

CHAPTER III

METHODOLOGY

This chapter describes the methodology of this study. It includes formulation of problem, research design, data collection, data analysis, and data presentation.

3.1 Formulation of problems

The present study is conducted to answer the following research questions:

1. How is the US in Libyan conflict represented in Obama's speeches?
2. What are the ideologies underlying the representation?

3.2 Research Design

This study employs van Leeuwen's approach to CDA (2008) as the main tool to examine the representation of the US in Obama's speeches on Libyan conflict and to look for the ideology underlying the representation. CDA is an approach that explores the use of discourse in social and political contexts. It aims "to help reveal some of these hidden and 'often out of sight' values, positions and perspective" (Paltridge, 2006: 178) that underlie a text. Thus, this approach is appropriate to be used in this study to help the writer answer the research questions. It uses qualitative procedure supported by quantification to see the trends in the way social actor is represented.

3.3 Data Collection

The data are in the form of speech transcriptions collected from the official website of the US government. The speeches that are chosen are those delivered by the President of the United States of America, Barack Obama, about the conflict that occurred in Libya.

There are four speeches that are used in this study and they were delivered between February 2011 and March 2011. These speeches are chosen based on the chronological context in which the speeches were delivered. The first speech was delivered in US, February 23, 2011. This is the first speech that was delivered by Barack Obama regarding the conflict that happened in Libya. The second speech was delivered in Washington D. C., March 26, 2011. This speech was delivered when the military command was transferred from United States of America to NATO. The third speech was delivered at the National Defense University in Washington on Monday, March 28, 2011. In this speech, Obama shows his expression toward Libya after the military command was no longer in America's hand. The last speech was delivered at the Rose Garden of White House, October 20, 2011. This speech was delivered after Moammar Gaddafi was killed and the military operation was considered as a success. All of speech transcriptions were downloaded from www.whitehouse.gov.

3.4 Data Analysis

As it has been said previously, the present study uses the theoretical framework of CDA. It uses van Leuween (2008) notion of sosiosemanic

approach to reveal the representation of social actor in the text. The analysis begins with the identification of social actor and social action in the text. Then, it is continued with the categorization of the representation of social actor into several categorizations as proposed by van Leeuwen (2008). This analysis becomes the foundation to interpret the representation in the text. It is also useful in revealing the ideology underlying the representation. In conducting this study, the following steps have been taken:

- a. Reading the texts thoroughly in order to understand the text comprehensively.
- b. Identifying social actor and social action in the speeches by first splitting up the data into clause or clause complexes, then identifying the social actor in each clause or clause complex.
- c. Categorizing social actor's representation to see the way the US is represented in Barrack Obama's speeches. There are two main categories of representation i.e. inclusion and exclusion, and several subcategories i.e. suppression, backgrounding, activation, passivation, personalization, impersonalization, etc.
- d. Analyzing the way the representation is realized linguistically by looking into the linguistic features that are used to represent the social actor in the clauses or clause complexes.
- e. Quantifying the categorization of social actor and its realization from the clauses or clause complexes.

- f. Interpreting the data by using relevant theory elaborated in Chapter II in order to reveal the way the social actor is represented in the text and to reveal the meaning behind the representation.

3.5 Data Presentation

The analyzed data are presented in the form of table which describes all aspects of the analysis as follows:

Table 3.1 Example of analysis of representation of The US

SPEECH 1					
No	Clause/ Clause complex	Par	Actor	Strategy	Realization
1	<i>Secretary Clinton and I</i> just concluded a meeting that focused on the ongoing situation in Libya.	1	a. Secretary Clinton	Inclusion → Activation Participation Personalization → Determination → Nomination → Titulation → Honorification → Formalization	- Proper noun - Surname
			b. I	Inclusion → Activation Participation Personalization → Specification → Individualization	- Pronoun
			c. Secretary Clinton and I	Inclusion → Activation Participation Personalization → Determination → Association	- Paratxis
SPEECH 2					
No	Clause/ Clause complex	Par	Actor	Strategy	Realization
5	And <i>the United States</i> should not—and cannot—intervene every time there's a crisis somewhere in the world.	2	The United States	Inclusion → Activation Participation Impersonalization → Specification → Individualization → Objectivation → Spatialization	- Definite article - Proper noun
SPEECH 3					
No	Clause/ Clause complex	Par	Actor	Strategy	Realization
17	And so at my direction, <i>America</i> led an effort with our allies at the United Nations Security Council to pass a historic resolution that authorized a no-fly zone to stop the regime's attacks from the air, and further authorized all necessary measures to protect the Libyan people.	9	America	Inclusion → Activation Participation Impersonalization → Specification → Individualization → Objectivation → Spatialization	- Definite article - Proper noun

SPEECH 4					
No	Clause/ Clause complex	Par	Actor	Strategy	Realization
7	But <i>the United States</i> , together with the international community, is committed to the Libyan people.	7	a. the United States	Inclusion → Activation Participation Impersonalization → Specification → Individualization → Objectivation → Spatialization	- Definite article - Proper noun
			b. the United States, together with the international community	Inclusion → Activation Participation Personalization → Determination → Association	- Circumstances of accompaniment

