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Affect Analysis in Top 5 UNICEF Instagram Palestine Posts

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ABSTRACT

Affect in the appraisal framework is used as a model to examine the attitude and emotion expressed by the writer or speaker in the sentence context. This study aims to assess the affect on the 5 content with the most likes, in the form of photos and videos (reels), on the UNICEF Instagram in October 2024 with the topic of Palestine. A descriptive qualitative approach was used in writing this article. It has been found that UNICEF uses 25 affects and is more likely to use negative affects to depict the conflict in Palestine with the occurrence of 20 negative affects. In addition, UNICEF uses 3 positive affects and 2 neutral affects in Palestine-related content on Instagram.

Keyword: Appraisal Attitude-Affect, Interpersonal Metafunction, Linguistic, Unicef, Palestine

1. Introduction

This study was conducted to be able to examine more deeply using appraisal-affect about the top 5 posts of UNICEF's Instagram posted in October 2024 which provides information and awareness of the children in Palestine. According to Oktadewi (2018), UNICEF or United International Children's Fund is an international community under the auspices of the United Nations (UN). This organisation focuses on spreading awareness of clean water sources, prevention of HIV or Aids, education, and children protection movement around the world. This includes children from developing countries or countries that are still at war. The Israel-Gaza's on-going conflict has resulted in the death of over 25,000 Palestinians and nearly 60,000 civilians injured, of which half of the victim population were children (UNICEF, 2024 in Wells et al., 2024). Not only in the 2023 attacks, the Israel Defense Forces (IDF) had previously launched a number of wars against the Palestinians in Gaza Strip such as in 2008, 2012, and 2014 involving extensive and ongoing military operations. Pasca-October 7 2023, Israeli perpetrators committed crimes against the people unrelated to the battle, including murdering and bombarding children (Soraya & Ladiqi, 2024). UNICEF plays a significant role to help and protect children, as well as to spread awareness to the media about the continuous attack that had happened to the innocent (Ramandana & Maharani, 2024). This collection of papers explores linguistic analysis of texts related to Palestine and Gaza, focusing on appraisal and critical discourse analysis.

Highlighting the importance of spreading awareness to the media, UNICEF's role in social media aims to put children's rights, health, and education as a topic to raise awareness (Lwandiko, 2023). Giving interventions to promote a topic in order to seek the audience's attention, preventing inappropriate behaviours or increasing the society's recognitions are the main objective of creating a space for spreading awareness (Hynes et al., 2023). The urgency of how organisations plea for the related-victims as a whole to denounce the act of violence merely expresses an urgent demand for a further action, but also asks for consideration on how the worldwide audiences perceive and react to the human rights violations (Lwandiko, 2023). Quoted by Susanti, Novandari, and Setyano (2024), an example of social media campaign and awareness, as a solidarity support for the Palestinian, people are participating in the boycott of Israel-affiliated brands or products that directly and indirectly supported Israel. This shows how writings' representation in spreading awareness have a significant impact in society. In this study, the author emphasises the awareness and media writings of UNICEF's Instagram posts on October 2024 which covers the news and information about the children in Palestine using appraisal attitudes of affect theory.

Recent research has examined how social media, especially Instagram, can influence public opinion and feelings about humanitarian issues, particularly the conflict between Israel and Palestine. The following studies examine media representation during conflicts, revealing competing ideologies and subtle exploitation of language for power and legitimacy (Qawariq, 2016; Qawariq, 2020), and appraisal theory is applied to analyze value positions and assessments in various contexts, including opinion articles on U.S. interference in Gaza and refugee experiences in literature (Meguid, 2021). In order to promote relief operations, NGOs use strategic narratives in their Instagram postings that combine appeals to affect, solidarity, and legitimacy (Ziberi et al., 2024). It has been discovered that the adoption of hashtags such as #JulidFiSabilillah affects public sentiment and attitude about the war (Utami & Jailani, 2024). The most recent study compares attitudes in news coverage of Israeli attacks on Gaza schools by Al Jazeera and BBC, finding differences in linguistic strategies used to shape perceptions (Anshary et al., 2024).

Overall, these papers demonstrate the importance of linguistic analysis in understanding political and ideological tensions in Palestine-related discourse. Martin and White's (2005) theory is used by most of the aforementioned studies to develop their research data, and this study completes the investigation of appraisal affect in the Top 5 UNICEF Instagram Palestine Posts.

