

ABSTRACT

Beauty pageants such as Miss Grand International (MGI) have developed beyond an emphasis on physical appearance to become a platform for advocacy and public speaking, in which contestants are evaluated on their ability to communicate ideas and respond to global issues. This study aims to analyse interpersonal meaning realised through the systems of Mood and Modality in the advocacy speeches delivered by the Top 10 finalists of Miss Grand International 2025. The Systemic Functional Linguistics (SFL) framework proposed by Halliday and Matthiessen was applied to identify how the finalists position themselves and their audience through grammatical choices. This study employs a qualitative research design with a descriptive-interpretative case-study approach. The data consist of clauses drawn from the transcribed advocacy speeches of ten finalists representing Colombia, the Czech Republic, Ghana, Guatemala, Mexico, the Philippines, Spain, Tanzania, Thailand, and Venezuela, sourced from the official Grand TV YouTube broadcast of the MGI 2025 final round. From a total of 98 analysed clauses, three mood types were identified: 93 declarative, 1 interrogative, and 4 imperative clauses, with declarative mood overwhelmingly dominant. Twenty-one modal expressions were also identified, consisting of 8 probability, 1 usuality, 6 obligation, and 6 inclination markers. Probability modality is realised mainly through the metaphorical expression "I believe", obligation through the high-value operators must and should, and inclination through inclusive expressions such as "let us" and "I choose". The findings indicate that the finalists construct interpersonal meaning by combining declarative mood, sparingly but strategically placed modality, and the alternation between the personal "I" and the collective "we" to establish speaker credibility while positioning their global audience as morally implicated participants in the advocacy of peace. This study contributes to discourse analysis by extending interpersonal meaning research into the underexplored context of beauty pageant speech.

Keywords: *interpersonal meaning; mood; modality; systemic functional linguistics; beauty pageant speech*