



# Systemic Functional Multimodal Discourse Analysis on Interpersonal Meaning: Digital Video Campaign of World Health Organization

**Muhammad Rayhan Bustam**

English Literature Study Program, Faculty of Humanities,  
Universitas Komputer Indonesia, Jalan Dipati Ukur 102-106, Bandung, INDONESIA  
muhammad.rayhan@email.unikom.ac.id

## ABSTRACT

The study aims to determine how World Health Organization (WHO) packaged the World Health Day 2023 digital video campaign. The interpersonal meaning represented in the campaign shared in either its official website or official Youtube channel is analyzed. The method used is qualitative descriptive since the data are both visual and verbal modes contained in the campaign, and they will be presented descriptively in analysis. The analysis approach used is Systemic Functional Multimodal Discourse Analysis (SFMDA); therefore, both visual and verbal mode representations are considered in the analysis. To analyze the visual, the visual grammar theory by Kress and Leeuwen is used while to analyze the verbal, Systemic Functional Grammar theory by Halliday is used. The results show that both visual and verbal modes have complemented each other to insure proper information delivery to the viewers; thus, the expected goal from WHO as the campaigner can be well communicated.

**Keywords:** Interpersonal Meaning; SFMDA; WHO's Digital Campaign Video; World Health Day 2023

## 1. INTRODUCTION

The development of technology, especially the current Internet network technology, has indirectly changed the paradigm of social information collection and dissemination. Also, advancements in information technology such as smartphones and gadgets are ubiquitous and affordable, making internet access much easier. Internet usage is increasing dramatically every year. The latest data from Hootsuite shows that more than half of the world's population already uses Internet; as shown in Figure 1 the global digitization in 2023.

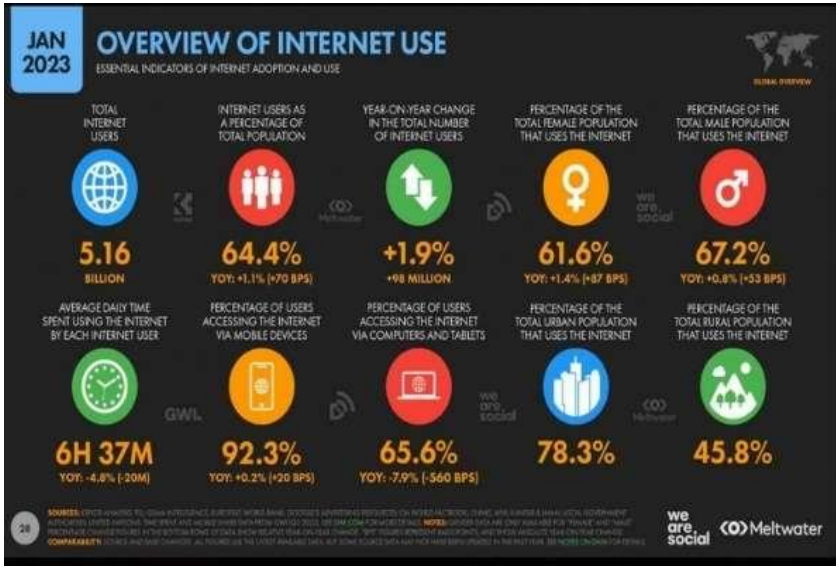


Figure 1: World’s Internet users in 2023.

Source: Hootsuite (2023).

Figure 1 shows that 5.16 billion people similar to 64.4 % of world’s population use internet; and, this will definitely increase in number in the following years. The development of internet media is a also used by companies, institutions and organizations to disseminate information in accordance with their respective visions and goals. One of them is like the World Health Organization (WHO). This world organization uses the internet media through its official website to disseminate information, especially those related to the current problems of health in the world.

Related to the disseminating information, WHO also uses campaign to share information, one of which is the campaign of World Health Day that is celebrated every year. The aim of WHO to hold World Health Day every year is to increase public awareness of important and urgent health issues around the world. World Health Day serves as a global platform that enables WHO and other health partners to convey key messages to communities, governments, and relevant sectors. Thus, as its crucial mission, it is an interesting thing to determine in what way World Health Organization (WHO) packaged the World Health Day 2023 Campaign through one of its campaign tools, ‘the digital campaign video’.