1.2. Systemic Functional Linguistics (SFL): Appraisal

Systemic Functional Linguistics (SFL) (Halliday & Matthiesen, 2004) identifies three metafunctions namely ideational function to create and construct representation, interpersonal to create a bond or relations of the participants in the communication process, and textual which refers to the use of language to develop coherent text. According to Martin & White (2005), evaluation is the focus of appraisal which includes examining the types of attitudes that are negotiated in a text, with the intensity of emotions it evokes, the sources of values, and the alignment of readers. Besides that, Alba-Juez & Thompson (2014) also agree that appraisal is a part of interpersonal metafunctions in the SFL which highlights the evaluation of texts involving various types of attitude negotiated by the author, emotions, and form of value to which the readers agree. The appraisal can be classified into three evaluative categories such as attitude (affect, judgement, and appreciation), engagement and dialogistic (monologos and heteroglossia), and graduation (force and focus). Attitude refers to the feelings and values negotiated with the readers and is gradable (Martin & White, 2005). Quoted from Martin & Rose (2007), analysing objects' emotions is what "attitudes" refers to. Affect, judgement, and appreciation reflects the positive and negative emotions used by authors or speakers to express something. Although it is occasionally feasible to identify specific lexical units as conveying attitudinal assessment, it is generally accepted that utterances and whole propositions have more attitudinal meanings than individual words.

As mentioned above, there are three types of attitude namely affect, judgement and appreciation. Mentioned by Martin (2000) in Thompson & Alba-Juez (2014), The primary system of attitude is affect, which refers to the collection of options related to "emotional responses" that express the sentiments and reactions to things such as liking or fearing. This type of attitude evaluates how users indicate their emotions which are disposed to someone or something. The example is the variety of likes and dislikes (Martin, 2000). Judgement is the field of moral and ethical evaluation of behaviour. As an example, the variation of "good/ bad" to describe someone. Lastly, appreciation is an evaluation of natural objects and human beings based on aesthetics and

social value systems such as appearance and form, excluding behaviour. For instance, it consists of the variation of "it is nice/ nasty" (Martin, 2000). A mind-map to explains the recontextualization of the three-attitude concept is provided bellow:
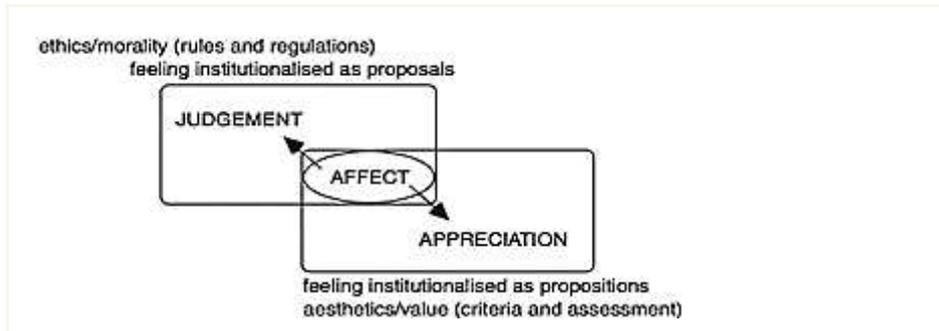

Figure1. Judgement and appreciation as an institutionalised affect Martin (2000)

Affect uncovers the emotional expression in the transitivity process (Alba-Juez & Thompson, 2014) such as in the mental process of affection in the sentence "I **love** it" or other emotional expressions "interested" and "frightened". It can be in a relation process such as "I am **mad** at you" highlighting the word "mad" as the attribute. It can also act as a circumstance of manners by being the adverb like in the sentence "**Sadly**, they decided to go". There are multiple types of affect depending on the context. Each type can be divided into positive and negative emotions (Martin, 2000). There are irrealis affect and realis affect according to Martin (2000). Irrealis involves hypothetical / indirect emotions such as "wanted", "suggest", and "demand". While realis affect deals with direct emotions such as In/security (she was **confident / anxious**), dis/satisfaction (she was **fed up / absorbed**), and un/happiness (she was **sad / happy**).

