
RESEARCH ARTICLE

Exploring Interpersonal Language in Wedding Discourse on Social Media

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ABSTRACT

As evidenced by YouTube's rising online popularity, sharing experiences via social media is becoming more and more common. Since the advent of digital media, communication and experience sharing have changed. A wedding speech is an intriguing example of this genre, where the speaker naturally expresses gratitude to the newlyweds and guests while reliving family history. By recognizing important linguistic elements, the audience can better understand the interpersonal ties presented. The present study aimed to explore the interpersonal language and investigate the significant linguistic features of social media speech through a spoken analysis of YouTube videos. Approximately 2.5 hours (and 13,707 words) worth of real audio-visual recordings of wedding speeches were gathered and transcribed. The theoretical foundation for this study is strengthened by systemic functional linguistics (SFL). The findings and discussions section provides a comprehensive review of interpersonal language as it relates to appraisal theory, for example, the context variables of genre and register and lexico-grammatical features. These findings were investigated to comprehend the underlying interpersonal meanings in various language strata domains. The present study advances our knowledge of how language shapes speakers' communicative behavior in wedding discourse and provides insight into this novel media text form.

KEYWORDS

Interpersonal language, systemic functional linguistics, generic stages, appraisal theory, wedding discourse

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1. Introduction

With the advancement of Internet and social media technology, there is a growing trend among Internet users to upload and share their memorable personal life moments with relatives, guests, and the general public (Arora, 2019). Uploading personal life moments to social media platforms is for the purpose of reaching out to various people in society (Boczkowski, Mitchelstein, and Matassi, 2018; Brandtzaeg and Lüders, 2018). Getting married can be considered one of life's most significant experiences (Kakhramonovich, 2021). A wedding speech video is therefore one of the most engaging and interesting videos on social media. As a result, the language of the wedding speech serves as a public opportunity to express wedding discourse. It may also contain information about the wedding ceremony and messages for the invited guests and relatives. Identifying and systematizing the salient linguistic features of wedding speeches can contribute to a more comprehensive understanding of the text's interpersonal meaning. However, this research area is still under-explored and requires more extensive linguistic research (see Baioud, 2022; Pantao, 2021). As a result, the present study's goal is to provide an in-depth illustration of authentic personal wedding speeches. Our analysis explains the common characteristics of these speeches in social media through a linguistically based analysis of YouTube videos. The present study addresses the following research questions:

- 1) What are the contextual features found in wedding speeches in terms of generic stages?
- 2) In wedding speeches, what register variables are present?

3) What lexico-grammatical features can be used in wedding discourse?

The present study thus studies the mechanics of contextual and semantic meanings in wedding speeches. This study investigates the sequential elements of the wedding genre, as well as the lexico-grammatical resources that govern this newly emerging discourse pattern.

2. Literature Review

The primary goal of this section is to discuss the theoretical framework we used in the present study to analyze the interpersonal meaning and attitudinal realizations in a spoken wedding speech. This section will begin by introducing the theoretical framework, systemic functional linguistics, which serves as the foundation of the present study, before delving into language strata as a field of study within wedding contexts.

2.1 Systemic Functional Linguistics and Language

Systemic functional linguistics (SFL), an important existing linguistic theory, serves as the guiding linguistic theory in this study. SFL acknowledges a symbolic relationship between the language system, society, and human activity (Halliday, McIntosh, and Stevens, 1964/2007; Martin, 2001). Language serves to construct our understanding of society, to exchange shared values, and to negotiate relationships (Halliday, 1978; Halliday and Matthiessen, 2004; Martin and Rose, 2003). This framework can be used to analyze a wide range of discourse types, including wedding speeches. Speech actions by the newlyweds, priest, marriage registrar, groom, and parents are an important part of the wedding ceremony under consideration. In the present study, the speakers in the wedding use language to conduct social activities such as giving pre-planned public speeches during the wedding party. Language is an essential component of meaning formation. Language was modeled as a quarto-stratal system by Halliday and Matthiessen (1999) and Matthiessen (2007) using semantics, lexicogrammar, phonology/graphology, and phonetics/graphetics. Martin (1999, p. 39) reconceived the notion of context—which includes register and genre—as the content stratum of language. In turn, context was thought to be stratified into genre and register, with language being thought of as realizing register while genre was thought to be realized by register (Martin, 1999). Based on the SFL framework, appraisal theory was used to investigate interpersonal meaning (see Sections 4.3.1 to 4.3.3 for a further discussion of appraisal resources found in the data). Given that each speech choice made by the speaker serves a specific purpose and function based on the social environment of the community, the linguistic conditions that frequently occur in wedding speeches are highly intriguing for us to learn how language choices are made.

