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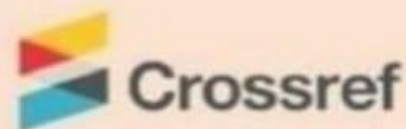
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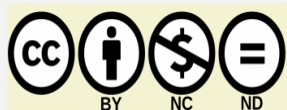
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Exploring Ideological Positioning in Barack Obama's Speech on Same-Sex Marriage: An Appraisal Theory Analysis

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Abstract:

The current qualitative and descriptive study examines the stance of one of America's critical figures, President Barack Obama, on the sensitive phenomenon of same-sex marriage by utilizing Appraisal Theory. The study aims to analyze a series of Obama's discourses from 2004 to 2011, thus it helps the reader grasp how well-known the American political figure like Obama uses language to influence the public and policies regarding LGBTQ+ rights. The findings show a remarkable shift in Obama's rhetoric, evolving from a cautious endorsement of civil union to a strong advocacy for marriage equality. Utilizing the Appraisal theory helps deconstruct Obama's use of language to transfer emotions, judgment, and engagement. Obama tries to show the audience his fairness, empathy, and inclusivity. His ability to engage with diverse perspectives and intensify his advocacy efforts reflects his growing commitment to social justice. The study illustrates the powerful role of political discourse in fostering social change, challenging discrimination, and promoting equality.

Keywords: Barack Obama, Same-Sex Marriage, Appraisal Theory, Attitude, Discourse.

1. Introduction:

Gay marriage (or Same-Sex Marriage) refers to the union between two individuals of the same sex, who share a mutual sexual attraction and desire to engage in an intimate relationship. Same-sex marriage is considered one of the most controversial and significant topics worldwide. Sexual attraction has many causes, including internal reasons, such as abnormal instinct, which is called homosexuality, or external reasons, such as attraction to external appearance (Warner, 1999; Adam, 2003). This issue sparked partial approval in some European countries and complete approval in other countries. The United States of America is one of the countries where this issue has led to long-term political and social tensions. Some states have fully recognized same-sex marriage, such as California, New York, and Massachusetts, while there are still states that refuse to recognize it. Recently, President Joe Biden, in the presence of many American audiences in 2022, on Tuesday, the fourteenth of December, announced a law that protects gay individuals and same-sex marriage throughout the United States of America. Biden described

this decision as a pivotal step towards equality, social justice, and freedom for all members of American society in all its forms. American law allows gay individuals to have the right to become parents using several methods, such as adoption, insemination, or surrogacy(Warner, 1999).

The discourse concerned with gay rights and same-sex marriage has emerged as one of the most important political, social, and economic issues, especially in recent decades, and this has led to many diverse reactions and statements from many public figures, decision-makers, and even the general public. Central to this discourse is the ideological positioning embedded within speeches and public statements made by influential figures. This topic has emerged as a significant concern that raises debates between political forces and civil society organizations, especially after the transfer of laws in power regarding teaching these matters even in schools as some laws related to it led directly and indirectly to limit parents' interference in raising their children. Therefore, this study analyzed a purposive sample of quotes and speeches from former US President Barack Obama over several years to reveal the implicit ideology and hidden meaning behind it (Drabble et al., 2020). Through a systematic analysis of linguistic features such as appraisal resources, engagement strategies, and discursive positioning, this study seeks to shed light on the ideological dimensions of Obama's speech and its implications for understanding the broader discourse surrounding same-sex marriage during his presidency. By interrogating the language used by a prominent political figure in addressing this contentious issue, this study might contribute to our understanding of the role of discourse in shaping public opinion, policy debates, and social change.

2. Research Questions:

These research questions are designed to guide the analysis of Obama's speech regarding same-sex marriage.

How does Barack Obama's speech on same-sex marriage utilize appraisal resources to express attitudes, engagement, and graduation toward this sociopolitical issue?

What discursive strategies does Obama employ to position himself ideologically within the discourse surrounding same-sex marriage?

3. Research Objectives

The main objectives aligned with the research questions Identify and analyze the employment of specific appraisal resources within Barack Obama's speech on same-sex marriage to discern the attitudes, emotions, and evaluations expressed towards this issue.

Examine the discursive strategies employed by Obama to position himself ideologically within the discourse surrounding same-sex marriage, including linguistic cues signaling support, ambivalence, or opposition.

4. Statement of the Problem:

Sex has been one of the most sensitive topics since the beginning of humanity and is surrounded by prohibitions and various reservations. Thus, the appearance of sex marriage in Europe and especially in America has created many debates. Despite significant progress toward the legalization of same-sex marriage in the United States, there remains a need for a nuanced understanding of the ideological dimensions embedded within the political discourse surrounding this issue. Based on the researcher's understanding, the use of Appraisal theory, part of Halliday's Systemic Functional Linguistics(SFL), has been underutilized in examining how national ideology and values of equality

are promoted through presidential speeches. The current study applies the appraisal theory to the US president's speech on same-sex marriage to identify the discursive strategies Obama employs to position himself ideologically within the discourse surrounding same-sex marriage and to understand how linguistic devices are used to express attitudes, engagement, and graduation, ultimately guiding cultural and social values toward greater equality and inclusive. By employing Appraisal theory as a theoretical framework, the study aims to uncover the evaluative language, discursive strategies, and ideological underpinnings inherent within Obama's discourse, thereby contributing to our understanding of the role of language in shaping public opinion, policy debates, and social change surrounding LGBTQ+ rights and marriage equality in the United States.

5. Significance of the Study:

Analyzing presidential discourse through appraisal theory is crucial for grasping how language influences audiences and shapes public opinions, as it reveals the linguistic strategies political leaders use to channel emotions and opinions, making their speeches effective and persuasive. These realizations might contribute to better formulation of future political messages to achieve the desired effects. Moreover, presidential speeches play a large role in influencing public policies and legislation, and understanding how language is used to guide political debates can help explain some of the changes in policies and laws. By examining multiple speeches across various contexts and times, the study identifies consistent patterns and themes in Obama's discourse on LGBTQ+ rights, ensuring that the findings are not reliant on a single speech or event. The results can add a source to the literature that explores political discourses and political ideology.

Such discourse analysis also might contribute to increasing the public's awareness of the impact of language on shaping their concepts and opinions, which enhances their ability to think critically and interact more consciously with political discourses. This study provides a practical application of linguistic theory in the field of politics, which contributes to the development of linguistic and political sciences. Examining language in political discourse to depict social realities, homosexuality, and same-sex marriage, can also contribute to enriching the field of critical discourse and knowing the how and impact of political discourse on political and social positions and decisions. Promoting transparency and effective communication between leaders and citizens can support democratic processes by improving the quality of public dialogue and civic engagement. With this understanding, positive interaction between leaders and the public can be enhanced, which supports democracy and achieves effective communication between various parties.