2. Method

This research employs qualitative-descriptive methods to reveal the use of attitude-affect in UNICEF's Instagram posts (Creswell, 2018). By using qualitative descriptive research methods, discussion results from transitivity analysis can be identified and described in depth and comprehensively. The author chooses UNICEF's top 5 instagram posts and captions which was posted in October 2024 with the aim of fitting one year after the horrendous israel-hamas conflict that occurred on 7 October 2023. Data was collected by sorting according to the topic related to Hunger in Gaza and Rafah due to war, ceasefire insistence, medical condition during war, and Palestinian families, excluding the non-Palestine related posts. It was found that there are 17 posts on the topic in one month, from October 1st, 2024 to October 31st, 2024. Afterwards, the author sorted the data based on the most likes. However, since the total like data changes every day, the author provides a limit on the post, which is the number of likes on all posts accessed by the author on 4 November, 2024. The data is shown in the table below:

Table 1. Top 5 UNICEF's Instagram post about Palestine on October 2024

Date	Topic	Total like
15	The attack of hospital with many children victims	51,316
22	Ceasefire insistence	24,087
29	Awareness of the children victims	20,190
26	Ceasefire insistence	20,027
26	Medical evacuation video	17,488

After sorting the data into a smaller scope, the author will further analyse the content of UNICEF posts using Martin & White (2005) appraisal-attitude's affect framework. The appraisal theory of affect was chosen because it examines the emotional content of the text. With the provided data, the topic of Israel-Hamas conflict is suitable to be studied using appraisal-affect. Quoting from Sekarsari, Prastiwi, & Sutopo (2024), their analysis procedures include:

1. Identifying the sentence structure which consist attitude-affect
2. Classify each sentence according to the subsystem
3. Deciphering sentences to determine the intentions of the speaker, underlying meanings, and possible

effects of the language they have selected.

These procedures later subdivided in a table to create a visualisation of the total effect in both post and caption**.** After that, the author uses the descriptive approach to clarify and provide examples of the effects that exist in the post. This study focuses more on the attitude's affect framework because it specifically examines the emotional reaction towards anything. It also highlights the use of verbs and/ or adjective as a noun (Martin & White, 2005; Hamdani, 2021).

4. Result and Discussion

Result

As conducted in the previous research in Qawariq, (2020), Meguid (2021), and Anshary et al. (2024) that count the number of occurrences of positive and negative affect in the data sources, in the top 5 UNICEF's October 2024 instagram's posts the results of affect occurred shown the result in the following table:

Table 2. Affect in Top 5 UNICEF's October 2024 Post

Affect	Reaction	+/-	Quantity
[disinclination; fear]	horrifying, horror	-	3
[insecurity; surprise]	shock	-	1
[unhappiness; misery]	deeply unwell, shameful, stir, devastating, critically	-	6
[insecurity; disquiet]	no safe, grave, displacement, suffering, anxiously	-	9
[dissatisfaction; displeasure]	outrageous	-	1
[disinclination; desire]	needing urgent	~	2
[unhappiness; antipathy]	ruthless	-	1
[security; trust]	attempting, committed, safe	+	3
Positive Mood			3
Negative Mood			20
Neutral Mood			2
TOTAL			25

In the total 25 affect, the emergence of affect utilised by UNICEF in the deception of Palestine in its content is more inclined to use negative affect which appear 19 times. This organisation which focuses on children and education presents the condition of Palestine and the victim on Instagram mostly uses negative affect with **[insecurity; disquiet]** subsystems which appear 9 times, 6 occurrences of **[unhappiness; misery],** and 3 appearances of **[disinclination; fear].** These affects have been used to present the condition of the victims and children during the Israel-Palestine conflict. The use of words, namely 'no safe', 'grave', and 'displacement' often collocate with the topic focuses on Palestine's unsafe environment after the terror. While 'suffering', 'anxiously', 'deeply unwell', 'devastating', and 'critically' are used to describe the critical condition of the victims and children. To describe the reaction of the genocide witness (UNICEF team themselves), they prefer using affect such as 'horrifying', 'outrageous', 'horror', 'stir', and 'shock'. However, compare to victim and children's condition which uses several negative affects, to present the mood in act of genocide committed by Israel, UNICEF only uses one negative affect which is 'ruthless'. UNICEF also uses two positive affects, such as 'attempting' and 'committed' **[security; trust]** in the topic of mass bombings. There are two neutral affects appear in the topic of Palestine's victim who needs medicine which uses **[disinclination; desire].**

The results of data analysis of the UNICEF's Instagram in October 2024 on the top 5 most liked palestine-related content.

