

Table 4.12 Actor, Goal, Scope and Beneficiary participants according to themes in the Address and Comments

Themes	Address				Comments			
	Actors	Goal	Scope	Beneficiary	Actors	Goal	Scope	Beneficiary
Gratefulness & Hope for the Future	us (S1a, S39a) we (S1b) God (S39b)	None	our 52nd independence day with the theme 1Malaysia People First Performance Now (S1b) for this noble journey to continue (S39a)	Allah SWT (S1a)	None	my hats (C10S8b)	None	YB Shafie Afdal (C10S8b)
Malaysia in the Past	a group of national patriots led by YTM Tunku Abdul Rahman Putra al-haj (S2) multi-ethnicity of a young nation (S4a)	its independence (S2)	the socio-economic imbalance (S4a)	this country (S2)	I (C7S3, C7S4) our fathers (C9S2a)	None	for a play or a drama(C3S3b) in cultural shows, elocution contests, big walks and many other contests (C7S3) all that (C7S4) great struggles (C9S2a) activities of rivals (C9S2b)	
Malaysia in the Present	we (S5)	the sceptics (S5) social justice (S7b)	wrong (S5)		I (C3S7)	None	What (C3S5, C3S13) this day (C3S7) back our spirits and hope to be one nation (C3S16)	our lovely country (C3S13) us (C3S16)

Table 4.12 Continued

Themes	Address				Comments			
	Actors	Goal	Scope	Beneficiary	Actors	Goal	Scope	Beneficiary
National Unity & Identity	us (S36, S37, S38)	None	a philosophy (S9b) diversity as a source of strength, rather than a point of discord that causes disunity (S9c) the spirit of patriotism (S36) a more prosperous and peaceful future (S37) the hallowed banner of our Jalur Gemilang (S38)	all Malaysians (S37)	the <i>rakyat</i> (citizens) (C2S1a) their ancestors (C5S2b) Malaysians (C5S9a) You (CS10) History (C9S3a) that (unity) (C9S3b) our security forces (C9S4) that (those who don't have ability) (C10S2b) patriotism (C11S1) we (C11S2a) 's (us) (C11S6b, C11S7a, C11S9a) the majority (C11S9a)	it ("merdeka" milestone) (C9S4) massive wealth (C10S2b) Malaysians (C11S7a) their problems (C11S7b) their lives (C11S7c)	the Malaysia concept (C2S1b) here (C5S2b) their source of information (C5S9a) in order to accommodate this (C5S10) the celebrated "MERDEKA" milestone (C9S3b) the misdeeds of politicians (C10S1c) our degree of loyalty (C11S1) with the work (C11S6b)	our loyal Malaysians (C11S2a)
Threats to Malaysia	our forefathers (S10a) certain quarters (S10b) they (S11a)	the bridge (S10a) the fine lines (S11a)	None	None	past leaders (C1S1a) your home Ministry, police, FRU and ISA (C4S3) Malays (C4S4c) They (C5S5) these people (C10S3a) us (C11S2b)	it (the country) (C1S1b) these people (those who fan the 'racist' and discrimination fires) (C2S4a) what (C4S1) no action (C4S4a, C4S5) the wealth (C10S3a)	a mess of the country (C1S1a) about this (C4S3) dangerous racial issues (C4S4c) no FRU water cannon n (and) (C5S6) to talk of politics (C5S4) everything (C5S5) for more (C10S3b) those few who are always creating problems and discomfort (C11S2b)	None

Table 4.12 Continued

<p>Challenges Faces by Malaysia</p>	<p>we (S13a, S30b, S31) success (S16b) I (S17a, S25a) our ancestors (S19) our security forces (S20) scholars and educators (S21) heroes of the private sector, corporate (S22) heroes, hawkers and small entrepreneurs dedicated public servants (S23) everyone of us (S25b) which (independence) (S29b)</p>	<p>the walls that separate us (S12b) success (S13a, S15b) it (success) (S19, S20, S21, S22) everyone especially the younger generation (S23) the success and prosperity of Malaysia (S17a) equal opportunity (S24) all of them (the numerous milestones) (S25b) all of these (refer to S29b cir: manner) (S28) we (S30b)</p>	<p>what we have achieved (S13b) ends in failure (S15b) easy (S16b) meaning to our independence (S29a) all of these (S30b) to rest upon our laurels without striving for more success (S31)</p>	<p>None</p>	<p>None</p>	<p>None</p>	<p>about the developed status (C10S7)</p>	<p>None</p>
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Table 4.12 Continued