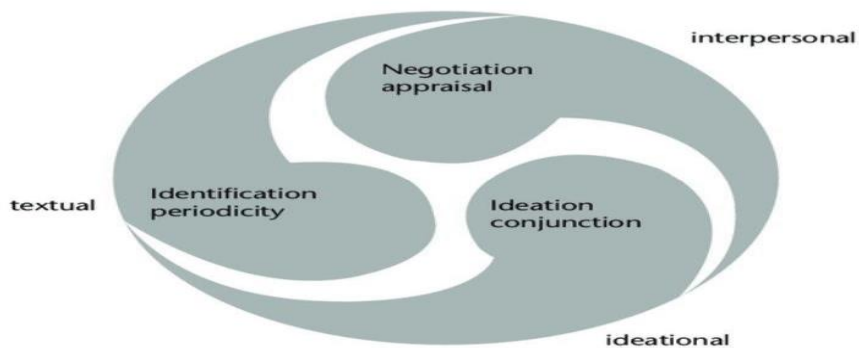
6. Appraisal Theory:

Appraisal Theory, stemming from the view of language adopted by Systemic Functional Linguistics (SFL), was developed by the two pioneers James. R. Martin and Peter. R. White. It explored language evaluative functions and focused on the language of evaluation, attitude, and emotion. Rooted in psychology, the theory focuses on how language is utilized to express attitudes and evaluate events and entities, and thus express interpersonal meanings in discourse. Martin and White, in their seminal work "*The Language of Evaluation*" published in 2005, collaborated extensively on this topic and they present a system that shows a way of classifying "interpersonal meanings" that are highly interrelated with systems of negotiation and "Speech Function". They, thus, had a fundamental influence on understanding the way in which language conveys interpersonal

meaning and how evaluative language operates and functions in various types of texts (Scherer, et al.,2001).

In 2005, Martin and White stated that the aim of evolving this frame was to broaden traditional considerations concerning aspects of writer\ speaker evaluation, commitment, knowledge, and certainty, that help the reader realize and grasp how the “ textual voice “ puts itself with other positions in the discourse as well as other voices. Consequently, this theoretical model opens the door to grasping meaning analysis in context and the rhetorical effects rather than toward grammatical structures. In the words of these two scholars, the basic principles of this theoretical framework are the negotiation of solidarity and providing a clear description and theoretical systematization of sources that linguistically have the value of social experience and patterns of interpersonal meanings of discourse (Martin and White, 2005).

The appraisal model adopts the idea that there is a shared understanding or agreement intersubjectivity between the writer and the reader who have common cultured and social realms that create and institutionalize the environment in which opinions and emotions are organized, controlled, and arranged through language. To put it simply, this model helps facilitate the study of evoked and inscribed codification of “intersubjectivity” in the discourse, putting in mind the interpersonal epistemological expressions. In line with Martin and Rose (2007), the appraisal system helps us provide a generalization of different lexico-grammaticalizations that tie various emotions that pave the way for an easy description of the prosody of evaluation regarding different issues such as genre (Martin, 2014). Following the SFL paradigm, Martin and White see that the systems of discourse semantics are arranged by metafunction which allows the reader and the writer “to reinterpret from interpersonal perspective resources that are experientially constituted in lexicogrammar and states of affection and mental processes, and to investigate them by accounting how attitudes are realized in the discourse in cumulative and prosodic issues.



the metafunctional organization of discourse semantic

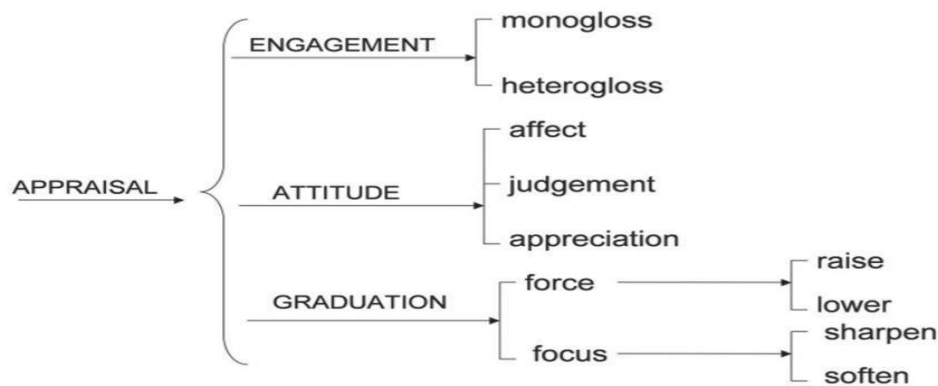
As stated by White (2015) the appraisal is a multidimensional framework because it involves evaluation in three critical semantic structures: “Engagement, Attitude, and Graduation.” These semantic structures that constitute the theory involve subsequent sections. As for the Attitude, it shows how the representation of feelings are presented as three systems of areas of meaning: “emotions (affect), that deal with the positive expression of feelings or negative ones. The other system is ethics (judgment), regarding attitudes of behavior such as admiration, criticizing, praising,

or condemning. The last system is aesthetics or appreciation which accounts for the evaluation of natural phenomena and semiotics according and the way in which they are valuable or not in a particular context.

As for the graduation, it deals with the idea that the attitudes' value can be lowered or raised in the discourse and thus the meanings (Force) can be intensified or diminished, or the meanings can “soften” or “sharpen” the boundaries of categorical meanings of an attitudinal value (Focus) or experiential phenomenon. Utilizing words like ‘kind of’ or ‘sort of’ and “genuine” or ‘real’ are the best examples of Focus and Force. On the other hand, Graduation allows researchers to assess and evaluate the intensity of ideological expressions. i.e.; the use of strong evaluative language can indicate a speaker's deep commitment to an ideological position, while more tempered language might suggest a strategic moderation intended to appeal to a broader audience (Martin & White, 2005; Lazarus& Folkman,1984).

As per the research findings of Martin and White,2005 “the semantic system of engagement”, reacts to a social dialogic perspective and involves the interpersonal negotiation of the attitude sources. The system of engagement helps realize the origin or source of attitudes and identifies discourse as more heteroglossic or monoglossic in orientation and this depends on the way in which writers recognize alternative positions in the discourse concerning their heteroglossic or monoglossic construals. Heteroglossic embraces linguistic diversity whereas monoglossic concerns with linguistic uniformity. Following Martin and White, Engagement is crucial in grasping how speakers and writers align themselves with certain ideologies or distance themselves from opposing viewpoints. Politicians often use various linguistic strategies to either go with their audience's beliefs or challenge the opposition’s stance. By analyzing these strategies, researchers can uncover how language is used to negotiate ideological positions and persuade audiences (White, 2015).

From 2000 to 2003, White evolved a social dialogic perspective that looked for resources such as modality, projection, concession, comment, and polarity adverbials that ‘position one opinion with another – by acknowledging a possibility, quoting or reporting, countering, denying, affirming. When involved with appraisal analysis, appraisal analysts have to declare the reading positions because evaluations are always influenced by the institutional position from which reading is derived(Tracy & Robins, 2007). The following figure gives more illustration:



The basic Semantic Systems of Appraisal Framework

Appraisal Theory allows researchers to gain a deeper understanding of how ideological positions are constructed and conveyed through language because it represents a tool to dissect the evaluative language used in discourse, revealing the attitudes and judgments that reflect underlying ideologies (Martin & Rose, 2007). In political speeches, a CDA approach informed by Appraisal Theory might explore how a politician's language reveals their ideological stance on critical issues like immigration, healthcare, or economic policy (Fairclough, 2001).

