Positive Discourse Analysis of Advice for Young in Lex Fridman Podcast

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Abstract

This study employs Positive Discourse Analysis to examine the linguistic strategies used in delivering advice to young people on the *Lex Fridman Podcast*. Focusing on episodes featuring influential guests, the research explores how discourse fosters empowerment, resilience, and ethical development in young listeners. Drawing on Martin and White's (2005) Appraisal Theory—particularly **Attitude (Affect, Judgment, Appreciation)**—the analysis highlights how speakers construct motivational, value-driven messages. Findings reveal that advice in this context emphasizes self-discovery, moral responsibility, and the constructive use of individual talents for communal benefit. The study contributes to discourse analysis by demonstrating how Positive Discourse Analysis can uncover uplifting, solution-oriented communication in digital media, offering insights into the role of mentorship and positive reinforcement in youth development.

Keywords: Positive Discourse Analysis, Appraisal Theory, Lex Fridman Podcast, Advice

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تحليل الخطاب الإيجابي لنصائح الشباب في بودكاست ليكس فريدمان

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المستخلص

تتناول هذه الدراسة تحليل الخطاب الإيجابي للاستراتيجيات اللغوية المستخدمة في تقديم النصائح للشباب عبر بودكاست ليكس فريدمان مع التركيز على الحلقات التي تضم ضيوفًا مؤثرين. يستكشف البحث كيفية تعزيز الخطاب، التمكين، والمرونة والتنمية الأخلاقية لدى المستمعين الشباب. يسلط التحليل الضوء على كيفية بناء المتحدثين لرسائل تحفيزية مدفوعة بالقيم استنادًا إلى نظرية التقييم لمارتن ووايت (2005) ـ وخاصة الموقف (التأثير والحكم والتقدير) ـ. تكشف النتائج أن النصائح في هذا السياق تؤكد على اكتشاف الذات والمسؤولية الأخلاقية والاستخدام البناء للمواهب الفردية من أجل المنفعة المجتمعية. تساهم الدراسة في تحليل الخطاب من خلال إظهار كيف يمكن لتحليل الخطاب الإيجابي أن يكشف عن التواصل المشجع والموجه نحو الحلول في الوسائط الرقمية، مما يوفر رؤى حول دور الإرشاد والتعزيز الإيجابي في تنمية الشباب.

الكلمات المفتاحية: تحليل الخطاب الإيجابي، نظرية التقييم، بودكاست ليكس فريدمان، النصيحة

1. Introduction

Advice plays a vital role in shaping beliefs, behaviors, and self-identities, especially for young people dealing with uncertainty and personal growth. Long-form podcasts have become popular platforms for sharing ideas and personal development, but there is limited research on how advice is communicated to young audiences in these settings. Podcast hosts and guests often offer insights to inspire or mentor younger listeners, yet the language and techniques they use remain underexplored.

In podcasts, advice often comes across casually, but how it is expressed is crucial for how it is received and understood. Much of the existing research focuses on negative language in political and media contexts and overlooks how language can also motivate and uplift. Therefore, it is important to study how well-known figures, such as those on the Lex Fridman Podcast, use language to encourage resilience, compassion, curiosity, and growth in young listeners. This research highlights how they convey values, offer encouragement, and create a sense of possibility.

This study applies Positive Discourse Analysis (PDA) to show how public intellectuals and thought leaders use language to inspire, foster and empower. It will focus on the positive influence of celebrities on their audiences. The goal is to uncover the rhetorical strategies used in selected podcast episodes and analyze how tools of language, like Affect, Judgment, and Engagement, position the speaker and the audience.

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2. Literature Review
2.1 Definition and Scope of Positive Discourse Analysis (PDA)

In linguistic circles, discourse analysis is categorized as either critical or positive. Positive Discourse Analysis (PDA henceforth) is a subfield of linguistic discourse analysis that seeks to identify constructive, solution-oriented, and empowering forms of communication in texts, speeches, and dialogues. PDA seeks to understand how language may be utilized to promote positive social change, cooperation, and affirmation. As a new perspective for discourse analysis, PDA was put forward by **J. R. Martin**, in **Positive Discourse Analysis: Solidity and Change** (1999).

He believes that the aim of discourse analysis is to achieve equality and harmony, while also recognizing the "bad news" of existing inequality. He highlights how discourse is created and wants to contribute to building a better world. This is very important for the growth of discourse analysis from CDA to PDA. Discourse analysis is shifting from focusing on breaking things down to focusing on building things up.

Moreover, employing PDA gives social actors a voice and visibility. As a result, since the establishment of PDA, the discourse areas that conventional dominant discourse has marginalized have received priority and space (Waugh et al., 2016). Hughes (2018) defines PDA as a thoughtful approach that aims to improve current conditions and create a better, more hopeful, and healing environment. This method focuses on fostering hope, inspiration, motivation, strength, and resilience in oppressed groups within society. PDA highlights problems but also seeks solutions. Therefore, PDA plays a crucial role in building a harmonious society. The term PDA focuses on the constructive ways of empowering the:

(i) voice of the powerless to contribute with their opinions

(ii) feelings and emotions depending on empathy and communicating shared values

(iii) narratives that support values and "…renovate discourses that enact a better world" (Martin2004, p.24). PDA is an analytical framework that expresses the concerns of marginalized groups (Nartey 2020), lifts public morale in times of crisis (Sultan and Rapi 2020), and creates public societal alignment and satisfaction (Calle-Díaz 2014). PDA focuses on the discourse that the public likes (Macgilchrist 2007). According to Nartey (2020), the PDA represents an emerging research strand that falls under discourse analysis.

