

# CHAPTER I

## INTRODUCTION

### A. Background of Study

As a *zoon longuens*, language is a fundamental thing that humans have been using to survive. Basically, language consists of certain structures which form conventions people have agreed with, for instance, the activity of consuming fruit or meat is called ‘eating’ or consuming any kinds of liquid is called ‘drinking’. Through language, we can make the interlocutor understand that we are hungry and want to invite him to have lunch together. Language is needed for people to communicate so that others can understand what we imply through certain sounds that we call ‘word’.

Yule (2010) stated that there is a variety of divine sources referring to human and language. In the book of Genesis (biblical tradition), it is mentioned that God created Adam and “whatsoever Adam called every living creature, that was the name thereof.” In Hindu tradition, language came from Sarasvati, wife of Brahma, creator of the universe. Not to mention that in Islam, it is known that our speech and linguistic ability was from God alone as it has been stated in Qur’an verse Ar Rahman:

الرَّحْمَنُ (١) عَلَّمَ الْقُرْآنَ (٢) خَلَقَ الْإِنْسَانَ (٣) عَلَّمَهُ الْبَيَانَ (٤)

Language has enabled our ancestors to talk to each other, share stories and finally cooperate with each other. From scratches and simple drawing in caves to hieroglyphic script used by ancient Egyptian, these signs kept evolving to improve themselves. This innovation then spread to

different parts of the world through trade route until they were finally perfected by Greek to be the alphabet we know today.

That humans keep developing over generation makes language becoming sophisticated for countless purposes. People today use language to persuade, propagandize, negotiate, restrict, warn, command, both spoken and written. Thus, it is not as simple as it used to be. For certain purposes, language becomes something nuanced which we can only see what it really means through a couple of analysis since it is naturally embodied by ideologies instilled inside the mind of the speaker. According to Foucault and Derrida, language and discourse are not transparent or neutral means for describing or analyzing the social and biological world (1977). Rather, they effectively construct, regulate and take control of knowledge, social relations and institutions.

There is a plenty of references in Qur'an which command the believers to pay attention to their surroundings. One of them is stated in verse Al Ghasiyyah number 17 till 20. It is obvious that Allah directly gives us an order to analyze and think towards what we encounter in our daily basis in depth. In this era, this habit helps us to be a skillful global citizen who are capable in terms of problem solving, independence, open-mindedness, and decision making.

Regarding critical thinking, the founder and executive chairman of World Economic Forum, Professor Klaus Schwab (2017) has analyzed ten skills that the world today needs to run Industrial Revolution 4.0, few of

them namely complex problem solving, creativity, cognitive flexibility, including the ability of critical thinking. The Best Antasari, English Education Bulletin for Students (2019) mentioned that this concept eventually formulated Education 4.0, a trend in education where the teachers use the required skills to be their principles in running class activities. With the revolutionary teaching strategy, the students are expected to get prepared in order to align themselves with the rapid growing technology. Therefore, it is crucial for our students and teachers to get themselves familiarized with this sort of concept.

In order to raise this awareness, the researcher gets fascinated in conducting Critical Discourse Analysis on one of Jacinda Ardern's Speech. Speech has been one of the most popular communication forms people use today. The researcher chose the speech of New Zealand Prime Minister, Jacinda Ardern due to her phenomenal reaction related to the horrible terrorist attack taking place in Christchurch, New Zealand in 2019. Radicalism and terrorism are the real issues happening in many parts of the world which affect victims' mentality in every possible way. Ardern is possibly one of the world leaders who uses her voice and power effectively. She condemned the mass shooting, promised not to mention the terrorist's name and urge the global to fight racism and extremism.

The researcher found that the speech was emotionally evoking. The way Jacinda Ardern delivered her speech and the dictions she used were so strong that they all brought up positive energy to her people to stay strong

in the middle of the brokenhearted situation. As a leader herself, the media saw her successful in reviving the sense of unity among the people in the difficult times and taking proper actions to declare war against terrorism.