7. Understanding Ideology:

As a notion, ideology is commonly utilized in politics, social sciences, and mainstream media. We primarily learn our ideological beliefs through reading and listening to other group members, starting with our parents and peers. As we grow older, we absorb ideologies by watching television, reading school textbooks, advertisements, newspapers, and novels, and participating in everyday conversations with friends and colleagues, among many other forms of communication (van Dijk, 2012). Certain types of discourse, such as catechisms, party rallies, indoctrination, and political propaganda, are specifically designed to teach ideologies to group members and newcomers (Van Leeuwen, 2008).

Since the invention of the notion by Destutt de Tracy, a French philosopher, the notion of ideology has been submitted and investigated by thousands of scholars and experts to find its clear picture and discover its dark sides. Many definitions have been given to ideology. Van Dijk defines it as “a system of beliefs”. In psychology it commonly indicates “thoughts” of any type of “beliefs” and as such it could; be defined as the core principles of a group and its members (Wodak & Meyer, 2009).

Ideology might refer to a negative notion when it stands for the misleading beliefs of the dominant group that van Dijk refers to as the polarization between “US” and “THEY”. Furthermore, language use as a social practice is highly affected by the concept of ideology, and in turn, language influences the way through which we learn, acquire, and change ideology (van Dijk, 2012).

Ideologies differ from common sociocultural knowledge in that they are not universally accepted and cannot be presupposed to be shared by everyone. Rather, ideologies often provoke differences of opinion, conflict, and struggle, much like attitudes do. Nonetheless, an “ideological group” can be identified by its members' shared ideology, such as socialists, feminists, or anti-racists. Within these broader groups, there may be subgroups with variations of the main ideology, and individual members may hold personal opinions on certain issues (Chilton, 2004).

Ideologies are considered “basic systems” of beliefs because they organize and influence other, more specific beliefs. For example, a racist ideology might shape various prejudices or attitudes about immigration, the intellectual capabilities of minorities, the role of immigrants in the labor market, and the relationship between immigration and crime. These varied attitudes, across different societal aspects, are structured by core beliefs about the negative attributes of “Others” (van Dijk, 2012).

Ideology in CDA is often implicit, and seamlessly woven into everyday language. Fairclough (1995) argues that ideologies are frequently presented as common sense or self-evident truths within discourse, which helps maintain existing power structures by making them seem natural and unquestionable. For instance, Fairclough (2001) points out that media discourse can shape public perceptions by embedding ideological messages within seemingly neutral news reports. These

messages can reinforce stereotypes, legitimize particular viewpoints, and marginalize others, thereby perpetuating social inequalities, thus ideology is a central concept in CDA, providing insight into how language contributes to the construction and perpetuation of power relations. By exposing the ideological foundations of discourse, CDA seeks to challenge dominant ideologies and promote social change. Consequently, using a variety of analytical tools to reveal how language perpetuates social inequalities and to highlight opportunities for resistance and transformation (Fairclough,2001; Fairclough,2001).

8. Same-Sex Marriage in America:

Marriage is considered one of the most critical events in human lives because of its direct connection to family and society's construction. Marriage, Death, and Birth are three inconceivable facts. Thus, to refresh life there must be a continuation of marriage. Recent centuries have witnessed many major problems and challenges facing humans, including same-sex marriage. The issue of same-sex marriage has developed into one of the major issues in human rights movements in many countries, including the United States. This topic has gained great importance because it poses a challenge to the individual and society alike. This phenomenon has spread widely in European countries, and America is one of the countries where this marriage has spread, as it sought to strengthen the principle of equality for this group of society(Gates & Newport, 2014)

Is homosexuality a natural behavior resulting from a genetic inheritance that has developed over thousands of years, or is it an acquired behavior and psychological disorder linked to several social and environmental factors? This issue has remained a source of controversy for many years, especially in Western countries, including America. This phenomenon has gone through several political and social obstacles because it is an issue that is fundamentally against human nature and controversial in many countries. In America, same-sex marriage has gone through several turning points because it has sparked widespread controversy in many aspects at the political and societal levels. This sensitive topic of same-sex marriage in the United States has evolved from widespread rejection to full recognition, passing through critical stages over the decades(Gates, 2014).

In 1972, the Supreme Court in *Baker v. Nelson* refused to recognize same-sex marriage, placing the issue outside the scope of the federal Constitution for a long time (Pew Research Center, 2023). During this period, many states explicitly banned same-sex marriage, such as Virginia in 1975 and California in 1977 (Pew Research Center, 2023; Jones, 2017).In 1993, the Hawaii Supreme Court's ruling in *Baer v.*

Levin generated national attention when the court ruled that banning same-sex marriage may be unconstitutional, leading several states to pass laws explicitly prohibiting same-sex marriage (Pew Research Center, 2023). In 1996, President Bill Clinton signed the Defense of Marriage Act (DOMA), which defined marriage at the federal level as a union between one man and one woman only, and prevented same-sex marriage from being recognized at the federal level (History.com Editors, 2020).

In 2003, the Massachusetts Supreme Court ruled in *Godrej v. Department of Public Health* that prohibiting same-sex marriage was unconstitutional, making Massachusetts the first state to recognize same-sex marriage in 2004 (History.com Editors, 2020; Pew Research Center, 2023). Despite this, other states continue to ban same-sex marriage, and thirteen states passed constitutional amendments

to prohibit such marriage in 2004 (Pew Research Center, 2023). In 2010, President Barack Obama began to change his position on same-sex marriage, and in 2012 declared his public support for it. In 2011, his administration ordered the Department of Justice to stop defending DOMA (Gates, 2013). In 2013, the Supreme Court ruled DOMA unconstitutional in *United States v. Windsor*, leading to same-sex marriage being recognized at the federal level in states that allow it (History.com Editors, 2020; Pew Research Center, 2023). In 2015, the Supreme Court ruled in *Obergefell v. Hodges* that the same-sex marriage ban was unconstitutional, making same-sex marriage legal in all US states (History.com Editors, 2020).

The issue of same-sex marriage raised the fact that many marriage equality activists in America used many methods to achieve justice for this category of American society, but many laws and courts have led to more challenges facing this category. It is important to note that the first state in America to enact a law to recognize same-sex marriage was the state of California in 1999, by establishing what is called a domestic partnership and similar rights for same-sex people, and these benefits are similar to the rights of individuals in heterosexual marriage (*United States v. Windsor*, 2013). Studies also indicate that there were 690,000 same-sex couples in America in 2013, but in 2015 the number increased to one million people, or about 0.5 percent of American families and about one percent of all married and unmarried couples. Regardless of the accuracy of the statistics surrounding this issue, it is clearly clear that same-sex marriage in America is increasing and doubling or tripling in one year. At the end of 2013, same-sex marriages reached 130,000, and in 2015 they reached 390,000 (History.com Editors, 2020; Hilal, 2025). Recent statistics indicate that the rate of same-sex marriage in America has risen significantly since its legalization nationwide in 2015. This increase reflects greater social acceptance and changes in cultural perception toward same-sex marriage. Moreover, these numbers are not only indicators of progress in gay rights but also reflect the impact of legal and political decisions in achieving equality and promoting understanding between different segments of society.

Despite the difficulties and pitfalls that this issue has experienced, it is considered one of the symbols of the progressive social system and a reflection of the profound cultural change in society. Legal decisions express American society's commitment to justice and human equality, according to the American point of view.

