CHAPTER I

INTRODUCTION

The chapter presents an introductory section of the study. It provides the background of the study, research questions, aims of the study, limitation of the study, research methodology including data collection and data analysis, clarification of key terms, and organization of the paper.

1.1. Background

A text, or discourse, is constructed to capture reality. The author of a text exercises languages and tries to represent his/her thought or experience in a form of text. Van Leeuwen (2008) argues that discourse is shaped by the social practice. However, the social practice that has to be represented in the discourse undergoes a kind of transformation; for instance the backgrounding of several things that are not essential.

Discourse is seen as a social practice. As a social practice, according to Fairclough and Wodak (1997, cited in Wodak and Meyer, 2009), there is a dialectical relationship between elements of social practice which constitute a discourse—the language of speech and writing. They assert that the dialectical relationship in the discourse means that each element of social practice interacts with each other. This interaction results in a discourse which contains the representation of the elements.

In agreement with Fairclough and Wodak, Van Leeuwen (2008) establishes his concept regarding discourse. Van Leeuwen asserts that discourses are social cognition—"socially specific ways of knowing social practice" (2008:6). As a social cognition, discourse is used to represent the social practices. Since the social practices may be transformed in the discourse, meaning it is not presented completely, Van Leeweun believes that the text that is inspired by the social practices might be used to reconstruct the social practices before the transformation. This view leads Van Leeuwen to the concept of discourse as the recontextualization—using Bernstein's term (1981, 1986 cited in Van Leeuwen, 2008)—of social practice.

In his view, the discourse contains a reconstruction of what happen in the social practice. He initiates the relationship between discourse and social practice with the important elements of social practice. The real social practice always has these elements: actions, performance modes, actors, presentation styles, times, spaces, resources, and eligibility. Those elements are, then, selected, transformed or added.

Van Leeuwen, then, introduces the social actions network (1993). This network presents the possible representation of actions and reactions in the discourse. Reactions can be represented in mental processes. They may be unspecified or specified as cognitive, perceptive, or affective. Actions are realized by the material process (material action) and behavioral process (semiotic action). Next, actions and reactions can be represented in various ways: objectivated, descriptivized, de-agentialized, generalized, abstracted, using single determination

or using overdetermination. These possible representation of social actions and reactions—the social action network—can be used to analyze the form of actions appear in a discourse.

Since 9-11 tragedy, terrorism has become the central discourse in the United States of America's security concerns. Bush administration declared war against terrorism. This was the legitimation of his invasion to Iraq. Since that time, America has been at war; fighting every terrorist act threatening its security. National Security Strategy (NSS) document is prepared by the U.S. administration periodically to outline their major national security concerns. It is technically overdue in 150 days after the new president takes office (Feaver, 2010). Bush's NSS was released in 2002 and 2006. Both present direct reference to the war against terrorism.

Barack Obama's first National Security Strategy (NSS) was released on May 27, 2010 (sixteenth months after he took office). Because NSS contains the outline of what the administrations' major security concerns are; it will cover many actions. The analysis of these actions using Van Leeuwen's framework will reveal three things. First, it shows the kinds of actions that are attributed to every social actor in Obama's NSS. Second, it depicts in what way these actions are distributed in the discourse. Finally, it reveals which actions tend to be deactivated or abstracted. These three things gained from the research may contribute more to the understanding of actions that the administration takes in preventing, combating, or beating terrorism.

With regard to the previous studies utilizing Van Leeuwen's framework, the writer found that most of the previous studies were centralized on the representation of social actor. Dragana Polovina-Vukovic published her paper in *Systemic Functional Linguistics and Critical Discourse Analysis Studies in Social Change* (2004). She presented the paper entitled "The Representation of Social Actors in the *Globe and Mail* during the Break-up of the Former Yogoslavia." Here, she studied the portrayal of different ethnic groups during the wars of disintegration of Yugoslavia. Her corpus was taken from the Canadian press, Globe and Mail. Her study suggested that different ethnic groups were largely portrayed as villains or victims. She also added that the representation contributed to Western actions in Balkans and Western acceptance of refugees.

Another researcher who utilized Van Leeuwen's framework is Michael Farelly. His paper entitled "Discourse and Ideology: Democracy in the Election Manifestoes of New Labour" was published in The Political Studies Association Web site in 2009. He investigated the way New Labour construes democracy by analyzing the New Labour UK general election manifestos of 1997, 2001 and 2005. He focused on the categories of social actors and their inclusion and exclusion in relation to democracy. His study suggested that the democracy held by the New Labour in the texts extends only so far as the actions of the state social actors. He found that the power relation of democracy is inverted and the inversion is hidden through the exclusions and inclusions of state and ordinary people in the nation.

Since there are just few studies investigating the social actions in a discourse, the present study tries to explore how the social actions can be represented in a certain discourse. The study is geared toward answering three questions concerning the actions attributed to each social actor, the way how those actions distributed in the discourse, and which actions that tend to be deactivated or abstracted.