2.2 Contextual features: register and genre

SFL researchers focus on the relationship between or within ideology, context, and the linguistic system (Halliday, 1978, 1985, 1989, 2002/2005; Halliday and Hasan, 1989; Hammond, Burns, Joyce, Brosnan, and Gerot, 1992). One of the primary goals of the present study is to identify the contextual factors that influence wedding speeches; this goal could be described as an investigation of language use in its cultural context. Halliday and colleagues developed the register model to describe context, which consists of three contextual parameters: field, tenor, and mode (Halliday et al., 1964/2007). Field refers to "ongoing social activity" (Halliday, 1975, p. 143), tenor refers to "the roles and statuses" within a text (Halliday, 1975, p. 143) and thus interprets the relationships between participants (Halliday, 1988, p. 162), and mode refers to "the interactional channels" (Halliday, 1975, p. 143). Matthiessen and Teruya (2007) created a register/text typology. Their text typology divided the field (socio-semiotic process) into eight different sorts of texts, including those that explain, report on, recreate, share, do, recommend, enable, and explore (Matthiessen and Teruya, 2007). The text type of wedding speeches in Matthiessen's study makes references to "sharing". The field is the culturally recognized activity, the tenor is the presentation of status and power by various participants in order to achieve the overall goal, and the mode is the communication channel (Martin, 2010, p. 16, also see Martin, 2001). The following are some examples of register variables in wedding speech discourse:

Field: social activity of wedding ceremony.

Tenor: participants include the groom's and bride's parents, relatives and guests across a broad range of cultures and traditions; tenor relationship of high affective involvement and unequal power status.

Mode: face-to-face pre-written speech, in English.

The language used when giving a wedding speech in public can have an impact on the speaker–listener relationship. Section 4.2 delves more deeply into the power and affective involvement of analyzing the register variables in the data. It is critical to recognize that language and meaning are created in a linguistic context. They are necessary for comprehending linguistic production and interpretation.

Martin (2010) defined genre within an SFL framework as "a staged goal-oriented purposeful activity" (p. 19), arguing that speakers or writers engage as members of the same culture, where culture refers to "a set of generally interpretable activities" (Martin, 2010, p. 19). Participants interact to construct texts through their interactions with others. The wedding speech could be categorized as a genre. As a result, it is critical to identify the generic constituents of the wedding discourse and determine how speakers use such generic stages effectively. Listeners can anticipate the various stages that will be delivered during the wedding ceremony.

2.3 Language Strata

Genre is realized by register (field, mode, and tenor), which is realized by language in discourse, lexicogrammar, phonology, and paralanguage (Ventola, 1987). At the discourse semantics level, the metafunctions are realized. Three metafunctions were considered: "construing experience" (ideational meaning), "enacting personal and social relationships" (interpersonal meaning), and "creating flow of meaning" (textual meaning) (Halliday, 2002/2005, p. 252; also see Halliday, 1978, 1994; Martin, 2010). The field correlates with the ideational meaning of social activity (Martin, 2001). The ideational metafunction in a wedding speech may involve a formal statement made at a wedding reception that represents significant events in the lives of the bride and groom. Depending on the different desired linguistic effects, a wedding speech may make the audience laugh or feel moved. Ideational meaning can be realized through a variety of lexico-grammatical features. For instance, the language choices in these crucial passages are largely filled with emotion. They ought to be private and intimate. The second type of metafunction is textual meaning, which corresponds to mode (Martin, 2001). The textual metafunction could be used to analyze how the speech is structured. The spoken data for this study come from a pre-planned verbal speech given face-to-face during the wedding ceremony. Interpersonal meaning refers to intersubjective meanings exchanged between speakers that are related to tenor (Martin, 2001). The present study mainly uses the interpersonal metafunction to analyze how the speaker establishes a rapport with the audience, for example, through the use of humor, personal anecdotes, or other linguistic strategies. Paralinguistic voice quality features can convey interpersonal meaning.

