

# CHAPTER 1

## INTRODUCTION

This chapter presents the background of the study and the question of the study. It also presents the aims of the study, limitation of the study, research methodology, and clarification of terms and organization of the paper.

### 1.1. Background of the Study

Critical discourse analysis has largely contributed to the social study particularly on social issues and social practices which cannot be separated from power, dominance, and inequality (see van Dijk, 2008). The main concern of this analysis lies on the values that are closely examined through the use of language in text. It also concerns how language is formed in the process of transformation of the social practice into text. The relationship between the language and social practice will form a representation of some important elements of social practice, i.e. the action as the core of social practice and the actor as the participant of social practice (see Fairclough, 2003; van Leeuwen, 2008). It support the critical discourse analysis' view stated by van Leeuwen (2008: 4), that "texts should be studied as representations as well as interactions (strategic or otherwise)".

Critical discourse analysis of representation of the social actor has become one major point that has been investigated along the history of critical discourse analysis. There are studies that deal with different kinds of discourse such as news (Connell, 1998), speeches (Post, 2009; Wang, 2010), reports (Wenden, 2005), and

press conference (Bhatia, 2006) in social and political contexts. Among those different kinds of discourses, speech is one that has attracted attention from analysts such as Post (2009) and Wang (2010). The study conducted by Post (2009) utilizes van Leuween's notion of social actor network to look at the representation of social actors and meaning behind the representation in speeches of political campaign. The study reveals that the choice of representation made by the speaker shows different ideological perspectives toward the social actor. However, the second study conducted by Wang (2010) uses a different method of analysis. He uses Halliday's Systemic Functional Grammar focusing on transitivity and modality to seek for the representation of speaker in delivering his speech to win audience response. The study finds that the speaker tries to make the audience believe that the government, i.e. the social actor in the text, has been involved actively in the development of the country. It is seen from the use of many material processes which shows government's active involvement.

Those two previous studies conducted by Post (2009) and Wang (2010) utilize different methods in seeing the representation of social actor in the text, in this case speech of political campaign. Those studies also show that speech has the potential to reveal the representation of social actor. Moreover, speech can affect people's thought as well as people's point of view of something since it is often delivered by a person who has power. A speaker usually represents something in a way that he wants other people to see things in a text. The representation includes or excludes social actors to suit the speaker's interests and purposes in relation to the intended reader (van Leuween, 2008).

Like the studies of Post (2009) and Wang (2010) above, the present study uses speech as data. However, the present study uses a different kind of speech, i.e. speech regarding foreign affairs delivered by a president of a country. By using a different type of speech, this study seeks to see the use of strategy of representation made by the speaker in representing social actor in the text.

Within this context, the present study aims to investigate the representation of the US in Obama's speeches regarding its involvement in the political conflict in Libya. It explores the way the representation is realized in the text using sociosemantic approach introduced by van Leeuwen (2008). Furthermore, the inclusion-exclusion relation of social actor becomes the center of the analysis to see the representation in the text and unpack the ideologies underlying the representation.

## **1.2. Research Questions**

This study is guided by the following questions:

- a. How is the US in Libyan conflict represented in Obama's speeches?
- b. What are the ideologies underlying the representation?

## **1.3. Aims of Study**

The purposes of this study are:

- a. To reveal the representation of the US in Libyan conflict in Obama's speeches.
- b. To uncover the ideologies underlying the representation

#### **1.4. Scope of Study**

The present study investigates only the representation of the United States of America in Obama's speeches on Libyan conflict and the ideologies underlying the representation. This study focuses on the relation of inclusion-exclusion in the text to reveal the representation. This study uses four speeches delivered by President of The United States of America, Barack Obama, between 23<sup>rd</sup> February and 20<sup>th</sup> October as a corpus. The speeches are limited to the speeches that are linked to Libyan conflict so that they are potentially analyzed to see the representation of the US in Libyan conflict.

#### **1.5. Research Methodology**

The present study is qualitative in nature. It employs van Leeuwen's sociosemantic approach (2008) to CDA to seek for the representation and the ideologies underlying the representation in the text. This study also employs Halliday's Transitivity as a tool to assist the analysis of the representation of actor in the text.

The data used in this study are the transcriptions of Barack Obama's speeches regarding the conflict in Libya in 2011. The data are in the form of clause and clause complex to be examined by a number of linguistics categories. There are four speeches that are used in the analysis and the transcriptions of those speeches are downloaded from [www.whitehouse.gov](http://www.whitehouse.gov).

Several steps have been taken in doing the analysis. It begins with the identification of social actors and social actions. Then, it is continued with the

categorization of data into categories of social actor based on van Leeuwen's categorization (2008). Those analyzes become the foundation in interpreting the text and answering the research question.

### **1.6. Clarification of Terms**

To avoid misunderstanding the following are the clarification of the terms used in this study:

- Representation refers to “production of the meaning of the concepts in our minds through language” (Hall, 1997: 17).
- Critical Discourse Analysis refers to “a functional theory of language oriented to the question of how language is structured to tackle its primary social functions” (Fairclough, 1995: 10).
- Ideology refers to “positions, attitudes, beliefs, perspectives, etc. of social groups” (Fairclough, 2003: 9).
- Text refers to “concrete oral utterances or written documents” (Wodak, 2009:6).
- Discourse refers to “use of language seen as a form of social practice” (Fairclough, 1975: 7).

### **1.7. Organization of Paper**

The research paper is organized in five chapters. Each chapter contains several subtopics which give detail explanation. It begins with Introduction in the first chapter. It presents the background of the study, overview of literature,

research questions, limitation of study, aims of study, research methodology, clarification of key terms, and organization of the paper. Then, it is continued by the second chapter. The second chapter presents the Theoretical Framework. It discusses the theories and concepts that are used in this study. The third chapter contains Research Methodology. This chapter elaborates the research design, data collection, and data analysis. The fourth chapter contains Findings and Discussion of this study. Finally, the fifth chapter contains Conclusions and Suggestions. It covers the result of the study and gives several suggestions for future study.