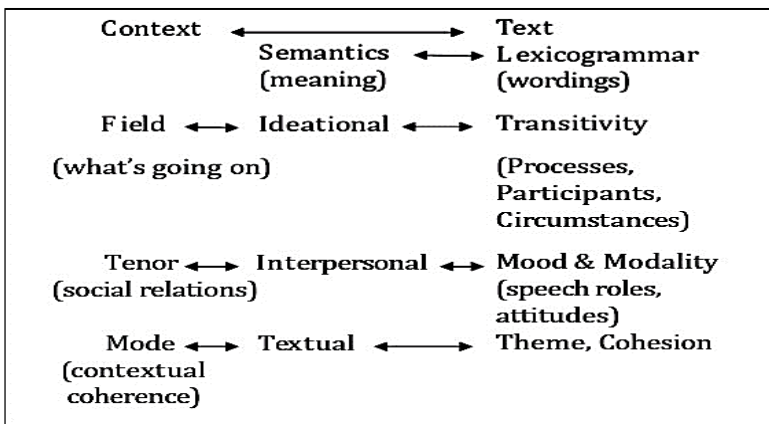
In its campaign for the World Health Day 2023, WHO uses digital video campaign posted in its official website <https://www.who.int/> and its official YouTube Channel. The video campaign is the data source for this study. In addition, since the video consist of verbal and visual in its presentation, this study uses Systemic Functional Multimodal Discourse Analysis (SFMDA) approach in analyzing the data.

**2. LITERATURE REVIEW**

Multimodality is the study of creating meaning through the co-development of different modes, including languages, images, gestures, and symbols (Jewitt et al, 2016). As the

results of the development of the study, especially in linguistics area, then Systemic Functional Multimodal Discourse Analysis (SF-MDA) was created. In addition, Systemic Functional Multimodal Discourse Analysis (SF-MDA) is a method for analyzing traditional discourses in social semiotics. Social semiotics is sometimes used in the broadest sense to refer to the study of semiotics that has a social (rather than structural) orientation (Knox, J.S., 2009). The SF-MDA method focuses on linguistic and visual analysis. This approach explains the use of systemic functional analysis as the main basis for linguistic analysis as a theory for discussing text and visual analysis, and for discussing the grammar of visual design for images. This basic theory is supported by the systemic functional grammar theory of M.A.K. Halliday examined the text in more detail and was supported by Kress and van Leeuwen's visual design grammar.

In Systemic Functional perspectives, there is relationship between context, meanings, and wordings as shown in figure 2.



**Figure 2:** Relationship between context, meanings, and wordings (Halliday, 2004)

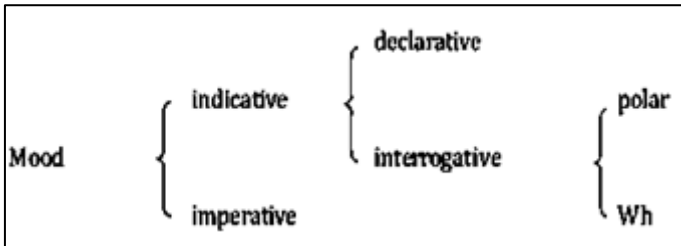
As this study then focuses on the linguistically (verbal) realization of interactive meaning through the concept of interpersonal meaning, the description focuses on mood and modality. Emotion is closely related to language roles (Bustam, M.R., 2020). Halliday says there are only two basic types of speaking roles: (i) giving and (ii) asking. Either the speaker gives something to the listener (a message, because he is asking the listener something). To give means "an invitation to receive" and "to ask" means "an invitation to give". The speaker not only does something himself, he also asks the listener to do something (Halliday, M.A.K., 2004). To get a clear description, let's see the table 1 basic speech roles in interpersonal metafunction.

**Table 1:** Basic speech roles in interpersonal metafunction

Role in Exchange	Commodity Exchanged	
	Goods-& services	Information
(i) giving	'offer' Would you like this teapot?	'statement' He's giving her the teapot

Role in Exchange	Commodity Exchanged	
	Goods-& services	Information
(ii) demanding	‘command’ Give me that teapot!	‘question’ What is he giving her?

Table 1 shows the four language functions resulting from combinations of goods exchanged and roles in the exchange: statements, questions, proposals, and commands. Language functions in four types of structures, which Halliday calls "mood structures": declarative, imperative, interrogative, and exclamatory. Affirmative sentences are made by declarative clauses, suggestions and questions are made by interrogative and exclamatory clauses, and imperatives are made by imperative clauses (Liping, C., 2017). The functions of speech can be seen in Figure 3 Mood structure.



