

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the study which covers background, research questions, aims of the study, significance of the study, research methodology, clarification of key terms, and organization of the paper.

1.1 Background

Critical Discourse Analysis (CDA) is commonly defined as the tools in reconstructing meaning of social practice. CDA works on dismantling the central concepts of power, ideology and critique. As it called Critical Discourse Analysis, the study focuses on analyzing text, or discourse. Discourse itself is commonly seen as the field of object in capturing reality. Through discourse, we may “identify the process of meaning-making as an element of social process and as a way of construing aspects of the world associated with a particular social perspective” (Fairclough, 2003 cited in Wodak and Meyer, 2009, p.163).

There has been research conducted on analyzing the president’s works, for instance debates and speeches, by using different kinds of approaches in CDA. The previous research projects aims at identifying the representation of the social action involved in the discourse, and also look at the hidden ideology behind it. Many approaches are applied this kind of research, for example Hodge (2010) who has applied one of CDA theoretical frameworks in investigating the ideology

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and identity in a highly dynamic world as a process of 'National Branding'. Koller (2010) has also conducted a research on analyzing collective identity in discourse by combining two approaches in CDA, those are Discourse-Historical and Socio-Cognitive approaches.

The present research will also deal with the analysis under the head of Critical Discourse Analysis but with a different tool of analysis. The writer attempts to use a framework proposed by Norman Fairclough (2003), A Dialectical-Relational Approach to Critical Discourse Analysis in Social Research to analyze the chosen data. The core theory of this framework is on the identification of the social wrong in the discourse. The identification of the social wrong leads the analysis into the representation of social actor which becomes the topic of this research. In discovering the representation of social actor, the analysis will also be assisted by Van Dijk (2009) theory on Socio Cognitive Approach.

Moreover, this research concentrates its analysis on the two discourses: resignation speech of Egypt former president Hosni Mubarak, and an opinion article taken from The Jakarta Post. Since the Egyptian provokes to protest to the former government led by Mubarak, there is a very crucial crisis in the country. The people of Egypt ask for the reformation in the country's government. They ask the president to step down, and after such crisis, the president finally delivers a speech signaling his resignation. The resignation speech of Hosni Mubarak contains many thoughts and plea on his responsibility during his governmental

era. This covers many social and political issues as well as his clarification about the crisis that represent himself as the president.

1.2 Research Questions

This research is formulated in the following questions:

1. How is the social actor, Hosni Mubarak, represented in the speech?
2. What is the purpose of that representation?

1.3 Aims of the Study

This research is aimed to:

1. Figure out the representation of Hosni Mubarak from his attitude towards the Egyptian
2. Identify the ideology behind the speech by recognizing its social wrong.

1.4 Significance of the Study

The research uses Fairclough's framework of dialectical relational approach to critical discourse analysis in social research. The study concentrates on identifying the social wrong to figure out the social actor's representation in the Mubarak's resignation speech. By conducting the research, it is expected that we can analyze and then identify the main problem in the crisis in Egypt as well as the hidden ideology behind it.

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1.5 Research Methodology

The research is formulated through the following steps:

1.5.1 Design

In the purpose to identify social wrong and figure out the representation of the former president of Egypt Hosni Mubarak in his resignation speech, the research is conducted by using a qualitative method. The data are further analyzed by occupying one of the CDA frameworks which is a Dialectical Relational Approach by Norman Fairclough (2003). This analysis is combined with Van Dijk's theory on Socio-Cognitive approach (2009). Fairclough's framework relates the linguistics aspect to the social theory identifying the representation of actor in constructing social structure. This framework focuses on identifying the semiotic point of entry as the element referring to the social wrong captured in the text.

1.5.2 Data collection

The research uses the transcription of Egypt former president Hosni Mubarak Resignation speech -which has been translated into English- on February

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10th 2011 and an opinion article written by The Asia Program Head of Friends of Europe as a comparison to the first data. Both data are retrieved from www.thejakartapost.com.

The purpose of using these two texts is to look at the interdiscursivity which leads to the final representation of the social actors in social structures as well as to look at the social wrong occurring in the text.

1.5.3 Data analysis

The analysis of the data concentrates on the president's statement in his speech and the related article on it. Fairclough's (2003) framework on Dialectical Relational Approach and Van Dijk's (2009) theory are the tools of analysis to answer the research questions. The text is analyzed first by applying Fairclough's theory, then Van Dijk's approach is used to help dismantling the representation of the social actors more clearly.

1.6 Clarification of Key Terms

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In this research, there are several terms to clarify in order to comprehend the same notion underlying the investigated problem. The terms are clarified as follows:

- Representation (Fairclough, 2004)

For representation, the word 'construe' is used in preference to 'represent' to emphasize an active and often difficult process of 'grasping' the world from a particular perspective. In this study, representation refers to the image that is created by the social actor that is captured from the speech.

- Social wrong (Fairclough, 2006 cited in Wodak and Meyer)

It refers to the 'social problem' which needs 'solution', which can in principle be provided even if they have not been so far in practice. In this study, social wrong refers to the main problem which occurs in the crisis of Egypt.

- Social Actors (Van Leuween, 2008 cited in Wodak and Meyer)

Social actors participate in practices in one of a number of roles – as 'agents' (doers of action), 'patients' (participants to whom action are done) or 'beneficiaries' (participants who benefit from an action, whether in a positive or negative sense). In this study, social actor refers to the speaker in the speech i.e. Hosni Mubarak.

1.7 Organization of the Paper

The research paper is organized in five chapters. Each chapter contains several points which give a detail explanation of the information. The first chapter is Introduction which presents the background of the study, research questions, aims of study, research methodology, significance of study, clarification of key terms, and organization of the paper. The second chapter provides Theoretical Framework. It covers the theories and concepts that are used in answering the research questions. The third chapter contains Research Methodology. This chapter explains such methods in conducting the research and the tools of analysis. The fourth chapter contains the essential part of the research. It contains Finding and Discussion of the study, the result of the research, and the answer of research questions. The last chapter provides the conclusion of the research and its result. The chapter also considers several recommendations for further study.