

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses the research methodology which is applied in the present study. It covers the research problem, research design, data collection, and data analysis.

3.1 Research Problem

The present study is a critical analysis of Barack Obama's social actions toward terrorism. It is conducted in order to answer the following research questions:

1. What kinds of actions are attributed to the social actor(s) in Obama's National Security Strategy?
2. In what ways are the actions of Obama's administration toward terrorism distributed in the discourse?
3. Which actions tend to be deactivated or abstracted?

3.2 Research Design

The present study is a descriptive qualitative study. Qualitative method investigates description of situations, events, interactions and observed behaviors

(Labuschagne, 2003). The purpose of this qualitative method is to understand the phenomenon in context-specific settings (Hoepfl, 1997).

In order to answer the research questions, the study applied Van Leeuwen's approach to CDA. The main idea of this approach is that discourse is seen as the recontextualization of social practice. By proposing this, Van Leeuwen believes that a certain discourse on a transformed social practice may be used to reconstruct the social practice before the transformation.

Van Leeuwen's approach emphasizes the interaction between linguistic and sociological theory concerning the role of action in constructing social structure (Van Leeuwen, 2008). It focuses on the investigation of elements of social practice that are transformed in the discourse. Action is one of the elements of social practice which becomes the core of every social practice. Van Leeuwen's, then, introduces the social action network which covers the possible representation of transformation of social actions in the discourse.

In constructing the social action network, Van Leeuwen is assisted by the theory of transitivity introduced by Halliday (1985). Halliday's theory of transitivity makes the different representation of action in the discourse possible. Van Leeuwen, then, uses the social action network to classify the social actions in a discourse. The analysis of the social actions may contribute to the interpretation of whether the actions of each actor in the text are represented differently.

3.3 Data Collection

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

The National Security Strategy is chosen as the data in the study because it outlines the security concerns of U.S. Government. All other strategy and policy concerning security are derived from this document. The NSS contains the actions that are being carried out by the administration. It also shows the intentions of U.S. and what goals the state intends to pursue. Obama's NSS is divided into four parts: Overview of National Security Strategy, Strategic Approach, Advancing Our Interest, and Conclusion. The National Security Strategy 2010 delivers the main points of Obama's security concerns.

The first point is that to be successful, U.S. should face the world as it is. The United States should understand that the world is developing. Facing the world as it is will be the correct strategy to construct a world they want. The second point deals with the essential plan to renew American leadership. This plan is intended to advance The United States' interest in the 21st century. It is performed through building the strength within America's borders and shaping international order—America's close friends and allies—that can help them. The third point of the National Security Strategy involves the way Obama's administration facilitating action on top national security priorities. The

administration's top national security priorities are security, prosperity, values, and international order.

According to Obama's administration, the greatest threat to American people is the weapons of mass destruction, particularly those which are posed by violent extremists. That is why Obama's administration tries to lead a global effort to secure all nuclear materials from terrorists. As they secure the most dangerous weapons, they also fight a war against al-Qaida and its affiliates through a comprehensive strategy.

In pursuing the prosperity, Obama's administration tries to rebuild the economic strength. It includes several steps at home and abroad to prevent another crisis. The administration tries to rebalance the global demand so that it saves more and exports more. As rebuilding the economy at home, U.S. attempts to pursue bilateral and multilateral trade agreements that advance its prosperity.

The administration's efforts to advance security and prosperity are enhanced by the support for certain values: human rights and democratic values. It tries to promote these universal values abroad by living them at home and strengthen international norms on behalf of human rights.

Finally, Obama's administration believes that a just international order can promote collective actions to confront common challenges—such as climate change, pandemic disease, and transnational crime. International institutions, such as NATO and the United Nations, have been at the center of the international order since the mid 20th century. However, Obama's administration believes that

what is needed is rearrangement of national actions and international institutions with shared interest. Therefore, the administration attempts to build upon traditional alliances as well as develop partnership with other nations that are at the center of influence.

Since the purpose of the study is investigating Obama's administration's actions toward terrorism, the study only utilizes the prelude of *Security Section* and one subsection of the section. The subsection used is labeled *Disrupt, Dismantle, and Defeat Al-Qaida and its Violent Extremist Affiliates in Afghanistan, Pakistan, and Around the World*. It covers the intention of U.S. to delegitimize the use of terrorism and to isolate people who carry it out. Here, Obama's administration states that they are at war with a specific network, Al-Qaida, and its terrorist affiliates. The prelude of Security Section as well as the al-Qa'ida subsection will be suitable for examining the kinds of actions attributed to every social actor in the discourse to reveal the attitude of U.S.A. toward terrorism.