**Figure 3:** Mood Structures (Halliday, 2004)

Also, regarding the method, there are three values implemented in the method as shown in Table 2 and the modal operators: high, media, and low, as shown in Table 3.

**Table 2:** Modality Values (Halliday, 2004)

	Probability	Usuality	Obligation	Inclination
<b>High</b>	certain	always	required	determined
<b>Median</b>	probable	usually	supposed	keen
<b>Low</b>	possible	sometimes	allowed	willing

**Table 3:** Modal Operator (Halliday, 2004)

High	Median	Low
must	will	may
ought to	would	might
has to	shall	can
is to	should	could

For visual analysis, interactive meaning is realized through the concept of interactive meaning including exposure, social distance, attitudes, and modes in relation to the

participants who interact and are represented. Area (Kress, G and Leeuwen T., 2021). For a clear description, see Figure 4.

Contact	Image Act	- Offer (Information) - Demand (goods/services)	
	Gaze	- Direct (degrees of Engagement) - Indirect (degrees of Disengagement)	
Social Distance	Size of Frame	- Close (Intimate/Personal) - Medium (Social) - Long (Impersonal)	
Attitude	Subjective Image	- Horizontal angle (degrees of Involvement & Detachment) - Vertical angle (degrees of power to the viewer, to the represented participants, or a relation of equality)	
	Objective Image	- Action Orientation (frontal angle) - Knowledge Orientation (top-down angle)	
Modality	Color	- Color saturation - Color differentiation - Color modulation	
	Contextualization	- Absence of background - Full detail	
	Representation	- Maximum abstraction - Maximum representation	
	Depth	- Absence of depth - Maximally deep perspective	
	Illumination	- Full representation of light and shade - Absence of light and shade	
	Brightness	- Maximum brightness - Black and white or shades light grey and dark grey	
	Coding Orientation		- Technological - Sensory - Abstract - Naturalistic

**Figure 4:** Interactive meanings in Visual Grammar (Kress & Leeuwen, 2021)

### 3. METHODOLOGY

This study uses qualitative method. The study focused on how interpersonal meanings are expressed in language (verbal) and images (visual) in WHO World Health Day 2023 video campaign. The study used SF-MDA method to perform the analysis. SF-MDA is an approach to study speech in multimodal or more than one mode (Bustam, M.R., 2021).

To implement this approach, some attempts are conducted as the parts of process in the study. One of the attempts is by deciding the video campaign's topic to raise and the main consideration to observe for the study. The present writer chooses World Health Day 2023 video campaign released by World Health Organization (WHO) through its official website. In addition, as the study focuses on the interactional meanings in both visual and verbal from the video, interactive meaning concepts involving contact, social distance, attitude, and modality related to interactive and represented participants are used to analyze the visual aspect, while the interpersonal meaning concept involving mood system analysis is used to analyze the verbal aspect.

#### 4. DISCUSSION

From the World Health Day 2023 digital video campaign, it is found 35 scenes, 12 sentences, and 21 clauses.



**Figure 5:** Video Scene 1

Source: WHO's Website and official Youtube Channel (2023).



**Figure 6:** Video Scene 2

Source: WHO's Website and official Youtube Channel (2023).



**Figure 7:** Video Scene 3

Source: WHO's Website and official Youtube Channel (2023).



**Figure 8:** Video Scene 4

Source: WHO's Website and official Youtube Channel (2023).



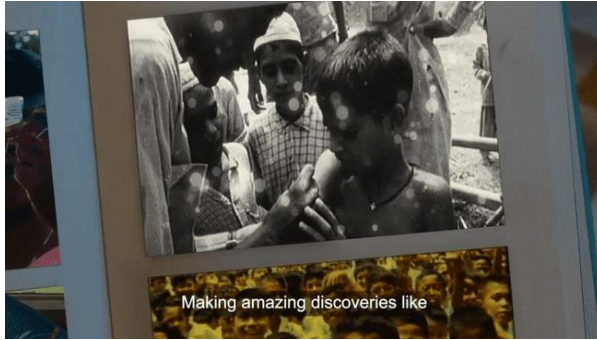
**Figure 9:** Video Scene 5

Source: WHO's Website and official Youtube Channel (2023).