Data 1:

Figure2. UNICEF top one Palestine post in October 2024

The first top data was posted on October 15, 2024. It contains the topic of children victims after the shelter and hospital attack by Israel. UNICEF also put *"There is no safe place for children in Gaza. This shameful violence against children must end now."* as the caption to urge the permanent ceasefire in order to protect the children in Gaza. This post contains an appraisal affect in "our screens were once again filled with horrifying **[disinclination; fear]** reports…", "These should shock **[insecurity; surprise]**...", "This shameful **[unhappiness; misery]** violence…". Affect also appears in the same form of sentence on UNICEF caption which is "There is no safe **[insecurity; disquiet]** place" and "This shameful **[unhappiness; misery]** violence…".

Data 2:

Figure3. UNICEF top two Palestine post

The second data was posted on October 22, 2024 which emphasises the urgency to do a ceasefire. The affect shown in the post is "If this level of horror **[disinclination; fear]** doesn't stir **[unhappiness; misery]** our humanity…". In the caption, it is found 4 negative affect "Nowhere in Gaza is safe **[insecurity; disquiet]**. The situation in north Gaza is especially grave **[insecurity; disquiet]**, with renewed mass forced displacement **[insecurity; disquiet]**, increased conflict and ongoing military obstruction. A ceasefire is critically **[unhappiness; misery]**, urgently needed **[disinclination; desire]** for children NOW.".

Data 3:

Figure4. UNICEF top three Palestine post

The content which was posted on October 29, 2024 contains the theme of child victims during the Beit Lahia attack. This content only contains 2 affect in the post, including the caption. The affect are "Today's attack on children has become an outrageous **[dissatisfaction; displeasure]** norm in Gaza,..." and "These grave **[insecurity; disquit]** violations inflicted upon children must end now".

Data 4:

Figure5. UNICEF top four Palestine post

Another ceasefire urgency content was posted by UNICEF on October 26, 2024. Similar to the top 1-3 posts, this content focuses on the Israeli attack on Kamal Adwan Hospital which impacted the medical equipment that should not have been destroyed. UNICEF emphasises the victims such as children and babies. This post only uses 2 appraisal's affect which can be found in the post, "Horror after horror **[disinclination; fear]** is unfolding in Gaza" and in the caption "Nowhere is safe **[insecurity; disquiet]** in Gaza."

Data 5:

The last data is UNICEF's post on 26 October, 2024 which content is in the form of a video. The video explains the result of the Israelis attack towards Palestinians children such as the victims with critical conditions who need further medical needs and some children who died. The spokesperson who delivered the speech emphasised Palestine's condition, especially Gaza and Rafah, as an action to protest the Israelis attack. The author use a video transcript to analyze the affect of UNICEF's instagram reel video which examined in the text below:

> "children are being medically evacuated from Gaza at fewer than one child per day. If this lethally slow pace continues, it would take more than seven years to evacuate 2,500 children needing urgent **[disinclination; desire]** medical care. That is just 127 children - suffering **[insecurity; disquiet]** from head trauma, amputations, burns, cancer, and several malnutrition - [who] have been allowed to leave Gaza since Rafah closed. After more than a year of attempting **[security; trust]** to shed light on the

atrocities being committed **[security; trust]** against children, perhaps then this is the clearest and most damning reality: Deeply unwell **[unhappiness; misery]** children are being denied the medical care that could save them in Gaza, and then prevented from leaving where help awaits. Children are thus being denied in medical care. That is basic human right and those who barely survive the ruthless **[unhappiness; antipathy]** bombardments are then condemned to die from their injuries."