1.2. Research Questions

The research is guided by the following questions:

1. What kinds of social actions are attributed to the social actor(s) in Obama's National Security Strategy?

2. In what ways are the social actions of Obama's administration toward terrorism distributed in the discourse?

3. Which social actions tend to be deactivated or abstracted?

1.3. Aims of Study

The purposes of the research are:

1. Investigating the kinds of actions attributed to the social actor(s) in Obama's National Security Strategy.

2. Investigating the ways actions of Obama's administration toward terrorism are distributed in the discourse.

3. Investigating which action that tends to be deactivated or abstracted.

1.4. Limitation of Study

The focus of the study is analyzing the representation of social actions in the discourse in relation to the actions that will be taken concerning terrorism. The discourse used in the analysis is the document of National Security Strategy 2010. Obama's first National Security Strategy (NSS) was released on 27 May 2010. This document outlines the way the administration will deal with concerns ranging from counterterrorism to foreign aid. The study is concerned with Obama's actions concerning terrorism so that it focuses on the security section in the NSS. The study concentrates on his intended actions for security not which kind of actions that he will actually perform later on.

The study uses Van Leeuwen's framework of discourse as recontextualization of social practice. The analysis begins with the identification of social actors in the discourse. It is, then, followed by the analysis of the actions attributed to each participant. The actions are classified into Van Leeweun's social action network—Van Leeuwen's category for representation of social actions. The result of these analyses will be used to identify Obama's action toward terrorism.

1.5. Research Methodology

The study will be conducted based on qualitative method. The study utilizes Van Leeuwen's (1993) approach to CDA. Van Leeuwen's framework is based on the view that discourse is the recontextualization of social practice. This approach

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refs to the interaction between linguistic and sociological theory explaining the role of action in constructing social structure. Van Leeuwen's framework focuses the analysis of discourse by investigating the elements of social practice that are transformed in the text.

Furthermore, the data collection and data analysis are elucidated below:

o *Data Collection*

The data used in the study is the document of National Security Strategy (NSS) 2010. This document was released to the public on May 27, 2010 by Barack Obama's administration. The document was gained from the official Web site of U.S. Government: www.whitehouse.gov.

The National Security Strategy (NSS) 2010 outlines the security concerns of U.S. Government. It is divided into four parts: Overview of National Security Strategy, Strategic Approach, Advancing Our Interest, and Conclusion. The security section of the NSS is located in the third part, Advancing Our Interest. The research will use one subsection under this security section in the NSS as the data that will be analyzed. This subsection is chosen because it contains the actions of Obama's administration concerning security of the U.S. specifically terrorism issue.

o *Data Analysis*

Van Leeuwen's framework involves the analysis of social actions used in the discourse. There are three steps of analyzing the recontextualization of social

practice in the discourse. The first step deals with the identification of participants or social actors appear in the discourse. The next step is analyzing the social actions attributed to each participant based on Van Leeuwen's category for representation of social actions as well as the distribution of the social actions. The last step is interpreting the findings of the previous analysis. These analyses will, then, contribute to the interpretation of the discourse in order to answer the research problems underlying the present study.

1.6. Clarification of Key Terms

In the study, there are several terms that need to be clarified in order to comprehend the same notion underlying the investigated problem. The terms are clarified as follows:

1. Representation

   Fairclough (1989) suggests that representation refers to the language used in a text or talk to assign meaning to groups and their social practices, to events, and to social and ecological conditions and objects. In addition, Wenden (2005) presents that meaning is not presented in the reality perceived but rather it is construed by linguistic representations. In the study, representation is the linguistic realization of certain meaning attributed to certain social actors and their social actions.

2. Social Actions (Van Leeuwen, 2008:8)

   Social action is a set of actions performed in sequence as the core of social practices. These actions may or may not be transformed in discourse. A

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discourse may introduce a certain version of a social practice with representation of the actor's actions or reactions. In the research, the actions or reactions are classified into Van Leeuwen's social action network which draws the possible transformations of the actions.

3. Terrorism

In his report to the Parliament of the United Kingdom, Lord Carlile (2007) suggested that there is no definition of terrorism that can be accepted universally. Every country has a national definition of terrorism ranging from a very broad definition to a narrow and specific one. Most of the definitions are based on some international treaties like UN Resolution or the UN Global Counter-terrorism Strategy. The United States of America, taking the definition from the Patriot Act of 2001, defines terrorism as "a premeditated, politically motivated violence perpetrated against non-combatant targets by sub national groups or clandestine agents, usually intended to influence an audience." Terrorism in the study refers to the word terrorism used in the National Security Strategy Document 2010 prepared by Barack Obama's Administration.

1.8. Organization of Paper

The research paper will be organized in five chapters. Each chapter contains several subtopics which assist to give detail explanation of the information written.

The first chapter is Introduction. It presents the background of the study, research questions, limitation of study, aims of study, research methodology in conducting the research, clarification of key terms, and organization of the paper.

The second chapter contains Theoretical Framework. It discusses the theories and concepts that are used in answering every research question. The third chapter contains Research Methodology. This chapter elaborates the procedures taken in conducting the research. It also presents the analysis tool and the reason of choosing the procedure.

The fourth chapter contains the main point in the research. It contains Finding and Discussion of the study. The result of the research and the answer of research questions are represented in the fourth chapter. In addition, the discussion and the interpretation of the finding are elaborated in this chapter.

Finally, the fifth chapter covers the conclusion of the research and its result. It contains Conclusions and Suggestions. The chapter also considers several suggestions for future study.