**Figure 10:** Video Scene 6

Source: WHO's Website and official Youtube Channel (2023).



**Figure 11:** Video Scene 7

Source: WHO's Website and official Youtube Channel(2023).



**Figure 12:** Video Scene 8

Source: WHO's Website and official Youtube Channel(2023).



**Figure 13:** Video Scene 9

Source: WHO's Website and official Youtube Channel(2023).





**Figure 14:** Video Scene 10

Source: WHO's Website and official Youtube Channel(2023).



**Figure 15:** Video Scene 11

Source: WHO's Website and official Youtube Channel(2023).



**Figure 16:** Video Scene 12

Source: WHO's Website and official Youtube Channel(2023).



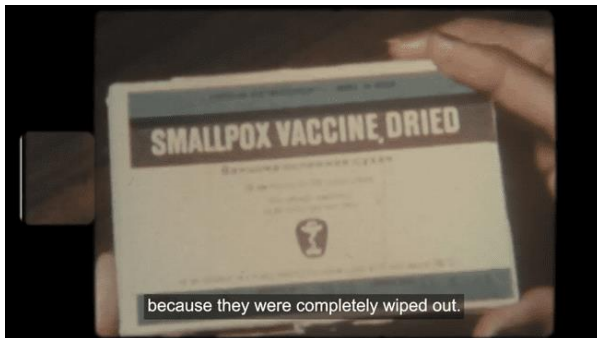
**Figure 17:** Video Scene 13

Source: WHO's Website and official Youtube Channel(2023).



**Figure 18:** Video Scene 14

Source: WHO's Website and official Youtube Channel(2023).



**Figure 19:** Video Scene 15

Source: WHO's Website and official Youtube Channel(2023).



**Figure 20:** Video Scene 16

Source: WHO's Website and official Youtube Channel (2023).



**Figure 21:** Video Scene 17

Source: WHO's Website and official Youtube Channel (2023).



**Figure 22:** Video Scene 18

Source: WHO's Website and official Youtube Channel (2023).



**Figure 23:** Video Scene 19

Source: WHO's Website and official Youtube Channel(2023).



**Figure 24:** Video Scene 20

Source: WHO's Website and official Youtube Channel(2023).



**Figure 25:** Video Scene 21

Source: WHO's Website and official Youtube Channel(2023).



**Figure 26:** Video Scene 22

Source: WHO's Website and official Youtube Channel (2023).



**Figure 27:** Video Scene 23

Source: WHO's Website and official Youtube Channel (2023).



**Figure 28:** Video Scene 24

Source: WHO's Website and official Youtube Channel (2023).



**Figure 29:** Video Scene 25

Source: WHO's Website and official Youtube Channel(2023).



**Figure 30:** Video Scene 26

Source: WHO's Website and official Youtube Channel(2023).



**Figure 31:** Video Scene 27

Source: WHO's Website and official Youtube Channel(2023).



**Figure 32:** Video Scene 28

Source: WHO's Website and official Youtube Channel(2023).



**Figure 33:** Video Scene 29

Source: WHO's Website and official Youtube Channel(2023).



**Figure 34:** Video Scene 30

Source: WHO's Website and official Youtube Channel(2023).



**Figure 35:** Video Scene 31

Source: WHO's Website and official Youtube Channel(2023).



**Figure 36:** Video Scene 32

Source: WHO's Website and official Youtube Channel(2023).



**Figure 37:** Video Scene 33

Source: WHO's Website and official Youtube Channel(2023).





**Figure 38:** Video Scene 34  
 Source: WHO’s Website and official Youtube Channel(2023).



**Figure 39:** Video Scene 35  
 Source: WHO’s Website and official Youtube Channel(2023).

The results of the study show the interactional meanings in both verbal and visual analysis. In verbal analysis, the interactional meaning is realized through the interpersonal concept involving mood and modality analysis as shown in table 4 Verbal Analysis: Mood Structures and Table 5 Verbal analysis: Modal Operator Values.

**Table 4:** Verbal analysis: Mood structures

Mood Structures	Declarative	Imperative	Interrogative
Total Clauses	18	3	-
Percentage	86%	14%	

**Table 5:** Verbal analysis: Modal operator

Values	Low	Median	High
Total Clauses	-	-	-

<b>Values</b>	<b>Low</b>	<b>Median</b>	<b>High</b>
<b>Percentage</b>	0%	0%	0%

In visual analysis, the interpersonal meaning is realized through the interactive meaning involving contact, social distance, attitude, and modality related to interactive and represented participants as shown in table 6 Visual analysis.