9. Barack Obama: A Short Overview:

In the state of Honolulu in 1961, former President Barack Obama was born on August 4 from a short-term marriage between a Kenyan student and an American mother. His diverse heritage includes a mother from Kansas, Ann Dunham, and a father from Kenya, Barack Obama Sr. After the father separated from the American mother, the father returned to his native country, and Obama was only two years old at the time, thus, moved to Hawaii to live with his grandmother and grandfather. Obama completed his primary and secondary studies in the same state where he was born (Nelson, (n.d.).

He studied political science in New York at Columbia University, then moved to Chicago, where he worked there for three and a half years in one of the local authorities. He studied law at Harvard University, graduated from it, and then held prestigious leadership positions at the university. He was the first African to hold these positions in the university. Obama practiced the legal profession and

worked in Chicago as a lawyer specializing in the field of civil rights defense, and most of his clients were victims of discrimination. President Obama has many activities in addition to the legal profession. He wrote two famous books and gave many lectures at the College of Law in Chicago. These lectures were present everywhere and at any time because they touched on sensitive topics such as abortion, the rights of homosexuals, and opposition to the war in Iraq (The Editors of Encyclopaedia Britannica. 2024, May 24).

As for his political experience, the 44th president is considered one of the distinguished leaders who entered American politics from its broadest doors, as he was the first American president of African descent to reach the White House. The statesman was known for his opposition to the war on Iraq, his biased positions towards Israel, and his ability to influence the people's thoughts and collect electoral votes from voters of all orientations and inclinations. Obama's political life was very active (Khairi, Naser, & Naji, 2025; Nelson, (n.d.). As the 44th president of the United States, Obama's tenure was characterized by significant legislative achievements because he was active in politics and political speeches, thus impactful policies. These are some of his activities during successive years:

In 1996, he was elected to the US Senate in Illinois, and

in 2004 he won the congressional elections in the same state, thus becoming the first African American to win a congressional term.

In 2007, he announced his intention to run in the Democratic Party elections for the position of the party's candidate for the presidential elections, and he won in 2008 after competing with Hillary Clinton. Barack Obama made history in 2008 by becoming the first African American president of the United States, running on a platform of "Hope and Change" (Nelson, (n.d.).

He defeated John McCain in the 2008 elections on November 4, becoming the first president of African descent to reach the White House.

In 2012, he was re-elected to the US presidency after running against his rival from the Republican Party, Mitt Romney (History.com Editors. (n.d.).

In 2009, Obama won the Nobel Peace Prize and is considered the first American president of African descent to receive it and the third president in the history of the United States of America. In the same year, he called for opening a new page in relations between America and the Arab world after the so-called war on terrorism and promoting peace in the Middle East, but he remained steadfast in his positions in support of Israel and biased toward it.

In 2017, he left the White House, leaving behind him great and noticeable popularity (Nelson, (n.d.).

Despite facing criticism and challenges, including political polarization and debates over his policies, Obama remains a significant figure in American politics and a symbol of progress and change. Since leaving office, the 44th president has remained active through the "Obama Foundation", Barack Obama not only authored two influential books, "*Dreams from My Father*" and "*The Audacity of Hope*," but also established the Obama Foundation, which focuses on promoting global civic engagement and empowering future leaders advocating for issues such as climate change, democracy, and social justice. It seems that Barack Obama's story is not just one of personal achievement but of a collective aspiration for a society where every individual has the opportunity to succeed. Let his legacy inspire us to continue the work of building a more just and compassionate world.

10. Data Collection:

As part of the current study on same-sex- marriage, the researcher relied on a YouTube video available, which contained excerpts from speeches by former US President Barack Obama. The video's link is:

<https://youtu.be/SpXjtzOVZnU?si=VzjyMdT-BefzKYZf>. These excerpts cover Obama's speech related to same-sex marriage. This video was carefully selected because the clips are dated by date, location, and occasion, lending accuracy and credibility to the data used in the study. The researcher found this video to be best chosen for study, as it provides comprehensive context and insight into the topic at hand. The primary data consists of selected speeches by President Barack Obama where he addresses LGBTQ+ rights. The speeches were chosen based on their relevance to key moments in the advancement of LGBTQ+ rights and their varied contexts (e.g., campaign speeches, policy announcements, interviews).

The specific speeches analyzed include:

Illinois Senate Debate, October 2004

CNN/YouTube Debate, July 24, 2007

Ohio Campaign Trail, March 1, 2008

Rich Warren Interview, August 16, 2008

Human Rights Campaign Dinner, October 1, 2011

LGBT Leadership Council Gala, June 23, 2011

11. Ethical Considerations:

The researcher affirms the commitment to ethical standards in the study based on the video available at the following link:

<https://youtu.be/SpXjtzOVZnU?si=VzjyMdT-BefzKYZf>. This video includes statements by former US President Barack Obama about same-sex marriage. The researcher emphasizes transparency and accuracy in the use of sources by clarifying that the video used is the primary source of data and providing details about its content, history, and context. In addition, the study treats the content of the video and the people mentioned in it with respect, and the researchers avoid using any language that may be inflammatory or offensive, taking into account the sensitivities related to the topic of same-sex marriage.

12. The Data Collection Process:

To collect data, the researchers first find a relevant YouTube video featuring President Obama and then evaluates its content to ensure it meets quality and suitability standards. The next steps involve transcribing the full texts of each video clip and documenting each clip with the date and location mentioned. An electronic online tool for text transcribing and data organization "*Live Transcribe & Sound Notification*" is employed throughout the process. Qualitative content analysis is conducted to identify patterns and changes. Each step of the data collection and analysis is meticulously documented in a methodology file to ensure clarity and reproducibility. The researchers are keen to conduct a comprehensive approach to ensure that the data collected is accurate, well-organized, and ethically gathered, providing a solid foundation for subsequent analysis and conclusions. This table summarizes the main data collection steps clearly, outlining the actions and purposes for each step in the process:

Step	Action	Purpose
1. Discover evaluative content on YouTube	Search and identify videos with evaluative content relevant to the research topic.	Search and identify videos with evaluative content relevant to the research topic.
2. Transcript by using the “Live Transcribe&Sound Notification” App	Use the “Live Transcribe & Sound Notification” app to generate transcripts of the videos.	Convert spoken content into written text for easier analysis.
3. Documenting Dates and Places	Record the dates and locations of when and where the videos were found and transcribed	Maintain an accurate and organized record of data sources.
4. Data Verification.	Verify the accuracy of the transcriptions and documented information	Ensure the data is reliable and valid for further analysis.
5. Qualitative Analysis	Analyze the transcriptions qualitatively to identify key themes, patterns, and insights.	Derive meaningful conclusions from the data.
6. Consider Ethics	Ensure all ethical considerations are addressed, such as privacy and consent.	Conduct the research responsibly and ethically.

Data Collection Steps

13. Data Analysis and Discussion:

1. Obama’s Speech Segment (Illinois Senate Debate (Oct 2004)

“I believe that marriages between a man and a woman. But I also detest the sort of bashing and vilifying of gays and lesbians because I think it's undivisible. It's unnecessary. Most gays and lesbians are simply seeking basic recognition of their rights.”