Existing wedding discourse analyses place a strong emphasis on written wedding card discourse. The recent studies of wedding invitation cards use mostly sociolinguistic and anthropological approaches to investigate their socio-cultural values (Faramarzi, Elekaei, and Tabrizi, 2015; Mirzaei and Eslami, 2013; Momani and Al-Refaei, 2010). Dunn (2004), for example, used metaphor analysis to investigate the cultural model of marriage expressions in speeches at Japanese and American wedding receptions. Dunn (2006) also investigated the speech acts performed during a Christian wedding ceremony, and found that the exchange of vows began with the use of interrogative and declarative sentences. There have been very few studies on wedding speech from the standpoint of systemic functional linguistics (SFL). SFL expressly recognizes a symbolic relationship between the language system, society, and human activity (Halliday, McIntosh, and Strevens, 1964/2007; Martin, 2001). The present study looks into the interpersonal significance of wedding speeches. Interpersonal meaning is defined as intersubjective meaning shared by speakers, and it is associated with tenor (Martin, 2001). The present study draws on systemic functional linguistics (SFL) theory to understand how intersubjective meaning develops in a text and how such meanings are related to social activity.

3. Research Design

The present study is mainly a qualitative approach to investigate the interpersonal meaning constructed in the wedding speech corpus by analyzing videos uploaded to the social media platform YouTube. The creation of an English wedding speech corpus in the present study necessitated a careful selection of data that represent commonly used complexity levels in language patterns and English language varieties. The speaker of the chosen wedding videos was the father of the bride because this is the most common type of wedding video found on YouTube. The selection of the videos for this study was primarily based on their viewership, or the quantity of views, as found by a YouTube keyword search. Speeches from the father of the bride demonstrate a high level of linguistic complexity, including sentence structure and vocabulary variety. The data are authentic English-language speeches from weddings that were recorded between 2012 and 2023. Twenty speeches from weddings that were captured on video and lasted roughly 2.5 hours total were chosen. The average length of each video is around 7 minutes of 685 words. (See Appendix 1 for a summary of wedding speech data.) The obtained data were then transcribed and analyzed. These texts have enabled an in-depth examination of meaning-making resources in wedding speeches.

4. Findings and Discussions

This section examines the social purpose and generic stages in text structure before delving into power status and affective involvement in the tenor relationship and categorizing lexico-grammatical features using Martin and Rose's appraisal theory (2003). Our findings contribute significantly to the development of genre and discourse analysis.

4.1 Social purpose and generic stages

The term genre refers to "the unfolding structure that texts use to achieve their social goals" (Egins and Martin, 1997, p. 239). The overall social purpose of the wedding speech text is a socio-cultural event that wishes the newlyweds happiness and a fruitful

marriage. An entertaining wedding speech, as opposed to a very formal speech, can make a wedding ceremony memorable. As a result, the wedding speech serves as an important link between the formal wedding ceremony and the guests. The next step in genre research is to examine the realization patterns, such as staging, in the text structure (Eggins, 2004). Each stage contributes to the overall social goal (Martin, 1999). As illustrated in Table 2, generic stages are understood as genre-defining elements that must be presented in order for the text to realize a specific genre. The textual organization of the genre was analyzed using Martin's (2004) model. The generic stages of a wedding speech can differ depending on social and cultural conventions, but generally, some common patterns could be investigated. These structural stages were discovered by contextualizing the texts gathered from wedding speeches between 2012 and 2022. They are "**Opening**", "**Gratitude**", "**Congratulate the Couple**", "**Couples' Personalities Appearance and/or Their Accomplishments**", "**Personal Anecdotes or Stories about the Couple**", "**Humor**", "**Advice on Love and Marriage**", "**Well Wishes for Future**", "**Closing**", and "**Toasting the Newlyweds**". It is crucial to note that not all stages occur in the same sequence.