**Table 6:** Visual Analysis

<b>Visual Aspects</b>	<b>Visual Elements</b>	<b>Visual Markers</b>	<b>Total Markers</b>	<b>Percent age</b>
Contact	Image Act	Offer	8	23%
		Demand	27	27%
	Gaze	Direct	8	23%
		Indirect	27	27%
Social Distance	Size of Frame	Close (Intimate/Personal)	25	71%
		Medium (Social)	8	23%
		Long (Impersonal)	2	6%
Attitude	Subjective Image	Horizontal angle	30	86%
		Vertical angle	5	14%
	Objective Image	Action Orientation	30	86%
		Knowledge Orientation	5	14%
Modality	Color	Color saturation	-	-
		Color differentiation	-	-
		Color modulation	35	100%
	Contextualization	Absence of background	12	34%
		Full detail	13	66%
	Representation	Maximum abstraction	-	-
		Maximum representation	35	100%

Visual Aspects	Visual Elements	Visual Markers	Total Markers	Percentage
	Depth	Absence of depth	35	100%
		Maximally deep Perspective	-	-
	Illumination	Full representation of light and shade	35	100%
		Absence of light and shade	-	-
	Brightness	Maximum brightness	35	100%
		Black and white or shades light grey and dark grey	-	-
	Coding Orientation	Technological	-	-
		Sensory	-	-
		Abstract	-	-
		Naturalistic	35	100%

In verbal analysis, the most used mood structure is imperative. This means that WHO intends to highly persuade public to support their goal, which in this case is to support the campaign that we as people living in the world can create a healthy and happy life in the future if we can keep working together; because every person in the world play a role to make it happen. In addition, the use of declaratives is to give a simple description about the situation, and as the bridging for highlighting the commands. Furthermore, WHO does not use modal operators because WHO wants to show its seriousness and straight to the point of the information offered.

In visual analysis, the most visual markers used in contact are offer and direct. These means that WHO intends to highlight the main participant involved in the video. Besides, in social distance, the most visual markers used are close because the participants in the video are viewed from head to shoulder; this means WHO wants to give an image of the participant as a friendly and personal subjects. Also, in objective image of visual distance, the most visual markers used are action orientation because the participant in the video are looking directly to the viewers; this means WHO intends to give an image of the participant as the person who are ready in action whatever the situation is.

In modality of visual analysis, the use of color variation is an important method for expressing visual modality in that the more that color is reduced, the lower the modality. WHO uses color modulation to highlight the main participant in the video. It is used the blue color to highlight the participant; this means the modality is lower, so WHO intends to give a direct main point by using a straight-to-the-point information to the viewers. In

addition, in contextualization, WHO uses absence of background (in real-context). This means WHO intends to the viewers pay more attention to the main participant.

Furthermore, in modality of visual analysis, WHO uses maximum representation and absence of depth; this means that definitely the viewers can know clearly who the main participants in the video are. WHO also uses full representation of light & shade and maximum brightness since the main participants are highlighted in the video. This means WHO not only intends to highlight the participants but also intends to give a brief description of the situation and the action done by the participants. Besides, in coding orientation, WHO uses naturalistic; here, naturalistic means the dominant coding in society, the one which all members of the society share because they are being addressed as fellow members, no matter what level of education they have received, or their social status.

Finally, in terms of visual analysis, WHO quite succeeded in representing what it wants to the viewers. By using the simple and straight-to-the-point strategy, WHO wants to show its seriousness to persuade public for supporting their mission.

## 5. CONCLUSION AND RECOMMENDATION

From the study conducted, it can be concluded that WHO uses a digital video campaign to disseminate information for World Health Day 2023. Its goal to make the video are not only to get public attention and awareness of the current health problems but also to share optimism for people's better live in the future. The use verbal and visual elements in the video campaign quite support the WHO's mission. As the study aims to determine how WHO packaged the World Health Day 2023 Campaign especially in its digital video campaign, the study reveals that WHO uses simple and straight-to-the-point strategy. The fact shows that WHO intends to show its seriousness to persuade public for supporting its mission and goal.

## ACKNOWLEDGEMENT

The present writers gratefully acknowledge the support and generosity Rector of UNIKOM; without whom the present study could not have been completed.

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