2.2 Principles of PDA

According to Bartlett (2017), the goal of PDA is to examine texts that showcase inspiring discursive practices and methods. It focuses on discourse that addresses the needs of marginalized groups or promotes collective goals such as social equality, national unity, and political reconciliation. PDA does not assume that social issues, like racism or gender inequality, have been resolved. Instead, it acknowledges the ongoing challenges and aims to address these issues rather than merely "cooling it down" (Majid, 2007, p. 1). By

emphasizing and analyzing discourses that resist injustices such as prejudice and exclusion, PDA works toward its emancipatory objective by making resistance the focal point of its analysis (Hughes, 2018).

Within PDA, resistance is seen not only as a response to injustice but also as a social movement capable of fostering progressive social change. Consequently, analyzing resistance discourses is viewed as "a generative project that treats analysis objects as resources for conceptualizing and implementing emancipatory agendas" (Hughes, 2018).

2.3 Podcast

Podcasts are audio programs available online for streaming or downloading. Often released as a series, they cover diverse topics like news, education, storytelling, and entertainment. Their on-demand nature offers flexibility compared to traditional radio, allowing listeners to engage with content at their convenience. The term "podcast" combines "iPod" and "broadcast," coined by journalist Ben Hammersley in a 2004 article for The Guardian. While initially linked to Apple's iPod, podcasts now reach various platforms, including smartphones and computers. Podcasting gained traction in the early 2000s with RSS feeds that enabled subscriptions and automatic updates. The industry grew rapidly in the 2010s with major platforms like Apple Podcasts, Spotify, and YouTube. Formats vary, including interview shows, narrative storytelling, educational content, news analysis, panel discussions, and solo monologues. Some also offer transcripts and resources, enhancing their educational value.

Lex Fridman Podcast is one of the most significant intellectual discussion platforms of the modern digital era. Hosted by MIT researcher and AI scientist Lex Fridman, the podcast has carved out a unique space in the crowded landscape of digital media through its commitment to deep, meaningful conversations about humanity's most pressing questions.

At its core, the podcast is characterized by Fridman's distinctive interview style. Unlike many contemporary interviewers who prioritize entertainment or controversy, Fridman approaches each conversation with a remarkable blend of curiosity and humility. His background in artificial intelligence and robotics informs many of his discussions, but he demonstrates an impressive ability to engage meaningfully with topics ranging from quantum physics to philosophy, from martial arts to music.

The format of the show typically involves long-form conversations, often extending beyond two hours, which allows for ideas to be explored with unusual depth and nuance. This approach stands in stark contrast to the bite-sized content that dominates much of today's media landscape. In Fridman's conversations, complex ideas are given room to breathe and develop, with guests often expressing appreciation for the opportunity to explore their thoughts more fully than other venues allow.

2.4   Appraisal theory

Appraisal Theory is an analytical framework developed by a large research team over the past fifteen to twenty years. The key figures in this area are Martin (1992, 1995, 2003) and White (1998, 2003). Like all theories, it remains open to changes, with ongoing amendments and updates under consideration. Coffman and O'Halloran (2006: 84) note that 'over the past decade, various appraisal categories have been tested in multiple contexts, leading to continuous modifications.' Many of these modifications are discussed in the online Appraisal Discussion Group, where both Martin and White frequently participate.

The opinions of speakers and writers on a phenomenon are conveyed through language. In this context, opinions can serve as a basis for evaluation units (appraisal). Appraisal theory was developed through Systemic Functional Linguistics. Halliday divides Systemic Functional Linguistics (SFL) into three metafunctions: ideational, interpersonal, and textual. The ideational metafunction focuses on the action taking place—specifically, who is doing what to whom, where and when the action occurs, why it happens, and how the logical relationships are established. Interpersonal meaning focuses on how individuals interact with one another, the social reactions they navigate, and the emotions they aim to convey. The relationship between ideational and interpersonal connections is examined through intertextual meaning (Martin & Rose, 2003; Martin & White, 2005).

The appraisal system represents interpersonal meanings. Appraisal resources negotiate social interactions by conveying emotions about people and things to listeners or readers (Martin & Rose, 2003). According to White (2001), Appraisal theory focuses on the linguistic resources that allow texts and speakers to express, negotiate, and naturalize specific inter-subjective and, ultimately, ideological positions. The theory focuses specifically on the language used for evaluation, attitude, and emotion, as well as the resources that position a text's proposals and propositions within interpersonal relationships. It addresses the meanings that influence how a speaker engages with their statements, affecting what is at stake in individual utterances and the overall progression of the text.

In 2005, Martin and White introduced the appraisal theory, which emphasizes the interpersonal metafunction of language, a crucial aspect of communication that shapes how individuals relate to one another. Within semantic discourse, appraisal functions as a vital element of the interpersonal metafunction, offering insights into the emotional and evaluative dimensions of language use. This theory seeks to uncover the intricate dynamics that exist between speakers and their audiences, as well as between writers and their readers, highlighting how these interactions influence meaning and understanding in communication. Appraisal theory, as articulated by Martin and White, examines the

subjective engagement of writers and speakers within their texts. This engagement manifests in the stances they adopt toward the material they present and their audience. The theory highlights the notion of "evaluation," which relates to the attitudes expressed in a text, the intensity of the emotions involved, and the values sourced to align readers with the author's perspective (Martin & Rose, 2003, p. 25).

Finally, it addresses how speakers or writers' express approval or disapproval, enthusiasm or disgust, applause or criticism, and how they guide their readers or listeners. Appraisal theory is divided into three subsystems. Attitude, Engagement, and Graduation. This research paper focuses on attitude system to achieve the study's aims. **Attitude** refers to how you feel (affect), how you judge other people's behavior (judgments), or how you evaluate things (appreciation). It is concerned with how speakers or writers activate positive and negative assessments.