Attitude:

Attitude deals with expressions of feelings, judgments of behavior, and evaluations of things. It can be divided into three categories: Affect, Judgment, and Appreciation. Affect (Emotions): Obama expresses his personal feelings using words like “detest” which conveys a strong negative emotion towards the act of “bashing and vilifying” gays and lesbians. Additionally, the expression “unduly divisive” shows negative feelings toward the unnecessary division created by such action. This indicates a clear emotional stance against discriminatory behavior and his discomfort with the treatment of gays and lesbians.

Judgment (Behavior): He implicitly judges the actions of those who “bash and vilify” gays and lesbians as morally wrong and unnecessary. His use of "detest" and “unnecessary” also carries an implicit judgment about the inappropriateness and harm of such actions. Obama evaluates the actions and rights of gays and lesbians, as well as those who discriminate against them: “Most gays and

lesbians are simply seeking, uh, basic recognition of their rights.” This statement evaluates the behavior of gays and lesbians positively, portraying their actions as reasonable and justified. Obama judges discrimination against gays and lesbians in various areas negatively, emphasizing the ethical and moral wrongness of such discrimination. Appreciation (Things): The phrase “basic recognition of their rights” reflects Obama's appreciation for the concept of equal rights. He evaluates the rights of gays and lesbians as something fundamental and necessary.

Engagement:

Engagement refers to how the speaker positions themselves in relation to the viewpoints they present, including how they align with or distance themselves from other opinions. Obama clearly positions himself against discriminatory behavior towards gays and lesbians. By stating “I believe that marriages between a man and a woman,” he aligns himself with traditional views on marriage. However, he also distances himself from the negative actions of “bashing and vilifying” by explicitly condemning them. His use of the phrase “I also detest” serves to acknowledge a common viewpoint (traditional marriage) while simultaneously introducing his opposition to discrimination, thus showing a nuanced stance.

In his speech, Obama mainly uses heteroglossic statements, but there is one notable monoglossic statement: “I believe that marriage is between a man and a woman.” Monoglossic statements present a single viewpoint without acknowledging other perspectives. The statement shows a clear, unambiguous personal belief without engaging with alternative viewpoints. On the other hand, Obama in “I also uh detest, uh, the sort of uh, bashing and vilifying of uh gays and lesbians, uh, because I think it's unduly divisive.” uses heteroglossic statements to include different perspectives and to soften the assertion of his own beliefs. Heteroglossic statements acknowledge multiple viewpoints or possibilities. Using phrases like “I also” and “because I think,” Obama acknowledges other perspectives while presenting his own view. The use of “most” indicates recognition of a general trend without claiming it applies to all individuals.

Graduation:

Graduation deals with the scaling of intensity or the degree of certainty in evaluations. The term “detest” is a strong word that intensifies Obama's disapproval of discriminatory behavior. It shows a high level of emotional intensity and commitment to his stance against such actions. The word “unnecessary” minimizes the justification for bashing and vilifying, indicating that there is no valid reason for such behavior because discriminatory actions are not legitimate. The use of the word “basic” in the phrase “simply seeking basic recognition of their rights” emphasizes that the rights sought by gays and lesbians are critical and non-negotiable. In addition, the word “simply” suggests the urgent request for their reasonable rights, downscaling any potential opposition. He constructs a narrative that recognizes the rights of gays and lesbians while still aligning himself with conventional views on marriage. It appears that Obama implicitly adopts a balancing act to appeal to a broad audience by addressing both sides of the debate. Obama's speech implicitly challenges the power dynamics that allow discrimination against gays and lesbians.

By emphasizing the need for “basic recognition of their rights,” he highlights the marginalization of this group and calls for a more inclusive approach. His condemnation of “bashing and vilifying” acts as a call to action for social change, urging society to move away from divisive behaviors and

towards greater acceptance and recognition of LGBTQ+ rights. Furthermore, Obama uses force to adjust the intensity of his statements: "I believe that marriage is between a man and a woman but I also uh detest, uh, the sort of uh, bashing and vilifying of uh gays and lesbians, uh, because I think it's unduly divisive." Force involves scaling the intensity or degree of feelings and evaluations. The phrase "rights for everybody not just for some people" sharpens the focus on the principle of universal rights, emphasizing inclusivity and fairness.

2. Obama's Speech Segment (CNN/Youtube Debate (July 2007)

"We've got to make sure that everybody is equal under the law. The civil unions that I proposed would be equivalent in terms of making sure that all the rights that are conferred by the state are equal for same-sex couples as well as for heterosexual couples. Now with respect to marriage, it's my belief that it's up to the individual denominations to make a decision as to whether they want to recognize marriage or not."

Attitude:

In this excerpt, Obama does not explicitly use emotional language in this segment, but his insistence on equality ("we've got to make sure that everybody is equal under the law") in the overall tone suggests a strong commitment to fairness, fairness, and justice. On the other hand, in "We've Got to Make Sure," Obama implicitly judges the current situation as lacking in equality. His use of "proposed" civil unions indicates a proactive stance, judging his actions as necessary and positive steps towards equality and this appears as a Judgment (Behavior). "Uh are equal for samesex couples as well as for heterosexual couples." This part of the speech evaluates the importance of specific civil rights, implying they are essential and should be equally accessible to all. Furthermore, Appreciation involves evaluating things, events, or phenomena. Obama's appreciation is evident in his emphasis on civil rights and equality: "Uh, the civil unions that I proposed would be equivalent in terms of making sure that all the rights that are confirmed by the state." The statement shows appreciation for civil unions as a means to ensure equal rights. in his speech "All those critical civil rights that are conferred, uh by our government those should be." Obama appreciates the role of the government in conferring critical civil rights and implies they should be universally accessible. The term "equivalent" and the phrase "making sure that all the rights that are conferred by the state are equal" evaluate civil unions positively.

Engagement:

Engagement refers to how the speaker positions themselves in relation to the viewpoints they present and how they engage with other perspectives. Obama uses inclusive language ("we've got to make sure") to align himself with his audience and the broader public who support equality under the law. This inclusive stance invites agreement and positions him as a leader advocating for fairness. By stating "it's my belief that it's up to the individual denominations to make a decision," Obama acknowledges and respects the autonomy of religious organizations. This positions him as a mediator who respects both civil rights and religious freedom, engaging with multiple viewpoints on the issue of marriage.

Obama uses both monoglossic and heteroglossic statements in this excerpt: "We've got to make sure that everybody is equal under the law." This is a monoglossic statement presenting a clear, unambiguous stance on equality under the law. And "Uh, but in terms of you know the rights of

people to uh transfer property to have Hospital visitation all those critical civil rights that are conferred, uh by our government those should be.” States Another monoglossic statement asserting that these rights should be guaranteed for all. The use of Heteroglossic is clear in his statements which acknowledge multiple viewpoints or possibilities and to consider different perspectives: in “Now with respect to marriage. It’s my belief that it’s up to the individual denominations to make a decision, uh, as to whether they want to recognize marriage or not.” Obama acknowledges that different religious denominations may have varying views on marriage, indicating a heteroglossic approach.

