

CHAPTER 3

METHOD OF THE RESEARCH

1.1 The Nature of the Research

This research used qualitative method. By observing at one source, a political speech, the main concern will be with the meaning of discursive statements that this text makes, and the manner in which it makes them. In other words, this research will likely be exploring qualitative aspects of the discourse. This research descriptively analyzes the ideological components hidden in Bill Clinton's inaugural address and how he deliberately hides it. To capture the hidden ideological component within his speech, a Critical Discourse Analysis (CDA) analysis model, created van Dijk is used. The medium of the research is analyzed in a form of words and utterances, in other words, qualitatively. The text as empirical data, along with van Dijk's view is used to gain statistic data.

Polkinghorne (2005:137) stated that qualitative research is an inquiry of human experience to describe and clarify what appear in their lives. Data collection in qualitative method serves as an evidence for the extracted description which later would be analyzed by the researcher. Qualitative data are gathered in a form of written language rather than in the form of number. Some examples of possible data sources are documents, including artifacts, interview, and observation. The gathered data will later be transformed into written text for analytic use. Qualitative researcher requires a skill to produce a useful data from the sources addressed. On the other hand, Cresswell (2007:39) explores more

about qualitative research in a context of education in his capacity as a scholar researcher. He said that qualitative research is a form of inquiry in which the researchers create an interpretation of what they see, hear, and understand that cannot be separated from their background knowledge, history, and prior knowledge. Moreover, doing qualitative research means presupposed knowledge, ideology, and a theoretical lens is used in order to examine social problems (*Ibid:37*). Detailed description is crucial to explore the depth of the analysis process.

It's been established that the main research method used to analyze the data is qualitative method. On the other hand, the speech script consist a large amount of text, which is 16 paragraphs, 1598 words and 9048 characters. There will be a hard time covering which words have been emphasized by the speaker. In such a case, it makes sense to look at the numbers, by exploring which key words appear most commonly across the different texts. Word distribution is a valid method to analyze discourse analysis based on Van Dijk's view that "data that is liable for empiric analysis" (1977:3), particularly, the needs to highlight major emphases in a text. Qualitative analyses is used as a starting point, but supported with the help of quantitative data. The quantitative data will later be analyzed using qualitative analysis. This style has been used by the previous researcher, Juraj Horvath, to reveal regularities or irregularities across vast amounts of data. This hybrid method highlight a specific parts of the text data might then lead themselves to a detailed analysis. Checking which key words appear in close proximity with one another is a task for quantitative result analysis. For example, it'll be worth analyzing what exactly the Bill Clinton has to say on

addressing his opposite voters, or how the word “government” is used in the text, or how the texts use the word “people”.

1.2 Approach of the Research

Van Dijk’s 13 steps of CDA as the grand theory was complemented by Fairclough’s three dimension theory to reveal the hidden intention of the text and how the intention is hidden. Both theories are based on the process of text creation through the interpretation of text, covert ideology, and different discourse time frame. The ground of CDA is the interpretation or the possible meaning because it examines how the text was produced and how process influences production, distribution, transformation, and consumption of the text examined (Fairclough, 1989).

1.3 The Source of the Data and the Data

The collection of Bill Clinton’s Inaugural Address comes from the official website. The language used by Bill Clinton on his first speech as a president to address his inauguration is American English. This language becomes the presupposed knowledge in analyzing the data. There is no legal or copyright issue as this data is a public consumption.

The medium of original speech is spoken, but the speech is already in a transcript form by the authority for media and research purpose. The speech was published in the form of text. The discourse collection comes up as a web-based source. It means that the text is accessed through the official website and requires the use of Internet. Based on the notes from the web-based text, Bill Clinton spoke at 12:01 p.m. at the West Front of the Capitol. Prior to the address, Chief Justice

William H. Rehnquist administered the oath of office. William J. Clinton: "Inaugural Address," January 20, 1993.

The medium of this research is a text consists of 16 paragraphs. The kind of source used are taken from a website of the American presidency project, is an archived document where anyone can find archived document. The finding of the data source, as it is included as public papers, is by keyword, year, and choosing the range of years within the search tools. By filling out the boxes under search the public papers, data is gathered by downloading the entire webpage.