Table 2 Generic Stages of Wedding Speech

Generic Stages	Obligatory /Optional Stages	Descriptions
Opening	Obligatory	Introduce the event
Gratitude	Obligatory	Recognize and thank family and friends for their presence
Congratulate the couple	Obligatory	Manifest the joy and happiness of the speaker
Couple's personalities, appearance and/or their accomplishments	Obligatory	Describe the bride and groom's personalities, appearance, and/or accomplishments.
Personal anecdotes or stories about the couple	Optional	Share some personal anecdotes about childhood or adolescence, or some stories about the couple
Humor	Optional	Offer jokes to lighten the mood at the gathering
Advice on love and marriage	Optional	Provide marriage-related advice and thoughts
Well wishes for future	Optional	Offer positive thoughts on newlyweds' union and hopes for their life together
Closing	Obligatory	Summarize the wedding speech and thank the guests again
Toasting the newlyweds	Obligatory	End the speech, invite everyone to raise a glass, and wish them all the happiness in their future together

The following are the social purposes of the data that correspond to a specific schematic structure of a wedding speech. The caret sign ^ denotes the order of the stages, brackets () signify the genre's optional elements, square brackets [] symbolize recursive elements, and the brace brackets { } reflect recurring stages (cf. Halliday and Hasan, 1980).

{Opening} ^ {Gratitude} ^ {Congratulate the couple} ^ [(Personal anecdotes of the couple) ^ (Humor)] ^ (Advice on love and marriage) ^ (Well wishes for the future) ^ {Closing} ^ {Toasting the newlyweds}

The **Opening stage** includes the greeting, self-introduction, and event introduction. This first generic stage contributes to the tone and purpose of the speech. Typically, the speaker introduces themselves and their relationship to the couple, as well as thanking the hosts and guests for attending the wedding. "*Good evening, everyone,*" the speaker begins his speech. "*I'm the bride's very proud father. [applause from the audience] I'm here with my wonderful wife Wendy. This is the wedding of Julia and Nick* (Text 19)." The couple's traditional wedding announcement is made on their behalf. His speech contains expressions with positive connotations, such as *proud father* and *wonderful wife*. The speaker expresses his positive thoughts and feelings about his daughter's wedding. This stage assists in developing a speech structure for the audience and introduces the main goal of the celebration.

The speaker expresses gratitude to the visitors during the ensuing **Gratitude stage**. The speaker expresses gratitude and recognition to those who traveled far to attend. "*I'd like to thank everyone for coming to celebrate this special day with these two*

lovely people (Text 20)". This is a compulsory stage in which the speaker expresses gratitude to everyone who contributed to the success of the couple's special day.

In the stage of **Congratulate the couple**, the speaker manifests his joy and happiness. "*I am delighted to congratulate Mia and Mark on their wedding day*" (Text 17). The speaker expresses his joy at being there to share in their special day and its significance to him.

He can then proceed to describe the bride and groom's character traits, visual appeal, and/or achievements (e.g., *being a nurse* in Text 1) in the obligatory stage of **Couples' Personalities, Appearance, and/or Accomplishments**. These contribute to the development of reflections on the couple and their relationships. "*So, I would like to start with daddy about how these two met. That is if there's anyone here who has not actually heard yet. One day at a restaurant... (Text 12)*". It is customary to discuss an occasion that brought newlyweds together or influenced their decision to marry.