Graduation deals with the scaling of intensity or the degree of certainty in evaluations. Obama uses force to emphasize the importance of equal rights: “We’ve got to make sure that everybody is equal under the law.” The phrase “We’ve got to” intensifies the necessity and urgency of ensuring equality and the word “critical” and the emphasis on “should be” intensify the importance of these civil rights. Obama also sharpens the focus on civil rights and equality. The word “equivalent” sharpens the focus on the equality of rights provided by civil unions. The use of “critical” sharpens the focus on the essential nature of these rights.

3. Obama's Speech Segment (Ohio Campaign Trail (March 1, 2008)

“With respect to gay marriage. I, I do not support, uh, gay marriage, but I support a very strong version of civil unions. Uh, where I think the state has to recognize the same rights and responsibilities for gay people. Same-sex couples as they do for anybody else. Because the state is not a religious institution and I believe in equal protection under the law. And so making sure that the right to transfer property, hospital visitation, uh, you know, non-discrimination, all those principles. Apply to same couples. I think is important.”

Attitude:

Attitude in Appraisal Theory deals with expressions of feelings, judgments of behavior, and evaluations of things. Affect (Emotions): Obama does not explicitly use strong emotional language, but his careful phrasing “I do not support, uh, gay marriage, but I support a very strong version of civil unions” and his choice of words conveys a sense of strong support for civil unions and this indicates a nuanced position. He shows a pragmatic approach rather than an emotional one. On the other hand, judgment (Behavior): Obama judges the actions and responsibilities of the state by emphasizing that it “has to recognize the same rights and responsibilities for gay people.” This implies a moral obligation for the state to ensure equality, reflecting a positive judgment of inclusive legal practices. He positively judges the ethical necessity for the state to ensure equal rights and responsibilities for same-sex couples. In “Because the State is not a Religious Institution.”, he evaluates the role of the state, emphasizing the separation between state and religious institutions, which he sees as an important ethical principle.

Appreciation (Things): He evaluates civil unions positively by describing them as a “very strong version” and stressing the importance of “equal protection under the law.” His appreciation for civil rights is evident in his detailed mention of rights such as property transfer and hospital visitation. Obama's appreciation is evident in his support for civil unions and the principle of state neutrality: “I support a very strong version of civil unions.” This shows appreciation for civil unions as a viable and strong alternative to gay marriage.

Engagement:

Engagement refers to how the speaker positions themselves in relation to the viewpoints they present and how they engage with other perspectives. By explicitly stating “I do not support, uh, gay marriage,” Obama clearly positions himself within the broader societal debate. He acknowledges the traditional viewpoint while immediately shifting to his support for “a very strong version of civil unions,” thereby engaging with progressive perspectives on equality. He distances the state's role from religious beliefs by asserting, "the state is not a religious institution." This statement reinforces his stance that legal and civil rights should be independent of religious definitions of marriage. Obama uses both monoglossic and heteroglossic statements: “Because the state is not a religious Institution.” This monoglossic statement asserts his belief in the separation of state and religion and presents his clear stance on the issue. Obama includes the Heteroglossic statements to consider different perspectives. The phrase “I think” introduces his opinion, acknowledging that there may be other viewpoints.

Graduation:

Graduation deals with the scaling of intensity or the degree of certainty in evaluations. Obama uses force to emphasize the strength of his support for civil unions and the importance of state neutrality: “I support a very strong version of civil unions.” Furthermore, the phrase “has to” emphasizes the necessity and urgency of this recognition. Obama sharpens the focus on civil rights and the separation between state and religion the word “very” sharpens the focus on the strength and robustness of the civil unions he supports. The phrase “very strong version of civil unions” intensifies his support for civil unions, suggesting that they are not a lesser alternative to marriage in terms of legal rights. His use of specific rights (“right to transfer property, hospital visitation, non-discrimination”) provides detailed examples that amplify the importance of legal equality, demonstrating a comprehensive understanding of what civil unions should entail. Obama's use of Attitude reflects a commitment to legal equality, Engagement shows his strategic alignment with multiple perspectives, and Graduation emphasizes the significance of civil rights.

4. Obama’s Speech Segment:(Rich Warren Interview (August 16, 2008)

“Rich-Warren:-Define-marriage.

Obama: I believe that marriage is the union between a man and a woman. Rich Warren: Would you support a constitutional amendment with that definition? Obama: No, I would not. I am not somebody who's promoting same-sex marriage, but I do believe in civil unions. I do believe that we should not—[if] a gay partner wants to visit each other in a hospital—for the state to say, you know what? That's all right. I don't think in any way inhibits my core beliefs about what marriage are.”
Attitude

Attitude in Appraisal Theory deals with expressions of feelings, judgments of behavior, and evaluations of things. Affect (Emotions): Obama’s statement “I believe that marriage is the union between a man and a woman” shows his personal belief, which reflects a traditional view on marriage. There is no strong emotional language here, indicating a measured and calm approach to a potentially divisive topic. On the other hand, Judgment (Behavior): Obama implicitly judges the state’s role in regulating relationships by stating that he believes in civil unions and rights such as hospital visitation for gay partners. His statement, “I don’t think in any way inhibits my core beliefs

about what marriage are,” suggests a judgment that legal recognition of same-sex partnerships does not conflict with his personal or traditional views on marriage. Appreciation (Things): Obama appreciates civil unions as a means to ensure legal rights without redefining marriage. This is shown by his support for civil unions and specific rights like hospital visitation.

Engagement:

Engagement refers to how the speaker positions themselves in relation to the viewpoints they present and how they engage with other perspectives. Obama clearly states his position on marriage as “the union between a man and a woman,” which aligns with traditional views. This positioning makes it clear where he stands on the definition of marriage. By saying, “No, I would not” to supporting a constitutional amendment with that definition, Obama distances himself from legal measures that would enforce this view and from the more conservative position that might seek to restrict same-sex marriage through constitutional means. Obama’s support for civil unions and specific rights for gay partners indicates an engagement with more progressive views on LGBTQ+ rights. His acknowledgment of these rights while maintaining his definition of marriage shows an attempt to bridge different perspectives. Additionally, Obama uses both monoglossic and heteroglossic statements in this segment. The phrase “I think is important” introduces his opinion, though it is strongly stated. Obama includes Heteroglossic statements to consider different perspectives: “Uh And I do think that Uh individual denominations can then make a decision as to whether from a religious perspective. They want to recognize uh, a same-sex couple in a marriage.” This statement acknowledges that different religious denominations may have varying views on the recognition of same-sex marriages, indicating a heteroglossic approach.

Graduation:

Graduation deals with the scaling of intensity or the degree of certainty in evaluations. The word “promoting” is downscaled, suggesting he is not actively advocating for same-sex marriage but is supportive of legal rights. Obama’s phrase “I am not somebody who’s promoting same-sex marriage, but I do believe in civil unions” uses a moderate tone, indicating a clear but balanced stance. His statement, “I don’t think in any way inhibits my core beliefs,” downscopes potential conflicts between his support for civil unions and his traditional view of marriage, suggesting a harmonious coexistence of both views. On the other hand, the repetition of “equal” sharpens the focus on the importance of equal protection, and the use of “important” sharpens the focus on the necessity of these principles being applied equally.

5. Obama’s Speech Segment (LGBT Leadership Council Gala (June 23, 2011)

“I believe the gay couples deserve the same legal rights as every other couple in this country.”