<p>Government Policies</p>	<p>the government (S32a) that (the effective policies) (S32b) I (S33a) we (S34a, S34b) country and its people (S35d)</p>	<p>us (S32b) concrete initiatives (S34b) the public welfare agenda (S35b)</p>	<p>more effective policies (S32a) forward towards becoming a developed nation (S32b) the 1Malaysia concept (S33a) the Federal Constitution and Rukun Negara (S33b) at setting a mission statement (S34a) with efforts to overhaul the public service delivery system (S35a) as a government priority (S35b) to efforts to stimulate the national economy (S35c) continuous prosperity (S35d)</p>	<p>None</p>	<p>You (C1S6, C8S5b) Mr. PM (C8S5a) I (C9S8a) the Ministry of Home Affairs (C9S8b)</p>	<p>the ISA (C1S8) bumi status (C1S9) complete religious freedom (C1S10) the civil service and other privatised (piratised) utilities like TNB, TM, PETRONAS, POS MALAYSIA etc. (C1S11) policies (C1S13) me (C8S5a) sovereign rights (C9S8b)</p>	<p>English (C1S12) to comment on your wishes of 1Malaysia vision to succeed (C8S5a) that you walk the talk (C8S5b)</p>	<p>None</p>
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Table 4.14 Senser and Phenomenon participants according to themes in the Address and Comments

Themes	Address		Comments	
	Senser	Phenomenon	Senser	Phenomenon
Gratefulness & Hope for the Future	None	None	those of you (C3S17) I (C3S18, C6S2a, C6S2b) we (C7S1)	for a change (C3S17) Malaysia can do it (C3S18) racial harmony is very much intact (C6S2a) a better sense of patriotism will be instilled (C6S2b) merdeka in its true spirit (C7S1)
Malaysia in the Past	The post-independent period (S3a)	The task and responsibility of determining the direction of this great land once held by colonists (S3a)	I (C3S2a, C3S2b, C7S7a, C7S8a, C9S1) me (C7S7c)	back then (C3S2a) when this time of the month comes (C3S2b) it (C7S7c) the same (C7S8a) your views and opinion (C9S1)
Malaysia in the Present	None	None	I (C3S8, C3S15a, C3S15b, C3S15c) we (C3S14c)	why should ... anymore (C3S8) to voice out this is what Malaysia has become (C3S14c) Malaysia (C3S15a) secured (C3S15b) it (C3S1c)
National Unity & Identity	None	None	the <i>rakyat</i> (citizens) (C2S1a) some people (C5S2a) I (C8S4) all Malaysians even visitors (C9S5a) the majority (C11S9a)	Malaysian (C5S2a) the same view (C8S4) to be united (C11S9a)
Threats to Malaysia	None	None	u (you) I	to see another 1969 again (C4S7) take necessary action against those people (C4S9)
Challenges Faced by Malaysia	us (S14a) we (S14b)	What ... might not become better (S14b)	None	None
Government Policies	None	None	the leaders (C1S5b) you (C1S7)	make it happen (C1S5b) these few points (C1S7)

Table 4.16 Carrier and Attribute participant according to themes in the Address and Comments

Themes	Address		Comments	
	Carrier	Attribute	Carrier	Attribute
<i>Gratefulness & Hope in the Future</i>	None	None	We (C8S1)	52 years old
<i>Malaysia in the Past</i>	None	None	I (C3S1, C7S2) Life (C7S5)	19 year old student (C3S1) too young (C7S2) tough but fun (C7S5)
<i>Malaysia in the Present</i>	we (S7a)	became the first country ... to defeat the communist (S7a)	None	None
<i>National Unity & Identity</i>	None	None	Malaysia (C5S9b) Malaysians (C6S4) I (C8S2, C8S3a) we (C8S8)	some of the world's latest technologies (C5S9b) people who love living in harmony (C6S4) 52 years (C6S4) proud (C8S3a) truly Malaysians (C8S8)
<i>Threats to Malaysia</i>	None	None	this (C4S4b) I (C4S8a, C4S8b) the act done by your fellow Malays (C4S8c)	a clear sedition (C4S4b) a Hindu (C4S8a) indian (C4S8b) extreme (C4S8c)
<i>Challenges Faced by Malaysia</i>	None	None	None	None
<i>Government Policies</i>	None	None	nobody in the 18 million odd population (C1S4) it (C1S5a) leaders of Islam (C1S14)	the guts (C1S4) a beautiful concept (C1S5a) non-obstrusive (C1S14)

