the *Negative* one is 71, which is similar to 40.34% out of the 176 Attitudinal modes.

The entrepreneurs select *positive Attitudes* to remain hopeful and hope for good for others to expect the best possible outcome even under challenging situations. In addition, they use *negative Attitudes* to arouse the emotion of the audience that how success is achievable even in difficult situations as well.

The entrepreneurs also use *positive appreciation* and *judgment* to evaluate and appraise a thing, an action, and an event or thank people for showing their gratitude or expressing their gratefulness towards anything or anyone that was a significant cause or factor in the achievements in their success. In other words, by expressing gratitude towards people, things and events; entrepreneurs aim to relish the excellent experience and build strong relationships with the audience by attracting their attention by involving the surrounding that was significantly helpful in achieving success as well as they use *negative appreciation* and *judgment* to show and tell the audience that the journey of success is never without obstacles and difficulty.

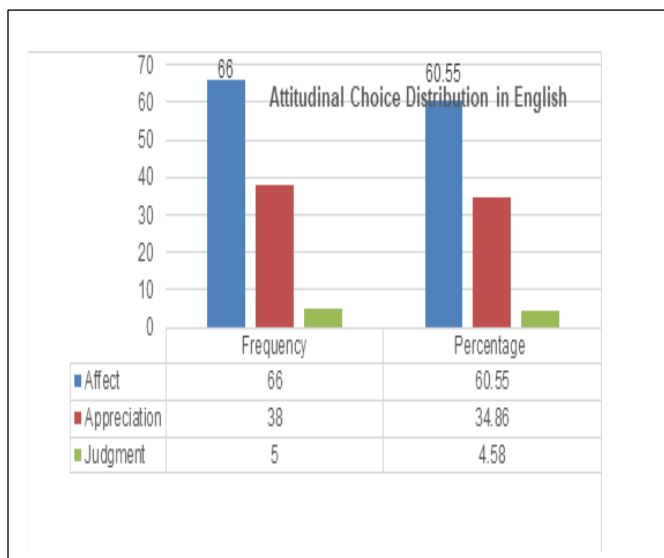


Chart-5- Attitudinal Choice Distribution in English

Chart-5- shows that *Affect* exceeds other attitudinal modes, which takes up 66 occurrences among all attitudinal modes used in the English speech. Almost 60.55% of attitudinal mode in the speech constitutes *Affect*. The second one is *Appreciation* which takes up 38 occurrences with nearly 34.86% of overall Attitudinal resources. Judgment is the least one that takes up just five times, accounting for 4.58% of attitudinal choices in the English speech.

Polarity Distribution of Attitudinal Choices in English

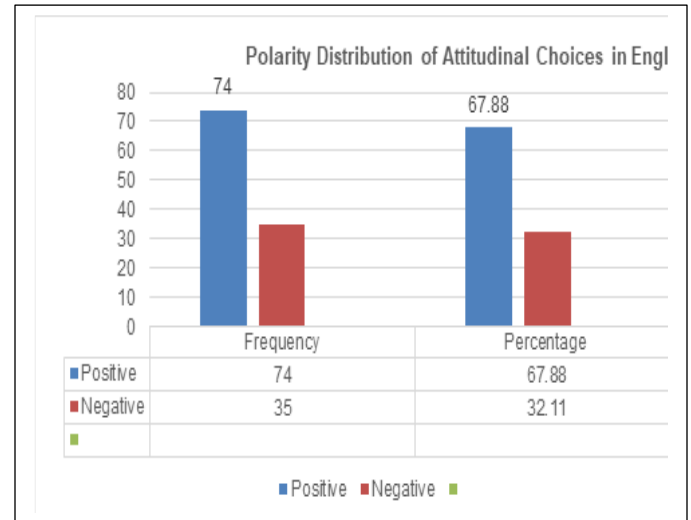


Chart-6- Polarity Distribution of Attitudinal Choices in English Chart-6- maps out the polarity of attitudinal resources in which the positive one holds 74 times which is equal to 67.88% of the overall Attitudinal resources in English speech. At the same time, the negative polarity is 35 times which is similar to 32.11%.