Attitude System

As a central part of Appraisal Theory, attitude refers to people's reaction towards a heap of things in the mental process, such as behavior, text, phenomenon and so on. This system is divided into three sub-categories: affect resource, judgement resource and appreciation resource. Attitude system evaluates emotions and behavior of the character, and the value of things. What's more, whether it is the positive evaluation or negative evaluation, both can be identified according to the behavior of the participant under this system.

Attitude is a framework used to analyze feelings as they are expressed in English texts (Martin & White, 2005, p. 42). According to White (2001), attitudes can be categorized as either "praising" or "blaming," reflecting whether writers or speakers express positive or negative opinions about people, places, things, events, and situations. The concept of attitude focuses on human emotions, encompassing emotional responses, behavioral evaluations, and assessments of various subjects (Martin & White, 2005). Its primary purpose is to evaluate three key aspects:

i. speaker's emotional disposition towards the subject of communication.
ii. The subject of communication aligns with accepted norms and values.
iii. The impact of the subject of communication on the speaker in terms of form, appearance, and aesthetics.

According to Painter (2003), attitudes highlight the linguistic expression of positive and negative sentiments, which aligns effectively with data analysis requirements. This framework comprises three subcategories: **affect, judgment, and appreciation.**

1. Affect

The text pertains to the core of the three attitude subsystems: emotions, which involve reactions to behavior, text/process, and phenomena. It concerns the registration of positive and negative feelings, such as whether we feel happy or sad, confident or anxious, interested or bored (Martin & White, 2005, p. 43). According to White (2001), affect is typically expressed through mental processes of reaction (e.g., "This pleases me," "I hate chocolate") and through attributive relational expressions of affect (e.g., "I am sad," "I am happy," "She is proud of her achievements," "He is frightened of spiders"). Additionally, through ideational metaphor, these feelings may also be expressed as nouns, as in the example: "His fear was obvious to all." According to Martin and White (2005), an Emoter is a conscious participant who experiences an emotion, while the phenomenon that provokes that emotion is referred to as a trigger (p. 46). Additionally, they identified six factors of affect to assist in classification and to provide a tool for analyzing evaluations in discourse.

The typical cultural interpretation of emotions often influences how we perceive their value. There are instances where it may be beneficial to express unhappiness and let out feelings instead of keeping them bottled up. Additionally, it is important to consider both the intensity and direction of these feelings. Emotions can be classified as having either high or low intensity. For example, the phrases "I enjoy that," "I love that," and "I adore that" demonstrate varying levels of intensity, though precise categorization can be challenging. Depending on the context, affect can be understood in different ways: as an emotional experience, a predisposition towards a specific thought pattern, or as an ongoing psychological state (Martin, 2000:142-175).

Each sub-branch within the affect branch of the framework, including happiness, security, satisfaction, and desirability, can be categorized as either positive or negative. However, Martin and White (2005:49) define affect as the process of categorizing emotions into three main groups: Un/Happiness, In/Security, and Dis/Satisfaction.

The **Un/Happiness** set explores the range of emotions associated with specific stimuli, such as joy and sorrow. This encompasses the entire spectrum of feelings commonly linked to our emotional experiences (Martin and White, 2005, p. 49). While **Dis/Satisfaction** relates to our feelings of achievement and disappointment in connection with the activities we engage including our roles as both observers and participants. **In/Security** is tied to feelings of calm and anxiety (Martin and White, 2005, p. 50). Table 2 shows the examples of affect Table (2): Examples of Affect across the Three Main Categories of Emotion (Adopted from Martin, 2000:93-94)

2. Judgement

Judgement plays a crucial role in understanding human behavior, particularly in relation to societal expectations and norms. According to Krsner (2000: 93), "Judgement" serves as a

valuable semantic tool for assessing behavior within the context of institutional norms, which dictate the standards for acceptable conduct. This concept of judgement can be further explored by dividing it into five distinct categories, each shedding light on different aspects of how individuals evaluate themselves and others in various social situations. (**NORMALITY**, **CAPACITY**, **TENACITY, VERACITY, PROPRIETY**)

Table (1) Types of Judgement – social esteem

SOCIAL ESTEEM	Positive [admire]	Negative [criticize]
Normality: 'How special?'	lucky, fortunate, charmed, normal, natural, familiar, cool, stable, predictable, fashionable, celebrated	unlucky, hapless, star crossed, odd, peculiar, eccentric, unpredictable, dated, daggy, retrograde, obscure, also-ran
Capacity 'how capable?'	powerful, sound, healthy, fit, adult, mature, experienced, witty, humorous, droll, insightful, clever, gifted, balanced, together, sane, sensible, expert, literate, educated, learned, competent, accomplished, successful, productive	mild, weak, unsound, sick, crippled, immature, childish, helpless, dull, grave, slow, stupid, thick, flaky, insane, naive, inexpert, foolish, illiterate, uneducated, ignorant, incompetent; unaccomplished, unsuccessful, unproductive ...
Tenacity 'How dependable?'	plucky, brave, heroic, cautious, wary, patient, careful, thorough, meticulous, tireless, persevering, resolute, reliable, dependable, faithful, loyal, constant, flexible, adaptable, accommodating …	timid, cowardly, gutless, rash, impatient, impetuous, hasty, capricious, reckless, weak, distracted, despondent, unreliable, undependable, unfaithful, disloyal, inconstant, stubborn, obstinate, willful …