3.4 Data Analysis

The study applies three steps of analysis. The first step is identifying the social actors in the National Security Strategy Document. This is conducted to reveal the social actor in the text under investigation; it shows each participant concerned in the discourse of terrorism. The next step is analyzing the social actions in the text investigated. In this step, the actions are categorized based on

Van Leeuwen's category—social action network—for representations of social action. This step involves the analysis of the distribution of actions in the text; it reveals the amount of each category of social actions in the text. The last step is interpreting the finding of the previous steps of analysis. These analyses contribute to the interpretation of the text under investigation. They are used to answer the research questions underlying the present study.

Table 3.1 displays the analysis of the social actions. The labels used in the table are consistent with Van Leeuwen's (1993) labeling. The table tabularizes the social actions as well as the categories of van Leeuwen social action network that are used as a tool of analysis. The table consists of nine columns. The description of each column is explained subsequently.

The first column in the table presents the number of the clause complexes. It is consistent with the numbering of the clause complexes in the text under discussion (see Appendix A). The second column presents the clause complexes from the text. The third column shows the realization of the actions in the clause complexes. The fourth column presents the category of the action, whether it is material action or semiotic one. The fifth column depicts the analysis of the type of action involved in the clause complexes. The following abbreviations are used:

INSTR.	Instrumental Transaction
INTER.	Interactive Transaction
NONTRANS.	Nontransactive Action
BEH.	Behavioral Semiotization
F.SPEC.	Form Specification
T.SPEC.	Topic Specification
REND.	Rendition

QUOT. Quotation

The sixth column presents the analysis of whether the action is activated or deactivated: if it is deactivated, what kind of deactivation that is used in the representation of that social action. The following abbreviations are used:

ACTIV.	Activation
OBJ.	Objectivation
DESCR.	Descriptivization
SPAT.	Spatialization
TEMP.	Temporalization

The next column—labeled AGENT.—depicts the analysis of whether the action is agentialized or not; if it is not, what kind of deagentialization that is used to represent the action. The following abbreviations are used in the seventh column:

AGENT.	Agentialization
EVENT.	Eventuation
NATUR.	Naturalization
EXIST.	Existentialization

The eighth column shows the analysis of whether the action is concretized or abstracted. If it is concretized, the column is filled with CONC.; if it is abstracted, whether generalization or distillation that is used to represent the action, the column is filled with ABSTR. Finally, the ninth column presents the use of overdetermination. It shows the analysis of whether the action uses symbolization (SYM.) or inversion (INV.).

NO.	SENTENCE	REALISATION	MATERIAL/ SEMIOTIC	TYPE	ACTIV.	AGENT.	ABSTR.	OVERDET.
1	The United States is waging a global campaign against al-Qa'ida and its terrorist affiliates.	is waging	MATERIAL	INSTR.	ACTIV.	AGENT.	CONCR.	-
		A global campaign against al-Qaida and its terrorist affiliates	MATERIAL	INSTR.	OBJ.	AGENT.	ABSTR.	-
2	To disrupt, dismantle and defeat al-Qa'ida and its affiliates, we are pursuing a strategy that protects our homeland, secures the world's most dangerous weapons and material, denies al-Qa'ida safe haven, and builds positive partnerships with Muslim communities around the world.	To disrupt	MATERIAL	INSTR.	ACTIV.	AGENT.	CONCR.	-
		dismantle	MATERIAL	INSTR.	ACTIV.	AGENT.	CONCR.	-
		defeat	MATERIAL	INSTR.	ACTIV.	AGENT.	CONCR.	-
		are pursuing	MATERIAL	INSTR.	ACTIV.	AGENT.	CONCR.	-
		that protects	MATERIAL	INSTR.	ACTIV.	AGENT.	CONCR.	-
		secures	MATERIAL	INSTR.	ACTIV.	AGENT.	CONCR.	-
		denies	MATERIAL	INSTR.	ACTIV.	AGENT.	CONCR.	-
3	Success requires a broad, sustained, and integrated campaign that judiciously applies every tool of American power—both military and civilian—as well as the concerted efforts of like-minded states and multilateral institutions.	Success	MATERIAL	NONTRANS.	OBJ.	EVENT.	CONCR.	-
		A broad, sustained, and integrated campaign	MATERIAL	NONTRANS.	DESCR.	EVENT.	ABSTR.	-
		That judiciously applies	MATERIAL	INSTR.	ACTIV.	AGENT.	CONCR.	-
		The concerted efforts of like-minded states and multilateral institutions	MATERIAL	NONTRANS.	OBJ.	AGENT.	CONCR.	-

TABLE 3.1: The Analysis of the Representation of Actions in the Discourse

The analysis of reaction also uses the same method of tabulation. The distinction lies within the type of reaction used in the text. The following abbreviations are used in the analysis of reaction:

COGN.	Cognitive Reaction
PERC.	Perceptive Reaction
AFFECT.	Affective Reaction
UNSPECIFIED	Unspecified Reaction

The comprehensive findings and discussion of the present study is presented in the next chapter.