Attitudinal choice Distribution in Central-Kurdish

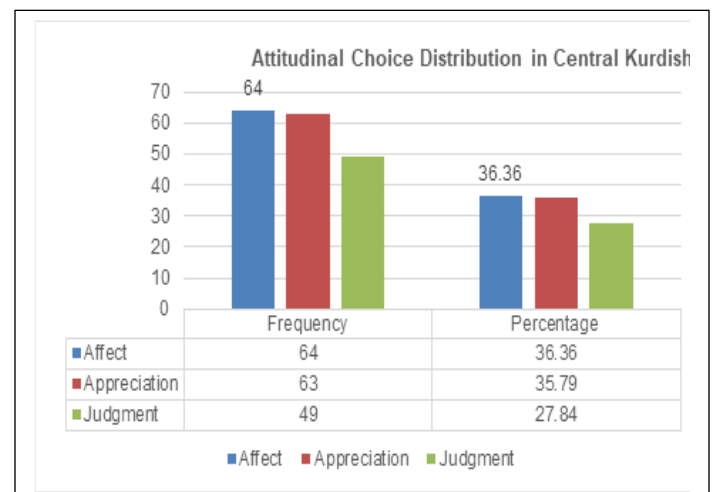


Chart -7- Attitudinal Choice Distribution in Central Kurdish

Chart-7- shows that *Affect* exceeds other attitudinal modes, which takes up 64 occurrences among all attitudinal modes used in the speech. Almost 36.36% of attitudinal mode in the Central-Kurdish speech constitutes *Affect*. The second one belongs to *Appreciation* which takes up 63 occurrences with nearly 35.79% of the overall Attitudinal resources. *Judgment* is the least one that takes up 49 times, accounting for 27.84% of attitudinal choices in the Central-Kurdish speech.

Polarity Distribution of Attitudinal Choices in Central-Kurdish

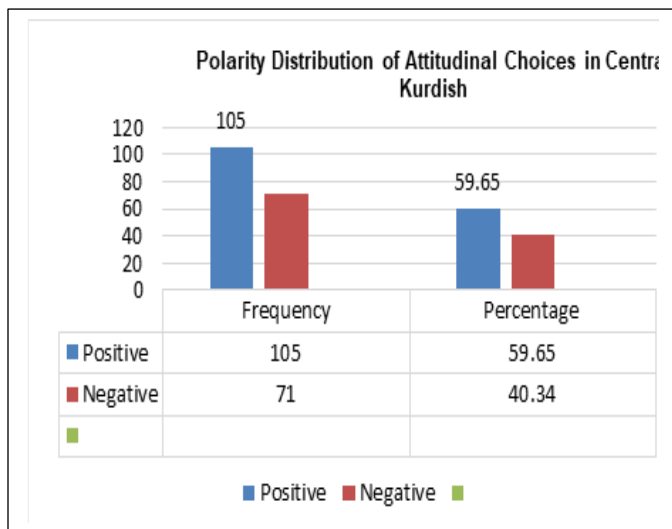


Chart-8- Polarity Distribution of Attitudinal Choices in Central Kurdish

Chart-8- maps out the polarity of attitudinal resources in Central-Kurdish, in which the positive one holds 105 times approximately 59.65% of the overall Attitudinal resources in the Central-Kurdish speech. At the same time, the negative polarity is 71 times which is equal to 40.34%.

5. CONCLUSIONS

Considering the study's objectives, three main conclusions are drawn;

1. The prominent mood type: the prominent mood type employed in English and Central Kurdish speeches is the *declarative mood*, with 205 out of 222 occurrences equivalent to 92.34% in English and 280 out of 327 events equivalent to 85.62% in Central Kurdish. In a *declarative* clause, the speaker usually provides information and employs a declarer role, and the hearer is invited to

employ the complementary role. The speaker needs to convey information; that is to say; the entrepreneurs are expected to give particular messages and show their attitude to get information to the audience. There are several reasons why entrepreneurs utilize *declarative mood* in their speeches. This may be owing to the speaker's urge to communicate information, especially in professional settings. In other words, entrepreneurs are expected to deliver specific messages that demonstrate their ability to communicate with an audience and their path to success. They attempt to inspire the listener to be positive and take appropriate action. Similarly to the aforementioned examples, the superior selection of *declarative* clauses in entrepreneurs' speeches makes them more convincing and motivating, providing them with a prosperous appearance and encouraging the audience to strive for achievement where and how it is attainable. Consequently, in business discourse, *declarative clauses* are expected to be prominently included. Thus, in a business speech, *declarative clauses* demand their prominent presence.