Attitude:

Attitude in Appraisal Theory deals with expressions of feelings, judgments of behavior, and evaluations of things. Affect (Emotions): The phrase “I believe” indicates a personal conviction, reflecting Obama's strong commitment to equality. The lack of emotional language suggests a matter-of-fact stance rather than an emotional appeal, indicating his firm belief in this principle. On the other hand, Judgment (Behavior): Obama's statement implicitly judges the current state of legal rights for gay couples as inadequate. By asserting that gay couples “deserve the same legal rights as every other couple,” he is evaluating the existing legal framework and its treatment of gay couples as unjust. On

the other hand, Appreciation (Things) which is the evaluation of “legal rights” in terms of deservingness reflects a positive appreciation for equality and justice. Obama is advocating for an appreciation of gay couples' rights as equal to those of heterosexual couples, emphasizing the importance of fairness and non-discrimination.

Engagement:

Engagement refers to how the speaker positions themselves in relation to the viewpoints they present and how they engage with other perspectives. By stating “I believe,” Obama explicitly positions himself as an advocate for equality. This personal endorsement strengthens his connection to the cause and aligns him with the LGBT community and its allies. The inclusive language (“as every other couple in this country”) positions Obama against any viewpoint that suggests gay couples should have fewer rights. This creates a clear boundary between his stance and discriminatory perspectives.

Graduation:

Graduation deals with the scaling of intensity or the degree of certainty in evaluations. The term "deserve" is a strong word that intensifies the moral and ethical necessity of equal rights for gay couples. It conveys a high degree of certainty and commitment to this principle. By equating the rights of gay couples with “every other couple,” Obama uses maximal inclusivity, emphasizing the universality of these rights and leaving no room for exceptions.

Obama's speech reflects a clear and unwavering stance on the issue of legal rights for gay couples and how Obama constructs a narrative that emphasizes equality, justice, and inclusivity. Obama's assertion that gay couples deserve the same legal rights challenges existing power structures that discriminate against the LGBT community. By advocating for equal rights, he is pushing for a redistribution of power that ensures fairness for all couples. This speech promotes social change by calling for equal legal rights for gay couples, a progressive stance that supports the broader movement for LGBT rights. At the same time, it aligns with fundamental principles of equality and justice, values that are deeply embedded in American society. His use of Attitude reflects a firm belief in equal rights, Engagement shows his clear positioning against discriminatory viewpoints, and Graduation emphasizes the moral and ethical necessity of this equality. Through this straightforward and powerful discourse, Obama advocates for social change and the advancement of legal rights for the LGBT community.

6. Obama's Speech Segment:

(Human Rights Campaign Dinner (October 1, 2011)

“You should never have to look over your shoulder to be gay in the United States of America. I issued an order so that any hospital in America that accepts Medicare or Medicaid—and that means just about every hospital—has to treat gay partners just as they do straight partners because nobody should have to produce a legal contract to hold the hand of the person that they love.”

Attitude:

Attitude in Appraisal Theory deals with expressions of feelings, judgments of behavior, and evaluations of things. Affect (Emotions): Obama uses emotive language to evoke a sense of security and inclusion, such as “You should never have to look over your shoulder to be gay in the United States of America.” This suggests a deep empathy and concern for the well-being of gay individuals,

indicating that they should feel safe and accepted in society. On the other hand, Judgment (Behavior): Obama judges the existing healthcare system by emphasizing the need for equal treatment in hospitals. By stating that hospitals must treat gay partners “just as they do straight partners,” he is critiquing any previous practices of discrimination and asserting a standard of equality.

Appreciation (Things): The phrase “nobody should have to produce a legal contract to hold the hand of the person that they love” appreciates the natural human need for compassion and support, especially in times of illness. This evaluates the importance of love and companionship, regardless of sexual orientation.

Engagement:

Engagement refers to how the speaker positions themselves in relation to the viewpoints they present and how they engage with other perspectives. Obama positions himself as an active advocate for LGBT rights by highlighting his directive to hospitals: “I issued an order.” This shows his proactive stance in ensuring equality and his willingness to use his authority to enforce it. By stating “You should never have to look over your shoulder,” Obama acknowledges the fear and discrimination that gay individuals might face, aligning himself with the perspective that these experiences are unjust and should be eliminated.

Graduation:

Graduation deals with the scaling of intensity or the degree of certainty in evaluations. The phrase “never have to look over your shoulder” intensifies the urgency and importance of feeling safe and accepted. It maximizes the assurance that Obama wants to provide to gay individuals. Obama's use of “just about every hospital” and “nobody should have to produce a legal contract” amplifies the extent of his order's impact and the fundamental right to love and support without legal obstacles, emphasizing a comprehensive and inclusive approach. Obama’s speech at the Human Rights Campaign Dinner reflects a strong commitment to eliminating discrimination and promoting equality and how Obama constructs a narrative that emphasizes safety, inclusivity, and human dignity. Obama's directive to hospitals challenges existing power dynamics that may have allowed for discrimination against gay partners. By ensuring that hospitals treat gay partners equally, he redistributes power to provide fair and humane treatment to all individuals, regardless of sexual orientation.

Based on the study’s findings, it's evident that his speech demonstrates a progression toward same-sex marriage and the diagram illustrates the findings:

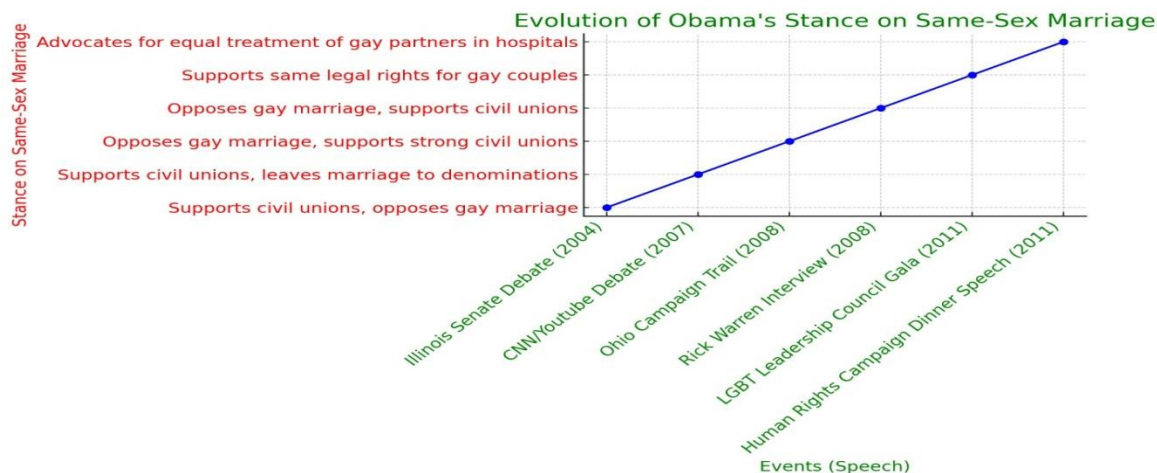
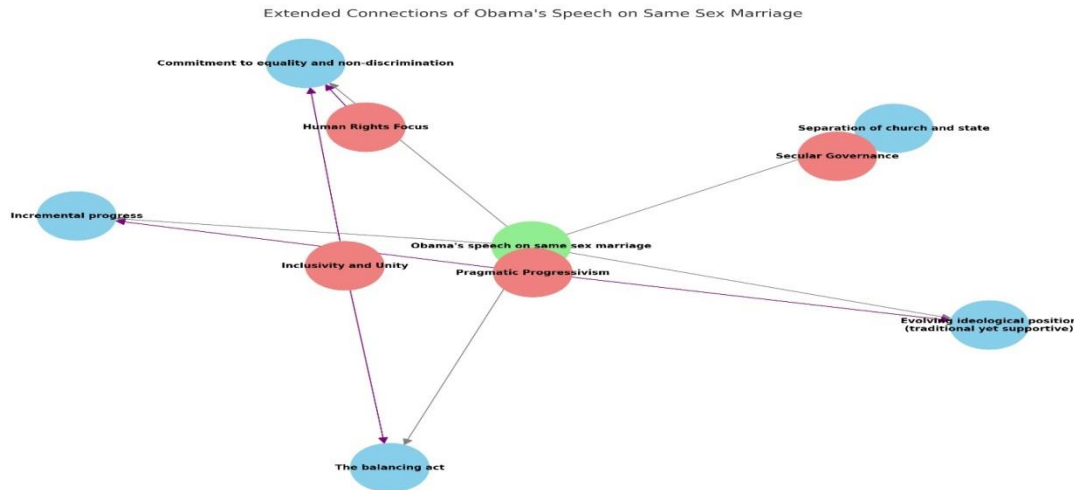


