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Title of the video: The philosophy of cynicism – William D. Desmond

Link: [https://youtu.be/Utzym1I\\_BiY](https://youtu.be/Utzym1I_BiY)

The reason of choosing the Video:

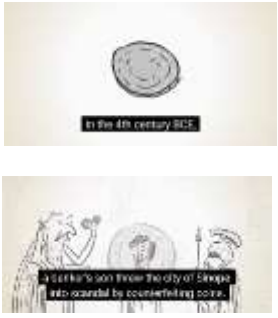
The reason behind the video entitled ‘The philosophy of cynicism’ selected is caused by some factors. The factors are based on self-identity, fondness, and meaningful learning. By analyzing this video, the knowledge of life philosophy is upgrading when the philosophy is one of life principals. Life principals can be categorized as self-identity how humans survive with the art of logic. The philosophy contains meaningful learning to remind humans that ‘Nowadays people know the price of everything and the value of nothing’.





The analysis by SFL-CDA approach to Explore Meaningful Learning in TED ED

### 1. Linguistic Analysis

The Ideational Level:

According to Halliday as cited in Matthiessen (2015) ideational metafunction is concerned with grammatical resources for construing our experience of the world around us and inside us. One of its major grammatical systems is transvity, the resource for construing our experience of the flux of ‘goings-on’, as structural configurations, each consisting of a process, the participants involved in the process, and circumstances attendant on it.

Picture	Sentence	Cause, Location or Manner	Actor or Senser	Process	Goal or circumstance
	In the 4th century BCE, a banker's son threw the city of Sinope into scandal by counterfeiting coins.	In the 4th century BCE	A Banker's son	Threw	The city of Sinope Into scandal by counterfeiting coins
	The young man,		The young man,	Had been stripped	Of his citizenship

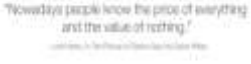
	<p>Diogenes of Sinope, had been stripped of his citizenship, his money, and all his possessions.</p>		<p>Diogenes of Sinope</p>		<p>, his money, and all his possessions.</p>
	<p>He spent years wandering around Greek cities</p>		<p>He (Diogenes)</p>	<p>Spent years</p>	<p>wandering around Greek cities</p>
	<p>For about 900 years, until 500 CE. Some Greek philosophers, like the Stoics, thought everyone should follow Diogenes's example.</p>	<p>For about 900 years, until 500 CE.</p>	<p>Some Greek philosophers, like the Stoics</p>	<p>Thought (mental)</p>	<p>everyone should follow Diogenes's example.</p>
	<p>In 1882, Friedrich Nietzsche reimagined a story in which Diogenes went into the Athenian Marketplace</p>	<p>In 1882</p>	<p>Friedrich Nietzsche</p>	<p>Reimagined</p>	<p>a story in which Diogenes went into the Athenian Marketplace</p>

The video presents the materials about ‘the philosophy of cynicism’. The starting point of the text begins with stating ‘in the 4th century BCE’. It refers to the past time and the clause generally used to begin a history or the development from time to time. It is continued by introducing the main character which is as the philosopher of cynicism. The introduction of the main character is represented by mentioning the name ‘The young man, Diogenes of Sinope’. Furthermore, the circumstances are shown by mentioning ‘Greek’ not long after the acquaintance of Diogenes. The movement continues by stating century and other philosophers such as ‘for about 900 years, until 500 CE’, ‘ In 1882, Friedrich Nietzsche reimagined a story in which Diogenes went into the Athenian Marketplace, and etc. It indicates how cynicism was proposed and developed from one philosopher to another.

### The Interpersonal Level

The interpersonal metafunction is concerned with the interaction between speaker and addressee (s) – the grammatical resources for enacting social roles in general, and speech roles in particular, in dialog interaction; i.e. for establishing, changing, and maintaining interpersonal relations. One of its major grammatical systems is mood (Matthiessen & Halliday, 2015).