1.4 The Selection of the Data

A broader context including the nature of inaugural address, the background of Bill Clinton in a broader context, and American politics was established. Prior knowledge sufficient enough to select the discourse fragment was collected. The establishment of the context is required to answer several questions regarding how the data source comes into being and how it fits as a puzzle in the big picture.

1. Identify semantic macrostructure

Text outline was created by scrutinizing the main idea of each paragraph. Once the main idea has been created, the outline itself can be scrutinized even more to get even more specific discourse strands of the whole text. Every discourse strands is classified to understand the global meaning of the text and found out the overall theme.

2. Search semantic microstructure

The third step was searching for the kinds of liberal discourse that the speech drew from. All statements in the speech that is implied with ideological component was marked. A detailed scanning reading to identifies how the various statements function at the level of language was performed. The rhetorical devices, sound device, and linguistic elements used by Clinton is cheked for further analysis, specifically:

- a. Grammar feature: Deixis, Passive voice, Modalities
- b. Rhetorical figures: Euphemism, Simile, Alliteration, Antithesis, Rule of Three
- c. Thematization
- d. Cultural references
- e. Keyword analysis

1.5 The Steps of Data Analysis

Once the discourse fragments is discovered, it is listed in order of paragraph. It was made so to maintance the coherence between the beginning and the last discourse fragment. Fairclogh and Van Dijk's CDA model is utilized to analyse the fragment. Van Dijk's three dimmensions of CDA is used as the main theory, while Fairclogh is used as micro theory. Van Dijk's CDA steps of analysis; specifically, context, semantic macrostructure, local meaning, model context, model event, social cognition, and social situation is utilized to organize the data analysis. Liberal ideals; specifically, energy, global warming, healthcare, social security, taxes, global governance, terrorism, and welfare is assumed as presupposed knowledge for the speaker and the listener of the Inaugural address.

The aforementioned liberal ideals helped to understand the social context of the Inaugural address.

1. Overall theme identification

- a. Every topics of the paragraph is summarized into one phrases to find out the discourse strands.
- b. Links between the introduction of a discourse strands that is new to the listener and presupposed ideology is summarized.
- c. By looking at the big picture, all discourse strands from the beginning to the end is concluded into one sentence to find the overall theme

2. Local meaning description

- a. Any easily remembered discourse fragment that contain artistic language and easy-to-be-reproduced language was identified. Grammar feature and Rhetorical figures; specifically, Deixis, Passive voice, Modalities, Euphemism, Simile, Alliteration, Antithesis, Contrast, and Rule of Three was analyzed locally.
- b. The happening was quoted, limited in its semantic aspect of the discourse fragment while its linguistic aspect was described.
- c. Possible linguistic interpretations of various references is described.
- d. Themmatization, supported by Keyword Analysis is utilized to identify dominating words and phrases.

3. Social cognition and/or social situation explanation

- a. Contextual polarization between antagonist and protagonist, or in this case, between Liberal ideals and Conservative ideals is identified.

- b. Attempt to understand the subjectivity of a listener and identify erased implicature from the propositions in the text.
- c. Relevant social cognition connected with local meaning that contain value of certain groups, or in this case, American Political Party is explained.
- d. Relevant social situation connected with local meaning that contain the representative actors of American Political Party.

4. Context model interpretation

- a. Links between text and context is interpreted from the perspective of Clinton as the producer of discourse.
- b. The knowledge of textual structural and individual statement is placed into the broader social context.
- c. The nearest possible interpretation of ideological component as the bridge between social context with textual structure is identified.

5. Event model identification and description

- a. Any attempts from Clinton to ensure an easier adaptation for its listener toward new topics is analyzed.
- b. The macro-opinion used to penetrate the mental model of the listener is identified.
- c. The cultural reference used by Clinton to justify his ideals is analyzed; specifically, quote from bible, quote of prominent figure, and historical events.
- d. The intertextuality and its relevant historical and stakeholder background is described.