The reel video contains 3 negative affect and 2 positives, and 1 neutral. There is also 3 affect in the caption which is showed in the following text:

"Medical evacuations for children in Gaza are happening at a lethally slow pace.
Since the Rafah crossing closed on 7 May due to the ground offensive there, the number of children medically evacuated has collapsed to just 22 per month, from an average of 296 per month between January and May.
Mazyona, 12, sustained devastating **[unhappiness; misery]** injuries to her face when two rockets struck her home and killed her two siblings. She has been denied medical evacuation four times.
Elia, 4, has fourth-degree burns from a fire caused by the shelling of her neighbour's house. Most recently, given delays in medical evacuation, doctors had to amputate fingers from Elia's right hand. Her mother, Eslam - who was also denied medical evaluation for her burns and severe blood poisoning - died earlier this week.
Atef, 6 months, is battling muscle cancer and suffers from severe malnutrition. His mother has been anxiously **[insecurity; disquiet]** waiting for any news on her request for medical evacuation for two months.
"This is not a logistical problem – we have the ability to safely **[security; trust]** transport these children out of Gaza. It is not a capacity problem – indeed, we were evacuating children at higher numbers just months ago. It is simply a problem that is being completely disregarded." - James Elder, UNICEF Spokesperson.
Full remarks on the lethal delays in medical evaluation in the link in bio."

Discussion

In total, the post has 6 negative moods and 3 positive moods. Unlike the four top posts discussed in the previous text, this post shows a positive mood in the video and caption. However, the occurrence of negative moods remains more dominant than the positive.

The total affects of this post are 6 occurrences with the predominant subsystem in "**[insecurity; disquiet]**". Therefore, the first data contains 5 negative affects. Both affects show the negative emotion towards the attack which was conducted by Israel forces. These affects explain every occurrence with negative affects. Social media has a potent tool for participation for groups like UNICEF. In particular, followers worldwide have expressed intense interest in and emotional reactions to UNICEF's Instagram posts about Palestine. The top five postings on Palestine were subjected to an appraisal affect analysis, which shows how related messages can engage audiences and change public perception (Utomo, et.al, 2022).

The emotional appeal of UNICEF's Instagram posts showcases the tenacity of Palestinian youngsters, for instance, frequently feature striking pictures that convey both adversity and optimism. Viewers are moved by such contrasts and experience a sense of urgency and sympathy. Images of kids playing or going to school in the face of conflict not only evoke compassion but also pressure the international community to act.

Additionally, UNICEF humanize the statistics frequently linked to conflict areas by establishing a connection between the viewer and the subject through the personalization of the narrative. This tactic successfully turns intangible problems into relatable tales, which boosts follower engagement and fosters a greater awareness of the suffering of Palestinian children. Furthermore, UNICEF's articles are urgen and important to posts that coincide with international events like World Humanitarian Day or International Children's Day. by coordinating their messaging with the broader culture. UNICEF's approach is an example for other non-profits looking to use digital platforms to increase awareness and spur action, as social media continues to shape public opinion.

5. Conclusion

The appraisal affect model based on Martin & Rose (2007) is a way of attitudes and emotions expressed and negotiated by the writer or speaker in a text. By enabling authors and speakers to express their views about individuals, objects, and events, this evaluation framework influences how readers or listeners view and react to the content, helping to create interpersonal meanings. The exploration of the October 7th, 2024 conflicts, which was the resistance of Hamas-Palestine against the IDF (Israel Defence Forces), led the media to highlight the victims of this conflict. The organisation that focuses on women's empowerment and child protection, UNICEF, plays a significant role in bringing awareness to what occurs in Palestine. By providing support, not only material but in written form, UNICEF can attract the audiences to participate in donation or awareness campaigns of the conflict because the information came directly from the well-known platform. In its report, UNICEF utilised the appraisal affect framework as a model to describe the Palestine-Israel conflict. Using 5 UNICEF contents with the most likes in October 2024 with the topic related to Palestine and Israel as data, the authors find that UNICEF applies several affect models. There are 25 affects in total with 20 negative moods, 3 positives, and 2 neutrals. The authors classify these affects in subsystems. The subsystem which appears the most is [insecurity; disquiet] with 9 occurrences. There are also 6 [unhappiness; misery], 3 [disinclination; fear], 3 [security; trust], 2 [disinclination; desire], and 1 on each [insecurity; surprise], [dissatisfaction; displeasure], and [unhappiness; antipathy]. Therefore, it can be concluded that UNICEF predominantly uses negative affect in depicting news about Palestine.

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