Picture	Mood Type		Polarity
	Indicative	Imperative	
		Some Greek philosophers, like the Stoics, thought everyone <b>should</b> follow Diogene’s example.	Positive
	In 1882, Friedrich Nietzsche reimagined a story in which Diogenes went into the Athenian Marketplace		Positive
	And that’s an example <b>we</b> can still follow		Positive
	Not to blindly follow conventional or majority views, but to think hard about what is truly valuable		Positive

	<p>Nowadays people know the price of everything and the value of nothing</p>		<p>Positive</p>
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The text begins with a quote ‘Nowadays people know the price of everything and the value of nothing’ from Oscar Wilde. The author attempts to make a brainstorming process with the audience by making connections between the audience’s funds knowledge and the materials that will be delivered. In the process of brainstorming, the author uses a quote that relates to the audience’s daily life in order to make engagement in meaningful learning. The narrator is taking a role as the superior where he is the expert who knows all of the information of the development of cynicism and attempts to persuade the audience to follow this philosophy. Meanwhile, the audience is the novice who tries to get to know the people or the philosophers that are introduced by the narrator by using linguistic elements such as clauses with specific mood types. The clauses contain specific names, centuries, and places. Besides, the narrator builds a specific context for the audience. The video is only for the philosophy learners who already have funds knowledge about old philosophy because the narrator merely states the specific term such as ‘Stoic’ without any further explanation as well as he merely states the name of person without providing the background of the person.

**The Textual Level**

The textual metafunction is concerned with the creation of the text – with the presentation of ideational and interpersonal meanings as information that can be shared by speaker and listener in the text unfolding in context. One of the major textual systems is theme, the resource for setting up a local context for a clause by selecting a local point of departure in the flow of information (Matthiessen & Halliday, 2015).

<p><b>Theme</b></p>	<p><b>Rheme</b></p>
<p>In the 4th century BCE</p>	<p>a banker’s son threw the city of Sinope into scandal by counterfeiting coins.</p>
<p>For about 900 years, until 500 CE</p>	<p>Some Greek philosophers, like the Stoics, thought everyone should follow Diogene’s example.</p>

In 1882	Friedrich Nietzsche reimagined a story in which Diogenes went into the Athenian Marketplace
Nowadays	people know the price of everything and the value of nothing

The wave of information between the narrator and the audience is in the form of multimodal because the audience can set the video with english subtitles while listening to the narrator. Specifically, the representational rheme shows how is the starting point of a text used combination between past and present. It refers to how the text is constructed in the context of bringing up the old lesson to adjust with the present.

## 2. The non-linguistic analysis

### The Representational Level:

There are two processes as carrying representational meanings in images: Conceptual process explain what things are like and have didactic function; presentational processes deal with actions and events and so function as a narrative, distinguished by the fact that whether there is vector or not.



The video of Cynicism philosophy has an opening image by providing three men wearing white robes. The one has a long mustache and beard while the rest have long beards. Then, one of the men wears glasses and reads a paper. The opening image represents a group of thinker men from ancient times or philosophers. It clearly shows what the image is trying to inform. The audience catches the content from the opening image. In line with the image that shows ancient times, the audience can build a knowledge that the content is in the form of a history of cynicism or development. The story begins with the image of a man wearing a chiton (The man clothes from ancient Greek) who always puts a smile on his face even when he is in hard times. The smile of Diogenes describes how the philosophers applies the lesson in his life. Hence, the image represents the event of the story and how is the cynicism constructed by the men who wear a chiton. From the visual description, it is clear what will be discussed, where it takes place, and who are the participants.

### **The Interactional Level**

According to Kress and Leeuwen, interactional meaning of visual images is identified through the representation of relations between viewer and image, which is integrated by aspects like contact, social distance, attitude, color, and modality.



The visual images in the video attempt to interact with the viewer by playing with the color. The dominant white and black along the story. In the movie, black and white is identical to recalling events from the past. Specifically, there is one scene that shows a visual image of Joker. Joker is one of trending movie characters who has mental illness suffered of depression and anxiety. The scene refers to how cynicism philosophy can be the cure. The author gives an example of Joker because the character is well-known and to make an effective interaction with nowadays people whilst the philosophy is the old lesson.

## The Compositional Level



The compositional meaning of images is composed of information value, framing, and salience. Visual image comes up to assist the text in delivering the message to the audience. The audience catch the messages from the nature image that is dominantly showing. The image of nature represents how is the philosophy can be applied in daily life as well as life closely with nature and how to keep our nature because sometime people forget what is the value of something around them but people knows the price of everything. Additionally, the visual image are displayed in the form of sketch. According to H. W flower sketch is adaption from Greek words 'Shedios estempore' that has meaning 'an idea without any preparation' as well as how the cynicism born. The cynicism is build without any preparation because Diogenes only attempts to survive with his principle.

**Title of the second video: How do viruses jump from animals to humans? – Ben Longdon**


**Link: <https://youtu.be/xjcsrU-ZmgY>**

**The reason of choosing the Video:**

In line with the current trend pandemic, the video provides information regarding the transfer of viruses from animal to human. By knowing the information, we get more awareness to keep a healthy life. It indicates the video is appropriate with our current situation.