Table (2) Types of Judgement – social sanction (Martin & White, 2005, p.53)

SOCIAL SANCTION	Positive [praise]	Negative [condemn]
Veracity [truth] how honest?'	truthful, honest, credible, frank, candid, direct, discrete, tactful	dishonest, deceitful, lying, deceptive, manipulative, devious, blunt, blabbermouth…
Propriety [ethics] how far beyond reproach?'	good, moral, ethical, law abiding, fair, just, sensitive, kind, caring, unassuming, modest, humble, polite,	bad, immoral, evil, corrupt, unfair, unjust, insensitive, mean, cruel, vain, snobby, arrogant, rude, discourteous,

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	respectful, reverent, altruistic, generous, charitable …	irreverent, selfish, greedy, avaricious …

3. Appreciation

Appreciation is linked to the effect that a product or object has on an individual, making it a key quality for market researchers. According to Martin and White (2005: 56), appreciation involves "meanings that shape our evaluations of 'things,' particularly those that we create." The framework for analyzing APPRECIATION can be utilized to evaluate the speaker's perspective on the product, considering their overall reaction, their thoughts on its composition, and whether they like the final design and believe it was a worthwhile endeavor. Page (2003: 214) describes this framework as relating to the 'aesthetic attributes associated with an entity.' This is obviously extremely useful for research that is looking to assess the ways in which the designs of products can positively affect the chances of a consumer buying them.

Appreciation (aesthetics; evaluating text/process, natural phenomena) "involves evaluations of semiotic and natural phenomena according to how they are valued or not in a given field" (Martin & White, 2005, p.43). When we show appreciation, we use meanings to construct our evaluations of 'things'. Our reactions to things (do they catch our attention? Do they please us?), their "composition" (balance and complexity), and their "value" (how innovative, authentic, and timely) can all be classified as appreciations. The framework of APPRECIATION is organized around the three variables: (**REACTION, COMPOSITION**, **VALUATION).**

Each of these has subsequent sub-branches on which evaluative utterances can be placed. **REACTION** encompasses both the IMPACT of the product and its perceived QUALITY. Martin (2003: 160) describes IMPACT as "the degree to which the text/process captures our attention," emphasizing its importance in enhancing the "first moment of truth" for consumers. Krsner (2000: 97) defines QUALITY as "assessments of an object's likability. **COMPOSITION** relates to the BALANCE and COMPLEXITY of an object. BALANCE refers to "perceptions of proportionality" (Martin 2003: 160) and how the speaker views the physical aspects of the communication target. **VALUATION** looks at whether the overall design works and is worthwhile. Krsner (2000: 98) describes it as relating to 'the social significance of a product or phenomenon'. In addition to this, all three areas of APPRECIATION have both positive and negative dimension mirroring the possible positive and negative evaluations of texts, objects and people. These three variables, in both their positive and negative manifestations, provide a strong framework for assessing and understanding the different ways in which people make judgements and evaluations.

Table (3) A Framework for analysing APPRECIATION (Martin 2003: 160)

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APPRECIATION SUBSYSTEM	POSITIVE	NEGATIVE
REACTION: IMPACT (Did it grab me?)	Arresting, captivating, engaging, fascinating	Dull, boring, tedious, uninviting
REACTION: QUALITY (Did I Like it?)	Lovely, beautiful, appealing, splendid	Plain, ugly, repulsive, revolting
COMPOSITION: BALANCE (Did it fit together?)	Balanced, harmonious, proportional	Unbalanced, discordant, distorted, stretched
COMPOSITION: COMPLEXITY (Was it hard to understand)	Simple, elegant, intricate, detailed	Confusing, monolithic, extravagant
VALUATION (Was it worthwhile?)	Original, unique, challenging	Insignificant, shallow, reactionary

3. Methodology

The current study utilizes a mixed method approach (Qualitative & Quantitative). A qualitative approach is defined as the examination of phenomena in their natural settings, where the focus is on understanding and interpreting the meanings that individuals assign to these experiences. This method typically utilizes observational evidence, including case studies, interviews, personal narratives, interactions, and visual materials (Denzin & Lincoln, 1994). Importantly, qualitative research is described as "situationally constrained," which means that the social context plays a critical role in shaping the meaning of social actions (Neuman, 2014).

Researchers should integrate both qualitative and quantitative research methods. This involves employing a combination of qualitative and quantitative perspectives, as well as utilizing various data collection, analysis, and inference techniques. By doing so, they can enhance the validity of their studies, make their findings more comprehensive, and gain a deeper understanding of the data and results (Burke et al., 2007). This approach is referred to as mixed-method research.

The qualitative aspect of this research focuses on analysing the concept of Appraisal Theory in two selected episodes of the Lex Fridman podcast. In contrast, the quantitative portion of the study involves using manually calculated statistical results to enhance the findings, support the researcher's interpretations, and reduce bias or subjectivity.

This study is grounded in an in-depth analysis of selected podcast episodes from Lex Fridman podcast, which is available at https://lexfridman.com/podcast/. The library of episodes categorization can be accessed at https://lfplibrary.netlify.app/. Two categories are carefully selected from the 82 available in the Lex Fridman podcast library. These

categories are of two different fields, namely, Religion and Computer Science. Each of these fields was chosen due to its relevance to the study's focus on providing guidance to youth and its capability of giving informative content on positive discourse dynamics. For example, the episode that touches on religion talks about morality, purpose, and spirituality. While episodes address topics related to computer science, they explore technological innovation and its effects on society. The two episodes mentioned above have the same question (What is your advice for young people or students?).

