

CHAPTER ONE INTRODUCTION

1.1 Background of Study

Gender Equality has become the main issue that feminist fight for since century. The feminist activist campaigning gender equality every day in order to make both men and women have an equal position. One of the ways to make people feel the same about this is through transferring the knowledge using language. The function of language is to communicate ideas and desires (Rido, 2020). In addition, we can see the characteristic of the language used to pose the arguments in a text or a speech (Unggul&Gulö,2017). In a text or a speech someone can see the way writers or speakers conduct interaction by intruding and commenting on their message (Kuswoyo &Siregar, 2019).

In order to look deep into the message of a text, a tool is needed and one of the tools to see ideas and desires in the text is Critical Discourse Analysis. Van Dijk (1998) stated that “Critical Discourse Analysis becomes a famous analytical research approach because it focuses primarily on social problems and political issues rather than on complex paradigms and fashions, invites many scholars’ attraction to employ it as a research tool” (p. 131). Similar idea is also stated by Fairclough (1995) that “CDA includes the larger sociopolitical and sociocultural contexts within which discourse is embedded, in this case in macro-level of analysis that we are able to reveal the ideological bases of discourse” (p. 56).

As a result, CDA has become a very important research tool which moves beyond a surface level examination of discourse to show how discourse can produce and hide deep structure relations of power and inequality. It is in vein with (Afrianto,2017) states that discourse analysis is one of the tools to analyze certain pattern of discourse.

Not only engages in socio and political analyses of the context of a text or a talk, Van Dijk (2016) further explained that “CDA specifically takes a stand on the abuse of power that is done by a person or a media that can manipulate the attitudes of readers” (p. 2). It can be inferred that the power of a text or talk can only be seen using CDA. Among many international entertainment figures and activists’ speeches, Emma Watson’s speech has sparked the attention of the researcher.

In 2014 Emma Watson was chosen to be the ambassador of UN Women Goodwill and to help them launch campaign of *HeForShe* which advocate for gender equality. Since the launch of *HeForShe* Campaign, Emma got thousands of responds from the society around the world in social media (Butler, 2015). Emma also has started to participate in many events to promote women’s rights such as feminist Goodreads book club: *Our Shared Shelf* which aims to raise the topic of gender inequality that portrayed in books and scientific articles. Emma joined One Young World as a Counsellor in 2016, she attended the Summit in Ottawa with ten young leaders who had won the One Young World Emma Watson Scholarship.

This scholarship was for people who had shown positive activism and were leading positive change in gender equality through their own work. The session that Emma led was called “Gender Equality: Challenging stereotypes from the ground up”. The researcher is interested in analyzing the speech of Emma Watson in One Young World Forum due to Emma Watson responds towards people’s reactions on *HeForShe* movement and how she will do anything in order to make gender equality. The event was held in 2016 in Ottawa, Canada. The interesting linguistic aspect that the researcher analyzed was on how she used the elements of discourse structure in order to make the listeners able to understand and believe with what she said.

This research is important to be conducted in order to reveal the way Emma Watson put her ideology inside her speech and how she expressed it. By doing socio cognitive approach analysis, the readers will be able to understand how to give the argumentation especially the speaker who has a power in society, such as Emma Watson as an international actress that is active as feminist activist. These fundamental reasons become the basic motive, why this subject properly to be analyzed.

1.2 Research Questions

Based on the background of study, the research question of this research is:

1. How is the ideology of Emma Watson expressed in One Young Forum?

1.3 Research Objectives

The main objective of this study is to critically reveal the ideology of Emma Watson and the way Emma Watson expressed her ideology in her speech delivered at One Young World Forum 2016 in Ottawa.

1.4 Uses of the Study

The uses of this research are Theoretical uses and practical uses.

1.4.1 Theoretical Use

The writer hopes that after applying Van Dijk Socio Cognitive Approach on the context of ideological structures and discourse structure, it will give more knowledge about how to look at some ideologies that represented in the speech delivered by Emma Watson.

1.4.2 Practical Use

Practically, the result of this research can be used as a reference in the field of discourse analyses. Hopefully this study will be useful guideline if there are further researchers who want to discuss similar problems, especially about Ideological Structure of Discourse in the context of speech.

1.5 Scope of the Study

The writer used the theory designed by Van Dijk (2015) and (1998). This study only focuses on oral communication especially in the context of speech. The writer did in-depth investigation to find how an ideology is expressed in Emma Watson speech by seeing the words, structure of the speech and the main idea of the speech. Then, the limitation of this study is that the writer focuses on analyzing Speech of Emma Watsons as Counselor in One Young World Forum 2016 in Ottawa by using Socio-Cognitive approach focusing on Ideological Structure of Discourse that is invented by Van Dijk (2015) and discourse structure by Van Dijk (1998) to reveal how Emma expressed her ideology in the speech of One Young World Forum 2016.