Table 4.19 Token and Value participants according to themes in the Address and Comments

Themes	Address		Comments	
	Token	Value	Token	Value
Gratefulness & Hope in the Future	None	None	None	None
Malaysia in the Past	None	None	it (C3S3a) my sisters and I (C7S6)	the time we all look forward to (C3S3a) Yah, Ti, Nab and Yam (C7S6)
Malaysia in the Present	We (S6)	among the leaders of the developing nations (S6)	It (C3S10c, C3S11, C3S14a)	a shame (C3S10c) even hard (C3S11) no one has the <i>semangat</i> (spirit) to celebrate anymore (C3S14a)
National Unity & Identity	What (S8) It (S9a)	secret formula that drives our success (S8) unity among our people of various ethnicity and beliefs (S9a)	the pinnacle of the future (C5S11) I (C8S3b) my only 52 <i>Merdeka</i> (independence) wish (C8S7a) politicians (C9S6) ordinary Malaysians who work hard & are law abiding (C10S2a) they (C11S5)	of the elements of the past and present (C5S11) being accepted as a <i>bumiputra</i> (son of the soil) (C8S3b) the true hero of a true Malaysian (C8S7a) ensure peace and harmony (C9S6) losing out (C10S2a) live democratically (C11S5)
Threats to Malaysia			irresponsi-ble leaders and politicians (C2S3) it (C4S10) these Malaysians (C5S7) the political scenario (C5S8) most demonstra-tions (C6S33) Malaysia (C10S4) these trouble makers (C11S4)	fanning the ‘racist’ and discrimination fires (C2S3) clearly seen (C4S10) their love for Malaysia (C5S7) changing (C5S8) from individuals with political reasons or from those who hide behind the name of NGO for their own agenda (C6S33) politicians & those connected to them (C10S4) puppets to sow discontentment and unhappiness (C11S4)
Challenges Faced by Malaysia	the biggest challenge (S12a) the proof (S15a) it (S16a) the good fortune (S17b) success (S18) the only barrier to our individual achieve-ments (S26) Malaysia (S27)	to restore this bridge (S12a) in the world’s history(S15a) true(S16a) careful planning, efficient implementation and great sacrifice (S17b) the result of great struggles, blood, sweat and tears of our heroes (S18) the will to succeed, the willingness to work hard, and the courage to take risks (S26) numerous milestones (S27)		
Government Policies			it (C8S6) this (C9S9) the Federal Constitu-tion and <i>Rukun Negara</i> (C9S10) 1Malaysia (C11S9)	just another slogan (C8S6) the base and start up point to all other successes (C9S9) the guiding light (C9S10) he way forward (C11S9)

Table 4.21 Sayer, Verbiage and Target participants according to themes in the Address and Comments

Themes	Address			Comments		
	Sayer	Verbiage	Target	Sayer	Verbiage	Target
Gratefulness &d Hope for the Future	None	None	None	I (C6S1)	my congratulations and appreciation (C6S1)	YAB Dato' Sri (C6S1)
Malaysia in the Past	many (S4c)	a pending demise of Malaysia (S4c)	None	None	None	None
Malaysia in the Present	None	None	None	I (C3S14b)	more on why we don't feel like how we used to (C3S14b)	I (C3S14b)
National Unity & Identity	None	None	None	None	None	None
Threats to Malaysia	None	None	None	You (C4S2)	the incident of insulting other religion in public (C4S2)	You (C4S2)
Challenges Faced by Malaysia	None	None	None	None	None	None
Government Policies	None	None	None	Everyone (C1S2a)	about 1Malaysia (C1S2b)	None