2. The use and selection of personal pronouns: the most selected personal pronoun system is the first personal pronoun, with 158 out of 282 occurrences which is equivalent to 56.02% in English. Whereas, in Central Kurdish, the second personal pronoun is the most prominent one. It takes up 133 occurrences, which is equivalent to 43.04% of the total usage of the personal pronoun occurrences, which is 309. The use and selection of the Personal Systems play a significant role; here, the speaker expresses his attitude and influence and maintains friendship and intimacy with the audience. By using "I", and its amorphous, entrepreneurs intentionally used it to share their points of view and intentions. Whereas, by using "We" and its unstructured form, entrepreneurs deliberately selected it to show that they and their companions can do great things. In the business speech, "We" and its formless usually have an exclusive implementation. While in political discourse, the inclusive performance might be more commonly used in which "We" comprises the speaker and the audience to thrive the relationship with the audience and minimize the degree of the distance with them since there are both inclusive and exclusive implementations. The selection of a second personal system also plays an important part, since it is utilized to entice and capture the audience's attention, and its use frequently distances the speaker from the audience. Through this distance, the speaker can create his own position and control over others. Finally, by using the third private pronoun system, entrepreneurs demonstrate care and respect for the third party who contributed to their success and is involved in their achievements.

3. The frequencies of each attitudinal mode in an entrepreneur's public speech in English and Central Kurdish. Considering the frequencies of each attitudinal mode within the *Appraisal framework* and its central area, *Attitude*, with its sub-categories, namely: *Affect*, *Judgment* and *Appreciation*, as were the scope of the researchers' gaze. The study found that *Affect* is the prominent type of *Attitude* in both English and Central Kurdish, with 66 out of 109 equivalent to 60.55% in English and 64 out of 176 accounting for 36.36% in Central Kurdish. The entrepreneurs prominently select *positive Attitudes* in order to maintain optimism and hope for the best for others in order to anticipate the best potential outcome in hard situations. In addition, they employ *negative Attitudes* to raise the audience's emotions on the possibility of achieving achievement despite obstacles. The entrepreneurs also utilize *positive Appreciation* and *Judgement* to evaluate and appraise a product, an action, or an event, or to thank others for expressing their thanks to anything or anyone who was a key cause or factor in their accomplishment. In other words, by expressing gratitude towards people, things, and events, entrepreneurs hope to relish the excellent experience and build strong relationships with the audience by attracting their attention by involving the environment that was significantly helpful in achieving success. In addition, they use *negative Appreciation* and *Judgement* to demonstrate and inform the audience that the path to success is never without obstacles and difficulty.

APPENDIX

Stev Job, "Stay Hungry. Stay Foolish", (2005), Stanford University. <https://youtu.be/1i9kcBHX2Nw>. Accessed (10 April, 2022).

Shaswar Abdulwahid, "Steps of successful business", (2017), <https://youtu.be/6AzErIH2Uo>. Accessed (16 June, 2022).

REFERENCES

- Banks, D. (2019). A systemic functional grammar of English: a simple introduction. New York, Ny: Routledge.
- Bargiela-Chiappini, F., Nickerson, C. and Planken, B. (2007). Business Discourse. London: Palgrave Macmillan: UK.
- Halliday, M.A.K. (1970). 'Functional Diversity in Language as Seen From a Consideration of Modality and Mood in English'. Foundations of
- Halliday, M.A.K. and C. Matthiessen. (2004). an Introduction to Functional Grammar: Third Edition. London: Edward Arnold.
- Halliday, M.A.K. and M, C. (1994). An introduction to functional grammar. London: Arnold ; New York.
- Halliday, M.A.K. and M, C. (2014). Halliday's Introduction to Functional Grammar. 4th ed. Milton Park, Abingdon, Oxon: Routledge.
- in Literature and Language, 6(3), pp.79-83.
- Language, [online] 6(3), pp.322-361. Available at: <https://philpapers.org/rec/HALFDI>
- Lucas, S. (2009). Student Workbook for the Art of Public Speaking. 10th ed. Boston: McGraw-Hill.
- Martin, J.R. and P R R White (2005). The Language of Evaluation: Appraisal in English. Basingstoke ; New York: Palgrave Macmillan.
- Pengsun, J.I.N. and Fengfeng, L.U., (2013). 'A Contrastive Study of Political Speeches in Presidential Election of Interpersonal Meaning'. Studies.
- Thompson, G. (2014). Introducing Functional Grammar. London: Routledge.