Accordingly, several steps are involved in the process of analysis required to complete this study. The steps are outlined as follows:

1. Gathering the data (2 excerpts) derived from the episode's podcast library.

2. Analysing the data qualitatively in relation to attitude, according to the model adopted (Appraisal Theory).

3. Inferring conclusions, stating recommendations, and suggesting related topics for further studies.

4. Data Analysis
4.1 Excerpt (1)

Episode number: 304 Field: (Religion)

Guest's Info: Bishop Robert Barron is an **American Bishop** and founder of Word on Fire Catholic Ministries (born November 19, 1959).

Link:https://podcasts.apple.com/us/podcast/lex-fridman-podcast/id1434243584?i=1000570602707

Timestamp: 2:51:3 to 2:54:13

Advice:

"I think I'd say, find something you're good at, because that's from God. It's a gift that God's given you. And then dedicate it to love.
You know what I'm saying? So you're good at science, or math, or sports, or whatever. Okay, I'm going to use that now for my aggrandizement, for my wealth, for my privileges, and to become famous.
Find what you're good at, but now dedicate it to willing the good of the other. So use your science, and use your mathematics, and use your sports, and use your musicianship to benefit the world, you know?
That's how I'd say them. So find what you're good at. That's from God.

Yeah, well, you're good at what you're doing right now. And you've dedicated that to bringing light and illumination and joy to the world. That's true.

Right, I think that's the name of the game. But it's tricky. And if we don't have moral mentors and intellectual mentors, it becomes hard

And if you tell a kid, that's deadly to me, just decide for yourself, just off you go, and you make your own choices. Now you gotta have, your choice has to be disciplined, your desire's gotta be directed. Then you'll find your creative path.

Everyone does it in its own way, but it's a guided choice. Your freedom is not sovereign, it's a guided freedom".

- **Qualitative Analysis of Excerpt (1)**

In dealing with attitude system of excerpt (1), thirteen texts are analyzed belonging to the field of religion as advised by guest Robert Barron. The texts explore themes of affect, judgment, and appreciation as shown in table (4) below.

Table (4) Attitude analysis of Excerpt (1)

Appraisal Item	Attitude Category	Explanation
Find something you're good at, because that's from God. It's a gift that God's given you. and then dedicate it to love.	Affect: Happiness	People feel happy and thankful when they recognize their talents as special gifts. Acknowledging one's talents brings a positive and joyful feeling.
	Appreciation: Valuation	The phrase assesses the value of dedication to love, highlighting the significance of service. It underscores the ethical value of applying one's talents for good.
So you're good at science, or math, or sports, or whatever.	Judgement: Capacity	Emphasizes that everyone possesses unique skills across various fields, acknowledging individual competencies in diverse areas.
Okay, I'm going to use that now for my aggrandizement, for my wealth, for my privileges, and to become famous.	Judgement: Propriety	The phrase implies that selfish motives are morally questionable, promoting a shift toward ethical responsibility.
Find what you're good at, but now dedicate it to	Affect: Satisfaction	The phrase indicates that genuine satisfaction arises from helping others, not from personal benefit. It hints at emotional fulfillment derived from serving others.

willing the good of the other.		
So use your science, and use your mathematics, and use your sports, and use your musicianship to benefit the world, you know?	Apperception: Composition	The repeated structure emphasizes that diverse talents contribute to the betterment of society. It highlights the organized way these talents can be utilized for a positive impact. while also assuming everyone has the ability to act responsibly and effectively.
So find what you're good at. That's from God.	Affect: Happiness	People feel happy and grateful when they see their talents as special gifts. Recognizing one's talents evokes a positive and joyful feeling.
Yeah, well, you're good at what you're doing right now.	Affect: Happiness	The statement highlights the beneficial emotional effect of acknowledging an individual's talents and conveys support and affirmation.
And you've dedicated that to bringing light and illumination and joy to the world.	Affect: Security	The speaker acknowledges a sense of purpose and stability, indicating a valuable and secure contribution.
If we don't have moral mentors and intellectual mentors, it becomes hard.	Judgement: Propriety	Emphasizes the importance of ethical responsibility, suggesting that wisdom from moral and intellectual leaders can truly help us make thoughtful and positive decisions.
And if you tell a kid, that's deadly to me, just decide for yourself, just off you go, and you make your own choices.	Judgement: Propriety	The phrase implies that making decisions entirely independently, without any guidance, is dangerous.
Now you gotta have, your choice has to be disciplined, your desire's gotta be directed.	Judgement: Tenacity	Indicates that discipline and guidance are essential for making significant life decisions. Highlights the importance of persistence and self-control in decision-making.
Then you'll find your creative path.	Affect: satisfaction	By utilizing your talents and maintaining discipline, you will experience a profound sense of fulfillment and satisfaction.
Everyone does it in its own way, but it's a guided choice your freedom is not sovereign, it's a guided freedom.	Judgement: Normality	Suggests that freedom should be accompanied by responsibility and mentorship instead of complete independence. Establishes a principle regarding freedom and responsibility.

This table features fifteen texts drawn from religious advice, Affect, Judgement, and Appreciation. Affect has been taken from six texts. The Judgement has been taken from seven text subsystems, including criteria such as propriety, veracity, normality, tenacity, and capacity. Finally, the Appreciation has been taken to reflect responses through reaction, valuation, and composition.