Figure Represents Obama’s Evolution Stance on Same-sex Marriage

The top chart represents how Obama’s rhetoric and his stance on same-sex marriage have evolved from 2004 to 2011 in different situations and with various audiences, drawn from a critical analysis of Obama’s speech. As for the lower diagram, it represents the hidden ideological ramifications of his position and the principles guiding his stance on this sensitive issue by focusing on broader ideological implications. “Obama’s speech on same-sex marriage” is the heart of the diagram and the main topic around which revolve and connect five critical aspects through which light is shed and the curtain is revealed on the basic features of the ideology of the former president’s speech.

First: “The Evolving Ideological Position(traditional yet supportive)” represents how the president transformed from a more traditional point of view (marriage is between a man and a woman) to a more comprehensive position with a reasonable progression, and this reflects a change in his position and ideology. **Second:** The “Balancing Act” reflects the need to achieve a balance between traditional beliefs and equal rights for gay individuals and their equal rights with traditional married people because they live on the same land (America). **Third:** “Incremental Progress” describes Barack’s approach, which often focused on gradual steps towards achieving full equality, emphasizing practical, incremental changes rather than radical shifts.



Barack’s Discourse on Same-Sex Marriage

Fourth: A crucial aspect of his ideology is highlighted in the “Separation of Church and State.” This key point underscores his belief in maintaining a clear boundary between religious doctrines and state laws, ensuring that civil rights are not governed by religious beliefs. **Fifth:** Central to his discourse is a steadfast “Commitment to Equality and Non-Discrimination,” highlighting his belief in ensuring that LGBTQ+ individuals receive the same rights and protections as everyone else.

The figure also shows that connected to these key points are linked to broad ideological implications that summarize the essence of the approach adopted by Barack Obama

a. “Pragmatic Progressivism” is linked to the “Evolving Ideological Position (traditional yet supportive)” and “Incremental Progress” key points. It represents former President Barack Obama's practical approach and achievable (realistic) steps to achieve future progressive goals toward equal rights and duties for American citizens.

b. "Inclusivity and Unity," associated with the "Balancing Act" and "Commitment to Equality and Non-Discrimination" key points, underscores the effort that Obama is making to enhance the sense of belonging, unity, and inclusiveness that a citizen should feel on his land, and comes to the call to support gay rights, bringing different societal groups together in support of LGBTQ+ rights.

c. "Secular Governance," tied to the "Separation of Church and State" key point, highlights President Obama's call for a political system in which civil rights are separated from religious influence and thus leads to justice for all Americans.

d. Lastly, "Human Rights Focus," linked to the "Commitment to Equality and NonDiscrimination" key point, focuses on his endeavor to protect the basic rights of LGBTQ+ individuals as they are citizens of American soil and to ensure that they are treated with all respect and appreciation

By connecting key points of his discourse to broader ideological implications, the diagram provides a clear and comprehensive overview of the principles guiding his stance on LGBTQ+ issues. Consequently, visually, the diagram captures the depth and complexity of Barack's ideology on LGBTQ+ rights and how the discourse evolved over time, balancing various societal views while maintaining a commitment to incremental progress, secular governance, and inclusivity. This structured approach highlights the pragmatic and human rights-focused nature of his ideology, offering a nuanced understanding of his efforts to promote equality and non-discrimination for all individuals

14. Conclusion:

This study came out to be alongside studies that specialize in analyzing political discourse, especially analyzing political discourses regarding same-sex marriage. The current study analyzed excerpts from US President Barack Obama's speeches for consecutive years regarding same-sex marriage in America. The current study employed Martin and White's appraisal theory by analyzing the language used by Obama. This theory helped determine the positions and feelings expressed by Obama regarding this sensitive controversial issue and gay individuals and their rights. The study revealed a gradual dynamic development in the American President's speech from rejection and emphasis on marriage as an idea to acceptance of the phenomenon as it relates to the rights of a category of American civil society. Obama used sympathetic and inclusive language to express his sympathy for the human rights of gay people. For example, Obama referred to the hospital visitation rights of same-sex couples and the urgent need for legal recognition of their relationships, which indicates the deep and frank sympathy that Obama expressed towards these people and their cause. The analysis demonstrates how Obama's speech strategically uses language to express his views, engage with various perspectives, and highlight the importance of equal rights, thus his stance appears clearly and effectively. He expresses strong negative feelings towards discrimination and he also intensifies his critique of discrimination and emphasizes the reasonableness of the demands of gays and lesbians while sharpening the focus on universal rights. He emphasizes his ethical stance on supporting civil unions and the principle of state neutrality (judgment) and shows appreciation for equality and the separation of state and religion.

Appraisal theory helped to reveal the way Obama used language in a strategic way that suits different social viewpoints by adopting a precise approach in addressing one of the complex issues in American society, such as the aforementioned issue. The study shows a development in Obama's

view towards same-sex marriage in line with public opinion moving towards accepting same-sex marriage and waging legal and social struggles, which reflects the ideology adopted by Obama, which is in line with the response to social changes in American society. The study also showed that although Obama emphasized at the beginning of his speeches that marriage is a union between a man and a woman, after that he supported civil unions regarding same-sex marriage and his position shifted towards a more comprehensive and supportive position and a continuing trend towards dismantling the legal barriers placed against members of society. The study also highlighted the emotional, personal, and strategic dimensions that Obama used through the linguistic use of this issue, as Obama was a continuous defense of equality and legal and humanitarian commitment to ensure that same-sex couples obtain legal protection similar to that enjoyed by different-sex couples.

15. Recommendations:

The study suggests the following titles for future studies:

The Role of Academic Discourse in Shaping Public Opinion on Same-Sex Marriage in the United States.

Cultural and Linguistic Influences in Same-Sex Marriage Discourse: A Case Study of Different Communities in America

The influence of political discourse on acceptance of same-sex marriage in America: An analysis of speeches by American presidents.

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