At this point, they frequently talk about their relationships with the bride or groom's family or friends, occasionally recalling hilarious incidents from their youth in the stage of **Personal Anecdotes or Stories about the Couple**. "*She just arrived out of the blue, having kept a very low profile during her nine months' generation...When she finally made her entry into the world, Poor Cecilia, she suffered the indignity of being called the Twin2 for a while (Text 3)*". Despite the jokes, the speaker nonetheless highlights the bride and groom's positive traits, including their strength as well as their strong interpersonal relationships with family, friends, and coworkers.

The speaker frequently uses jokes and nostalgia in the **Humor** stage to heighten the dramatic effect of the speech and lighten the atmosphere at the gathering. "*Me never having seen a brand new-born baby before, looking like a little ET. We assumed that was it. (Text 7)*" A good way to engage the audience and forge an emotional connection is by sharing stories about the couple. Text 3 provides yet another illustration: "*So we put Cecilia, our Twin2 in a drawer in the kitchen. She kept bumping her little head on the bottom of the drawer above but got used to it eventually. Happy days.*" This stage can include embarrassing childhood memories as well as humorous courtship moments. The speaker's humor is expressed in a memorable manner.

In the **Advice on love and marriage stage**, the speaker offers suggestions and ideas pertaining to marriage. For example, "*If I can give you one piece of advice: Don't go to bed angry. Say I love you. Say it twice you'll never regret it. (Text 20)*". As a father and father-in-law, the speaker may add one last piece of wisdom on building successful relationships. These cautionary proverbs can also contain humorous undertones.

The speakers in the upcoming stage of **Well wishes for the future** share encouraging words about the couple's union and aspirations for their future together. "*We wish you and your husband a lifetime of happiness. (Text 13)*."

The **Closing** stage of a wedding speech is required. It is beneficial to summarize the wedding speech and thank the guests once more. The social purpose of this stage is to express appreciation and signal the end of a speech. For example, "*We are so thankful that you all are here, the people that we love the most, to celebrate the happiest occasion. (Text 18)*". The conclusion frequently includes a message of encouragement for the couple, emphasizing the value of community and family by using the pronoun *we*. The speech is typically delivered in a lighthearted and vivacious tone. The text concludes with gratitude. All of the speeches in the data construct positive interpersonal meanings.

The final stage of the wedding speech is **Toasting the Newlyweds**: "*I would like to propose a toast to Mr. and Mrs. Jack Brown. We are overjoyed to be able to celebrate this special occasion with the people we care about. Thank you very much.*" (Text 18). The speaker concludes his speech by inviting everyone to raise a glass in honor of their love and commitment and to wish them the best of luck in their future endeavors together.

4.2 Tenor Relationship of Power Status and Affective Involvement

Power and affective involvement are two continua that are relevant to investigating the tenor relationships in the present study (see Eggins, 2004, p. 100). Tenor, according to Halliday (1978) and Poynton (1993), reflects our understanding that "our role occupation in a given situation will have an impact on how we use language" (Eggins, 2004, p. 100). Parents, the new couple, relatives, and invited guests are all present at the wedding ceremony. They use language to co-develop tenor relationships, which "influence language choices" (Coffin et al., 2009, p. 214). The degree of affective involvement obtained between the participants in a tenor relationship can range from high (e.g., lovers/friends) to low (e.g., colleagues) (Eggins, 2004, pp. 100-101). The speaker recalled in Text 9,

"She says 'okay. We are going to get married'. I say for sure these times giving away but sweetie Rebecca I don't think so. I am not going to give you away. Okay, we are connected. We are collected through telephones, iPod, iPad, whatever you know: we are only 5G away. [laughter and applause from guests] Deep down in my heart, you are sitting here. Oh, I cannot give you away [Text 9]."