- **Quantitative Analysis of Excerpt (1)**

The Quantitative Analysis of Attitude in Excerpt (1) is shown in table (5) and figure (1) below:

Table (5) Percentage of Attitude Categories in Excerpt (1)

Attitude Category	Affect			Judgement					Appreciation		
Category sub-types	Happiness	Satisfaction	Security	Normality	Capacity	Tenacity	Veracity	Propriety	Valuation	Composition	Reaction
Frequency	3	2	1	1	2	1	0	3	1	1	0
Total	6			6					2		
Percentage	42.857%			42.857%					14.285%		

The affect percentage, 42.857%, has been taken from six utterances, including three on happiness, one on security, and two on satisfaction. The Judgement percentage, 42.857%, has been taken from seven texts, covering three types on propriety, one on normality, one on tenacity, and one on capacity. Finally, the Appreciation percentage, 14.285%, has been taken to reflect responses through one valuation and one composition.
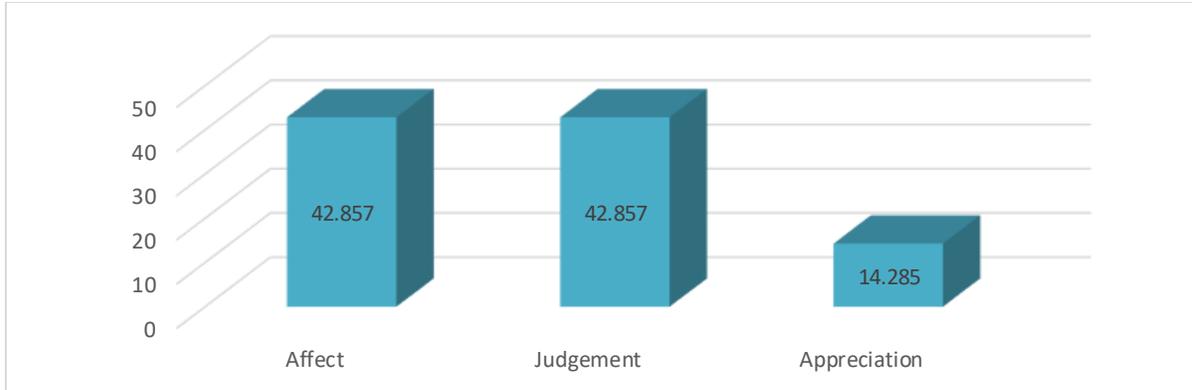
Figure (1): Percentage of Attitude Categories in Excerpt (1)

4.2   Excerpt (2)

Episode number: 177 **Field:** Computer Sciences

Guest's Info: Risto Miikkulainen is a Finnish-American. He is a computer scientist at UT Austin. (born 16 December 1961).

Link:https://podcasts.apple.com/us/podcast/lex-fridman-podcast/id1434243584?i=1000517697894

Timestamp: 1:52:32 to 1:57:05

Advice:

"Yes, definitely. Explore, diversity, exploration. And individuals.
Take classes in music, history, philosophy, math, engineering. See connections between them. Travel, learn a language.
I mean, all this diversity is fascinating, and we have it at our fingertips today. It's possible. You have to make a bit of an effort because it's not easy.
But the rewards are wonderful.
Yeah, there's something interesting about an objective function of new experiences. So try to figure out what is the maximally new experience I could have today. Explore deeply.
Yeah, so you don't have to explore a hundred things, but maybe a few topics where you can take a deep enough time, a dive that you gain an understanding. You yourself have to decide at some point that this is deep enough, and I've obtained what I can from this topic, and now it's time to move on. That might take years.
People sometimes switch careers, and they may stay on some career for a decade and switch to another one. You can do it. You're not pretty determined to stay where you are.
But in order to achieve something, you need 10,000 hours to become an expert on something. You don't have to become an expert, but to even develop an understanding and gain the experience that

you can use later, you probably have to spend, like I said, it's not easy. You got to spend some effort on it.

Now, also at some point then, when you have this diversity and you have these experiences, exploration, you may find something that you can't stay away from. Like for us, it was computers, it was AI, it was that I just have to do it. Then it will take decades maybe and you are pursuing it, because you figured out that this is really exciting and you can bring in your experiences and there's nothing wrong with that either.

But you asked, what's the advice for young people? That's the exploration part. Then after that exploration, you actually can focus and build a career.

Even there, you can switch multiple times. But I think that diversity exploration is fundamental to having a successful career, as is concentration and spending an effort where it matters. But you are in better position to make the choice when you have done your homework."

- **Qualitative Analysis of Attitude in Excerpt (2)**

The qualitative analysis of attitude examines the advice given by guest in the field of computer sciences. Across twenty-one utterances, the speaker employs various subtypes of Attitude to engage and uplift the audience.

Table (6) Attitude Analysis of Excerpt (2)

Appraisal Item	Attitude Category	Explanation
Yes, definitely. Explore, diversity, exploration. And individuals.	Affect: Happiness	Strong affirmation, such as "Yes, definitely," reflects the belief that exploration and diversity are not just advantageous but also emotional significant actions . Inspiring individuals to participate in exploration resonates with societal values of propriety and desirability.
Take classes in music, history, philosophy, math, engineering. See connections between them. Travel, learn a language.	Judgement: Normality	The suggestion to explore different subjects shows that diverse learning is common and expected. It highlights social norms that see education and curiosity as valuable. This reflects trust in people's ability to think critically. This section stresses the importance of