### **1. Linguistic Analysis**

**The Ideational Level:**

<b>Picture</b>	<b>Sentence</b>	<b>Cause, Location or Manner</b>	<b>Actor or Senser</b>	<b>Process</b>	<b>Goal or circumstance</b>
	Viruses are a type of organic parasite infecting nearly all forms of life		Viruses	Are	a type of organic parasite infecting nearly all forms of life



	<p>To survive and reproduce, they must move through three stages: contact with susceptible hosts, infection and replication, and transmission to other individuals</p>	<p>To survive and reproduce</p>	<p>they</p>	<p>must move</p>	<p>Through three stages : contact with susceptible host, infection and replication, and transmission to other individuals</p>
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The first sentence is describing a virus. In the element process, the word ‘are’ refers to the relational process. It indicates that the virus is a type of organic parasite that can infect all forms of life. It can infect humans, animals, or plants. The second sentence shows the element process of material. It is categorized as happening when the virus moves into the three stages namely contact with susceptible hosts, infection and replication, and transmission to other individuals to survive and reproduce themselves. Those sentences refer to what is being discussed, how it will be discussed, and where it takes place of the text.

### The Interpersonal Level

Picture	Mood Type		Polarity
	Indicative	Imperative	
	Viruses are a type of organic parasite infecting nearly all forms of life		Positive
	To survive and reproduce, they must move through three stages: contact with susceptible host, infection and replication, and		Positive

	transmission to other individuals		
		As an example, let's look at human influenza	Positive

According to the table, the sentences dominantly are in the form of indicative mood but there is one sentence that is included in imperative mood. The indicative mood refers to statement which has function to give information. The speaker or the narrator is the superior one who gives information about the virus and how can virus infects living things. The audience or the addressee is taking role as the novice who get all of information from the speaker. The imperative mood creates a relation between the speaker that attempts to persuade by looking real example of the virus. The real example of virus, which is influenza, is well-known type of virus. Hence, the sentence makes easier the audience to relate with her or his previous background knowledge.

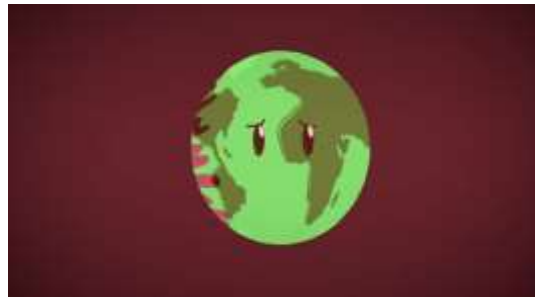
### The Textual Level

<b>Theme</b>	<b>Rheme</b>
Viruses	are a type of organic parasite infecting nearly all forms of life
To survive and reproduce	They must move through three stages: contact with susceptible host, infection and replication, and transmission to other individuals

The text is constructed in multimodal which encompass spoken and written form. In line with the table, the theme or the point of departure is virus. It indicates how the text is built in the context of viruses as a resource of information.

## 2. The non-linguistic analysis

### The Representational Level:



An image of a feverish hog and a feverish human are displayed as the cover. The feverish hogs indicates that a virus can infect animals as well as the image of a feverish human. The hog is chosen to represent other animals because there is a true case of cross-species infection when the feverish hogs transmitted viruses to humans. The disease is called swine flu. The scene is followed by the image of earth that has a sad expression. It represents the bad condition if the transmission of viruses reaches an epidemic case.

### The Interactional Level





The text has eye-catching visual image. The image of feverish hogs is described in cute way when the color is pink with cute face. Not only the image of feverish hogs, but also other things such as human, earth, and especially the virus. The virus has eye and mouth and it makes the virus has facial expression. Those are eye-catching components of visual image leads the content to amuse or to entertaining the audience while the audience attempts to catch the information. Additionally, red is dominant color as a background. Red in the context of virus, it is identical with the color of blood when it is the the place for virus to survive. The viruses can live and reproduce in the tissue of living cells.

### **The Compositional Level**





There are some images that tell the audience how easily the transmission of virus if people can not maintain healthy life-style. People may raise animals or play with animals but after they have to wash their hands interact with animals so that the virus is not easily transmitted. In another case, when people sneeze and feel sick, they have to cover their mouth or wear a mask so that droplet does not spread to other humans.

## References

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