The frequent use of vocatives can result in high affective involvement (Coffin et al., 2009; Martin, 2010, p. 24). *Sweetie, we are connected, and deep down in my heart* are examples of evaluative lexis used in Text 9 to demonstrate high affective involvement between the speaker and the listener in a wedding speech. This is due to the speaker's extensive use of positive and personal attitudinal lexis, such as appreciation, to convey interpersonal meaning. In wedding speeches, fathers always describe their daughters as *sweet* and *dear*. It is apparent that the speaker is a member of the couple's nuclear family.

In addition, vocatives can assist the bride's father in developing interpersonal elements in the wedding speech. Vocatives aid the speaker's goal of connecting with the audience and effectively communicating his ideas, particularly when expressing gratitude and acknowledging several generic stages in his speech. In order to show his love and respect for his daughter, his guests, and others, the father of the bride may use a variety of vocatives: In the **Opening stage**, for instance, he might use more formal and respectful vocatives like "*ladies and gentlemen*" to show respect to a diverse audience, whereas he might use more precise vocatives like "*my beloved daughter, sweetie*" to refer to his daughter or "*my wonderful wife*" to refer to his wife. He uses more intimate vocatives (such as *sweetheart*) to discuss his family and relationship with his daughter when he enters the **Personal anecdotes stage** of his speech. In the final generic stage of the speech, he might switch to a more sincere and touching vocative (such as "*my friends,*" "*all our supporters,*" or "*my honorary guests*") to express his gratitude. Vocatives assist the speaker in connecting emotionally with the audience by using the appropriate form of address to express gratitude and acknowledge the various relationships.

Furthermore, there are hierarchical differences, such as the father of the bride having more authority than the couple. As a result, he can offer marriage advice and reflection to the couple. "*I am not going to give you away...cannot give you away,*" the father says in text 9. To describe his attitude toward his daughter's marriage, the father textually used the negative polar (e.g., *am not going to, cannot give you away*). This strong modal (e.g., *cannot*) demonstrates high power status from the father, but it indicates very deep love between the parents and their daughter. That the father expresses tender love with harsh words of negative polarity creates a tasteful, memorial and dramatical linguistic effect. As a result, lexico-grammatical features (such as vocatives, evaluative lexis, and modality) in the text can imply affective involvement and reflect register variables (for instance, tenor).

4.3 Lexico-grammatical features

Moving away from tenor analysis, another level of investigation was conducted on a finer level, reviewing lexico-grammatical features in the text that realize interpersonal meaning. The majority of contemporary appraisal analyses have concentrated on written discourse and educational discourse (see Christie and Martin, 1997; Iedema, Feez, and White, 1994; Macken-Horarik and Martin, 2003; Martin, 1995; Rothery and Stenglin, 2000; Precht, 2003). The wedding discourse community chooses and uses particular words and expressions that exhibit a high degree of linguistic variety. Appraisal resources construe various attitudes and interpersonal language used in wedding speeches. Affect, judgement, and appreciation are the three main categories for expressing and negotiating attitudes in appraisal categories (Martin and Rose, 2007). These attitudinal meanings are expressed semantically, primarily through lexico-grammatical choices. The appraisal resources mentioned in the wedding speech are used as examples in the following subsections 4.3.1 to 4.3.3.

4.3.1 Appraisal analysis: Attitude

Three main areas of study within appraisal consist of attitude, engagement, and graduation (Martin and Rose, 2007). Three semantic groups are seen to construct interpersonal meaning within attitude: affect, judgment, and appreciation (Martin and Rose, 2007). In the four semantic areas of emotions, affect can be classified as positive or negative (Martin and Rose, 2007). These areas of emotion in the wedding speech include "inclination/disinclination" (e.g., *This kind of man a mother could love /she doesn't like that boy*), "happy/unhappiness" (e.g., *comfy with him / frustrated*); "satisfaction/dissatisfaction" (e.g., *I am satisfied / dissatisfied with it*), and "security/insecurity" (e.g., *I am confident / afraid of*) (Martin and Rose, 2007, p. 66). Grammatically, affect resources are closely related to mental process verbs used to describe emotions, such as *like, appreciate, and love* (Eggins and Slade, 1997). These attitudinal phrases in wedding speech contribute to build an emotional and sentimental tone in wedding discourse, which strengthens the overall emotional connection with the audience.