		traveling and learning new languages, saying these experiences broaden perspectives and support personal growth.
I mean, all this diversity is fascinating, and we have it at our fingertips today.	Affect: Happiness	The word "fascinating" reflects joy, wonder, and enthusiasm regarding access to varied knowledge and experiences. The speaker conveyed excitement and gratitude for these opportunities.
You have to make a bit of an effort because it's not easy.	Judgement: Tenacity	Recognizing that exploration takes effort yet remains worthwhile highlights the significance of determination and resilience. It indicates that although learning and personal growth can be difficult, persistence results in fulfilling experiences.
But the rewards are wonderful.	Affect: Satisfaction	The term "wonderful" expresses profound personal satisfaction and emotional fulfillment. This assertion reinforces the notion that the effort invested in exploration yields meaningful rewards.
Yeah, there's something interesting about an objective function of new experiences.	Affect: Happiness	The phrase indicates a positive emotional response characterized by a mild curiosity or attraction toward the idea. This reflects positive affect, specifically interest, implying that new experiences are perceived as engaging or intellectually stimulating.
So try to figure out what is the maximally new experience I could have today...	Appreciation: Composition	This phrase indicates that experiences are organized and can be enhanced to extract the maximum benefit from them. It emphasizes the interconnectedness of various experiences and how they foster personal growth.
Explore deeply.	Appreciation: Reaction	The call to "explore deeply" promotes active participation in experiences. It highlights the importance of engaging meaningfully and transformational with fresh ideas and knowledge rather than merely skimming the surface.
Yeah, so you don't have to explore a hundred things, but maybe a few topics where you can take a deep enough time, a dive that you gain an understanding.	Affect: Satisfaction	The speaker emphasizes that satisfaction comes from focusing on a few things deeply rather than overwhelming oneself with many things, thus achieving meaningful progress
	Judgement: Capacity	The speaker highlights the listener's ability to thoroughly engage with a limited number of topics, indicating that concentrating on a smaller range of material is achievable.

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You yourself have to decide at some point that this is deep enough.	Judgement: Capacity	The speaker highlights the importance of personal capacity, which involves evaluating your own progress and determining when sufficient effort has been dedicated to a subject.
People sometimes switch careers, and they may stay on some career for a decade and switch to another one.	Judgement: Normality	This statement indicates that changing careers is a common aspect of life's journey, encouraging people to feel comfortable with evolving and exploring new career paths.
You can do it. You're not pretty determined to stay where you are.	Judgement: Propriety	This advice underscores the importance of change, indicating that it's okay to progress, seek new opportunities, and not feel restricted to one route or role.
But in order to achieve something, you need 10,000 hours to become an expert...	Affect: Satisfaction	The speaker suggests that dedicating substantial time (10,000 hours) can bring satisfaction from reaching expertise. Even if mastery isn't achieved, the journey is fulfilling.
You don't have to become an expert, but to even develop an understanding and gain the experience that you can use later, you probably have to spend, like I said, it's not easy.	Affect: satisfaction	The speaker indicates that satisfaction goes beyond mastery; it also derives from understanding and experience, which are rewarding in themselves.
Now, also at some point then, when you have this diversity and you have these experiences, exploration, you may find something that you can't stay away from.	Affect: Happiness	This statement expresses the thrill and satisfaction associated with exploration. The phrase "you can't stay away from" indicates a strong commitment and personal delight in uncovering something significant. The emotional tone resonates with joy and contentment in the Affect subsystem, reflecting the speaker's excitement about discovering a passion.
Like for us, it was computers, it was AI, it was that I just have to do it.	Judgement: Tenacity	The statement "I just have to do it" reflects a strong sense of determination and an inner motivation to engage in a field. It emphasizes perseverance and the speaker's steadfast commitment to AI and computing.
Then it will take decades maybe and you are pursuing it, because you figured out that this is really exciting and you can bring in your experiences and there's	Affect: Security	This statement comforts the audience by affirming that dedicating decades to a passion is both acceptable and rewarding. The expression "there's nothing wrong with that either" normalizes long-term commitment, fostering a feeling of security by acknowledging the journey of professional and personal development.

nothing wrong with that either.		
But you asked, what's the advice for young people? That's the exploration part.	Judgement: Capacity	This phrase assesses young people's capacity to explore various fields. It suggests that exploration is not only essential but also an inherent ability that individuals possess. It falls under Capacity in the Judgment subsystem, as it evaluates individuals' potential for meaningful discovery.
Then after that exploration, you actually can focus and build a career. Even there, you can switch multiple times.	Judgement: Normality	This sentence outlines a typical order: starting with exploration, followed by career development. The term "actually" indicates that this sequence is anticipated or natural, illustrating a standard in Judgment, where the speaker conveys that this is a usual or accepted method for professional growth.
But I think that diversity exploration is fundamental to having a successful career, as is concentration and spending an effort where it matters.	Judgement: Veracity	This statement portrays exploration and effort as essential truths for career success. The phrase "just as concentration and directing effort where it counts" makes a robust assertion regarding what drives success, aligning with the truthfulness in judgment, as it assesses the validity of a principle.
But you are in a better position to make the choice when you have done your homework.	Appreciation: Valuation	This highlights the importance of preparation before making career decisions. The phrase "better position to make the choice" considers knowledge as a factor that improves decision-making, categorizing it within the Appreciation subsystem, which evaluates worth or utility.