The researcher realizes that politicians mostly use certain words and some strategies to persuade and influence the society's mind in order to do the arranged agenda. Therefore, the researcher gets interested to reveal what is the ideology and the power Jacinda Ardern used in her Christchurch speech. To find out both, the researcher will use critical discourse analysis approach with Fairclough's theories which are going to be explained further later in the next chapter.

## **B. Research Questions**

Based on the background of study above, the researcher has formulated few research questions below:

1. What power is used by Jacinda Ardern in her Christchurch speech taking place at the National Remembrance Service in North Hagley Park, New Zealand on Thursday, March 28, 2019?
2. What ideology that Jacinda inserted in her Christchurch speech taking place at the National Remembrance Service in North Hagley Park, New Zealand on Thursday, March 28, 2019?

### **C. Objectives of Study**

Based on the research questions above, the objectives to achieve in this research are described as follows:

1. To analyze and find out what power is used by Jacinda Ardern in her Christchurch speech taking place at the National Remembrance Service in North Hagley Park, New Zealand on Thursday, March 28, 2019.
2. To analyze and find out what ideology that Jacinda inserted in her Christchurch speech taking place at the National Remembrance Service in North Hagley Park, New Zealand on Thursday, March 28, 2019.

### **D. Significances of Study**

The research is expected to have benefits for readers in general and researchers, particularly in English Education Department at UIN Antasari Banjarmasin, both theoretically and practically. The research is expected to have following contributions:

#### **1. Theoretically**

This study would be helpful for anyone who get interested in Critical Discourse Analysis to gain more insight about Fairclough theories. The result of this study is expected to provide more reference for other related researches or class discussion in the future.

#### **2. Practically**

As the research is going to break down and analyze one of political speeches, this would give wider source for those who are willing to

develop their interest in public speaking in terms of structure and word choice to involve the audience's emotion.

To English teachers, this type of analysis would be useful to help analyze and interpret different kind of texts for the activity of learning through texts. To English Education Department students, as foreigners who study English, the finding and discussion presented in this study is expected to be provoke them in enhancing their analytical skills in reading comprehension.

Due to the importance of having sceptical mind in the era of post truth, the researcher also hopes, especially for the researchers in UIN Antasari Banjarmasin, that the study would encourage more researches in the field of Critical Discourse Analysis (CDA). According to Haryatmoko (2020) this method does not only pertain the investigation co-text and context, but also allows the involvement of the necessary social theories. Therefore, the scrutiny would draw us closer to make sense of what is behind discourses including post-truths.

## **E. Definition of Keyterms**

### 1. Discourse

Discourse is a term that covers all kinds of communication. It could be speech, dialogue, discussion, or talk. Generally, in discourse we accept common senses, beliefs, background knowledge and assumptions which construct statements we can either challenge or reinforce.

### 2. Discourse analysis

Discourse analysis is a way to study processes by looking at how and what people communicate. Discourse analysis no longer only studies with text-based approach, but also detailed linguistic elements as well as non-verbal communication. Discourse analysis attempts to investigate communication processes to take them apart, look inside and see how it works.

### 3. Critical Discourse Analysis (CDA)

An approach in discourse analysis that investigates how an individual or a constitution uses language relating certain issues existing in society. CDA focuses on the text and the resulting interaction with some critical perspectives that looks at the discourse through the social, political, cultural and economic conditions of the society. The type of CDA technically applied here is Fairclough's three dimensions which include wide aspects of discourse's social context.

### 4. Jacinda Ardern's Speech

Jacinda Kate Laurell Ardern is a politician who was elected to be New Zealand Prime Minister in 2017. Her speech which this research referred to was her Christchurch speech. It was delivered at National Remembrance Service in North Hagley Park, New Zealand on Thursday, on March 28, 2019 or the 14th day after a terrorist attack happened in two mosques in Christchurch, New Zealand. Targeted at Muslims during their Friday prayer, the attack killed 51 people which then considered as one of "New Zealand's darkest days.