Martin and Rose (2007, p. 68) point out that judgment is associated with the evaluation of human behavior in terms of "ability" (e.g., *charming young man / crazy*), "normality" (e.g., *common girl / jerk*), and "ethical standard" (e.g., *a very rare event / I am only joking before you call the police*). Relevant examples of judgment found in the data include *she looked like a little ET when she was a baby. / No, we would never do that hahahaha / She is opinionated, emotional and hard headed*. The fundamental elements of a wedding event vary greatly and are most likely based on the prior experiences of parents and close friends. One of the

distinguishing features of a wedding speech is the emphasis on personality and behavior in connecting to what is occurring. The effective use of judgmental resources frequently involves imaginative comparison (e.g., *she is a little ET, Jerk*), which can assist the father of the bride in creating a memorable wedding speech that captures the special audience's attention and leaves them feeling moved after laughing.

Appreciation is how writers or speakers assess the worth of things (Martin and Rose, 2003). For instance, the father describes his son-in-law during their first meeting (e.g., *he strained for a good angle of view*). Appreciation is divided into three subcategories: "reaction" (mental reaction to the thing), "composition" (components), and "valuation" (judgement of the appraised things) (Martin and Rose, 2003, p. 69). Grammatically, lexico-grammatical appreciation items, such as *happy days / good stories / loving*, tend to fit into cognitive mental process structures (Egins and Slade, 1997; Martin and Rose, 2003, 2007). The appreciation items found in this new wedding discourse tended to be more informal, personal, and intimate in nature. As previously stated, the speakers are typically members of nuclear families, so they have access to insider information and have greater authority and flexibility to express their own opinions and identities.

4.3.2 Appraisal analysis: Engagement

The source of attitude information is referred to as engagement (Martin and Rose, 2007, p. 49). The terms heterogloss and monogloss describe how different and complex languages are. Heterogloss is used when the source of an attitude is not the speaker, e.g., *she said that... her colleagues believe ...*, and monogloss is used when the source is the speaker's single voice, e.g., *I said* (Martin and Rose, 2007, p. 49). The subcategories of engagement include projection (e.g., others' voices), modality, and concession (e.g., *however, yet, but*) (Martin and Rose, 2007, p.49). Modality as a linguistic resource that creates a semantic space between positive and negative poles (Halliday and Matthiessen, 2004). Some expressions in the current study carried modality, such as *"the embarrassing tales I might tell about to say about her earlier years"* (Text 2 **Stage of Couples' Personality**), and negative polarity. *"Peter, once upon a time, there was a father in case you can't figure that out, that's me"* (Text 1 **Stage of Couples' Personality**). The use of modality expressions can enhance audience engagement while also fostering a specific mood or atmosphere.

4.3.3 Appraisal analysis: Graduation

According to Martin and White (2005, p. 151), gradability is a property shared by affect, judgment, and appreciation resources. Using graduation resources, speakers can rate their positive or negative attitudinal meanings (Coffin, 2003; Martin and White, 2005; White, 1998). Graduation is divided into two sub-categories: force and focus (Martin and Rose, 2007, p. 48). Graduation values by which speakers increase or decrease the impersonal impact, force, or volume of their utterances are referred to as force (Martin and White, 2005, p. 151; White, 1998, 2003). Perhaps the most visible manifestation of force is adverbial intensification (c.f. White, 1998) in wedding speeches, such as *slightly, really, very, more*, and so on. Quantification, for example, numbers, mass, and extent, is one of the manifestations of force (Martin and White, 2005, p. 151). For example, in wedding speeches, speakers frequently refer to imprecise reckonings of number (e.g., *a few days ago, several weeks*), mass or presence (e.g., *small, huge*), and extent in time and space being measured with respect to proximity (e.g., *immediately, recently*) or distribution (e.g., *life-long, short-term*) (Martin and White, 2005, p. 151). These terms can be used to infer the speaker's point of view. Furthermore, speakers can use focus resources to blur or sharpen the focus of their semantic categorizations (Martin and White, 2005, p. 151; also see White, 1998). Focus can be sharpened by using words like *exact, real story*, or blurred by using hedging and ambiguous language like *kind of, sorts of* (White, 2008, p. 17).