- **Quantitative Analysis of Attitude Excerpt (2)**

The Quantitative Analysis of Attitude in Excerpt (2) is shown in table (7) and figure (2) below:

Table (7) Percentage of Attitude Categories in Excerpt (2)

Attitude Category	Affect			Judgement					Appreciation		
Category sub-types	Happiness	Satisfaction	Security	Normality	Capacity	Tenacity	Veracity	Propriety	Valuation	Composition	Reaction

Frequency	4	4	1	3	3	2	1	1	1	1	1
Total	9			9				3			
Percentage	42.857%			42.857%				14.285%			

This includes nine instances of Affect, covering emotions like four Happiness, one security, and four Satisfaction, with a total percentage of 42.857%. Additionally, there are nine cases of Judgment, addressing three Normality, three Capacity, two Tenacity, one Veracity, and one Propriety, with a total percentage of 42.857%. Moreover, there are three instances of Appreciation, centering on one Valuation, one Composition, and one Reaction, with a total percentage of 14.285%.
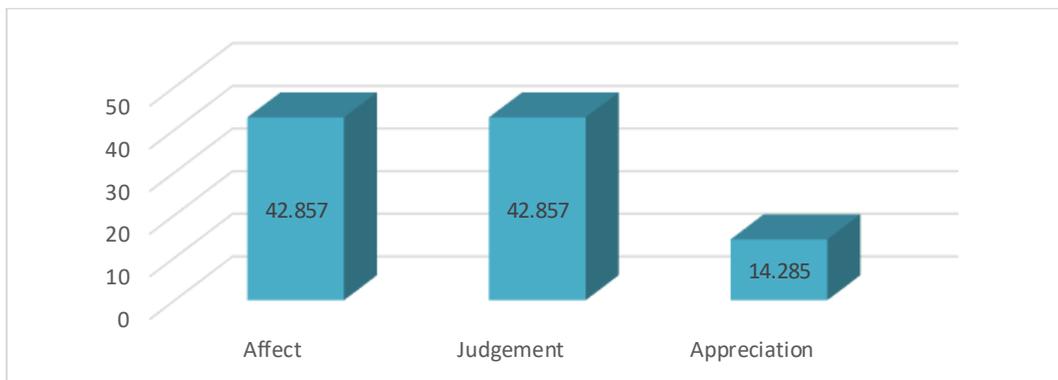
Figure (2) Percentage of Attitude Categories in Excerpt (2)

4.3 Results and Discussion
4.3.1 Results in Relation to Attitude

It can be noticed that in the field of religion (*excerpt 1*) the highest percentage is for Affect and Judgement, each accounting for 42.86% of the total instances, while the lowest percentage is for appreciation 14.29%. This pattern indicates that discussions about religion prioritize emotional reactions (Affect) and moral or social judgments about behavior (Judgement) over aesthetic or value-based assessments of objects or practices (Appreciation). The frequent mention of Propriety within Judgement suggests that religion is largely viewed through the lens of ethical or moral correctness. Additionally, the prominent references to Happiness and Satisfaction in Affect imply that religion contributes to emotional well-being and fulfillment. This underscores religion's dual role as both a belief system and a provider of moral direction and emotional aid. The low occurrence of Appreciation reveals that religion is infrequently presented in terms of cultural significance or aesthetic value within the data sample.

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It can also be noticed that the same percentage has been present in the field of computer science (*excerpt 2*), the highest percentage is for Affect and Judgement, each accounting for 42.86% of the total instances, whereas the lowest percentage is for appreciation, 14.29%. This suggests that advice of computer sciences frequently evoke emotional reactions and evaluations of human qualities or skills. The prevalence of Happiness and Satisfaction under Affect indicates that people link computer sciences with positive feelings, such as enjoyment and accomplishment. In contrast, Judgement sub-types like Capacity, Tenacity, and Normality reveal that participants often evaluate individuals in this field based on their competence, perseverance, and anticipated conduct. The comparatively low usage of Appreciation (e.g., Valuation, Composition, Reaction) suggests less emphasis on the intrinsic or aesthetic aspects of computer science, focusing more on its human and emotional aspects. This underscores a dialogue that prioritizes emotional fulfilment and the perceived skills of individuals within the discipline.

4.3.2   Results in Relation to Guest's Field and Vocabulary Selection

The guests' word choices reflect their careers and show a clear link between their language and their field of expertise. They often use specific terms and concepts that boost their credibility and help focus the discussion on their area of knowledge. This connection between their words and their professional identity shows how language can build authority and share insights related to their subject. Below, there is a list of vocabulary in relation to the field of expertise:

- **Religion** (Gift from God, Dedicate, Love / Willing the good of the other, Moral mentors, Disciplined desire / Directed freedom). In the field of Religion, which has been perceived that vocabulary is a divine gift that calls individuals to dedicate their lives to love, moral growth, and service. It shapes people through mentors, teaches self-discipline, and guides them to use their freedom wisely.

- **Computer science** (Explore /Exploration, Objective function, Diversity of knowledge, Switching careers /Lifelong learning) In the field of computer science, vocabulary is perceived through exploration, guided by measurable goals (objective functions) and enriched by interdisciplinary knowledge. These vocabulary terms reflect the mindset and structure of the field, highlighting its innovative nature.

6. Conclusions

The categories of Attitude, Engagement, and Graduation are employed differently across each excerpt, reflecting diverse rhetorical and evaluative strategies utilised by the speakers. These variations highlight the speakers' individual communicative preferences, purposes, and the contextual demands of their discourse. The guest aimed to offer advice convincingly, demonstrating that his language is effectively and strategically crafted. He employed the Attitude subsystem to enhance his persuasive appeal. Through this evaluative

language, he sought to connect with young people and encourage positive behavioral change.

A clear relationship emerged between vocabulary selection and the guests' professional fields. Lexical choices varied systematically across excerpts, reflecting the specialized knowledge, disciplinary perspectives, and communicative objectives associated with each speaker's background. This alignment suggests that domain-specific language use played a crucial role in shaping the construction and delivery of advice.

Additionally, it's important to note that the analysis reveals how advice is effectively communicated through a positive attitude within appraisal theory. This is accomplished by using carefully chosen words that not only inspire but also cultivate a sense of motivation and encouragement in the recipient. The selection of these specific terms plays a crucial role in fostering a supportive environment that enhances the overall impact of the advice provided.

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