From the data, it is observed that graduation resources can emphasize a point, provide descriptive details, and/or add complexity to a specific statement to help the audience better understand the speaker's viewpoint by emphasizing or downplaying the degree of an attribute. Graduation resources can also be used by the father of the bride to influence the tone and mood of a wedding speech. To summarize, the impact of selecting lexico-grammatical items to reflect attitude is significant (Nickerson, 1999). As previously demonstrated, a wedding speech contains a high level of interpersonal meaning by conveying explicit attitude. The appraisal system is a theoretical framework used in this study to analyze evaluative interpersonal meaning in wedding discourse. It should be noted that graduation, attitude, and engagement are characteristics that work together to create interpersonal meaning in the text.

5. Conclusion

A wedding is one of the most important moments in a person's life. A speech given at a wedding typically includes a detailed account of the bride and groom, includes significant events in their lives, and occasionally mentions the newlyweds' parents or other close family members (Temirgazina, et al, 2022). Interpersonal marriage meanings that are compelling, emotional, and even humorous are reflected in wedding discourse. A typical wedding speech describes how the bride and groom met as well as some humorous life experiences in order to entertain the audience. Wedding speeches are also a component of how these interpersonal marriage meanings are created and distributed in society (Dunn, 2004). Wedding speeches, like other personal genres, are social events characterized by "a rhetorical intention managing generic structures" (Faramarzi, et al., 2015, p. 667). The majority of such

a speech is composed of linguistic elements of interest to linguists. The present study employs Halliday's systemic functional linguistics (SFL) to investigate wedding speech text analysis, which is based on language function and structure. SFL is a framework that highlights language's contextual nature and the significance of understanding the relationship between language and social context. SFL can be used to examine how language elements are used to establish social relationships in the setting of wedding speeches. Various wedding speech expressions on YouTube were analyzed to identify generic and salient linguistic features. A sample of 20 father-of-the-bride wedding speeches were chosen. The present study looked at the interpersonal meaning of wedding speeches in terms of social purpose, generic stages, tenor relationship, and other lexico-grammatical features. The present study evaluated the language resources used by speakers to achieve various communicative goals, such as forming interpersonal relationships, acting out roles, and fostering social harmony. The results of the present study hopefully provide a springboard for further investigation into the theoretical facets of language, applied linguistics, and sociolinguistics that affect the communicative behavior of the speakers in wedding discourse and offer an understanding of this novel media text form.

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Appendix: Table 1 Summary of wedding speech data in the present study

Text	Video Duration	Words in Transcripts	Text	Video Duration	Words in Transcripts
Text 1	3 mins 21 secs	352	Text 12	4 mins 57 secs	548
Text 2	9 mins 38 secs	623	Text 13	10 mins 32 secs	970
Text 3	5 mins 0 secs	715	Text 14	4 mins 19 secs	350
Text 4	8 mins 10 secs	760	Text 15	14 mins 18 secs	1,447
Text 5	10 mins 0 secs	1,100	Text 16	2 mins 14 secs	203
Text 6	8 mins 21 secs	771	Text 17	6 mins 38 secs	606
Text 7	11 mins 36 secs	1,079	Text 18	5 mins 11 secs	686
Text 8	7 mins 21 secs	695	Text 19	2 mins 38 secs	226
Text 9	6 mins 42 secs	609	Text 20	5 mins 15 secs	689
Text 10	8 mins 14 secs	765	Total	2 hours 20 mins 17 Secs	13,707
Text 11	5 mins 52 secs	513	Average	7 mins	685 words