

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

People use language as a tool to communicate among others. But for the further purpose of language use, it can be used to show people about their understanding to spread their thought. Besides that language also is personal representation attitude in interaction. Through language people would produce discourse, spoken or written discourse. Speech is one of the kinds of spoken discourse that involved in our social life. It is the way to express one's thoughts by words were arranged and delivered in public (Crystal, 1985:15). Doing speech or public speaking in front of people publicly, means presenting, explaining, and promoting something to show people about the issue that the speaker wants to deliver. Speaker speaks based on its event, either in the formal talk or informal talk. People doing speech in some occasions, different event and intention would be different style of delivering and also the language usage of the speech. Speech can influence other people thought. By delivering the speech, people would convey what they want to deliver to the audience about their message or their thought of some topics, in general or in specific way.

Speech from different speaker creates some phenomenal speeches which influence people or group who listen to it. One of phenomenal speech in the history is speech brought by Luther King after the Long March in Washington on 28th August 1963. His speech was about his dreams to the equality rights of African-American with the white people, this long arouse speech was in Lincoln Memorial, publicly in front of 200.000 people. The spirit of his speech brings the very first step of the awakening the equality rights on African-American or black people. Lately, on the last 2019 there was a phenomenal speech that brought by a 17 year old girl. The speech influence many people all around the world. It was brought by Greta Tintin Eleonora Ernman Thunberg, known as Greta Thunberg in UN Climate Action Summit 2019. She is a Swedish environmental activist on climate change. She did speeches in many events, one of the spectacular speech was a speech in UN Climate Action Summit on September 23, 2019. Her speech was fully

emotional and got a lot of attention all around the world. It was one of her speeches which spoke about the climate change and pressing the political leaders to take action to prevent climate change. The figure of a child, who fights for climate change, has successfully inspired millions of people worldwide locations in 150 countries to do global strike known as Global Week for Future which took place from 20-27 September 2019. That was the largest climate change movement in the world history.

There are five previous study related to this topic, it were different subjects and theories. The first is research conducted by Andhita Rachman (2017), the student of Muhammadiyah University of Surabaya. He analysed about the power and ideology in Donal trump's Presidential Campaign under the title *Critical Discourse Analysis in Donald Trump Presidential Campaign to Win American Heart*. The result shows that Trump's way to deliver his ideology in gaining power lead him to succeeded to gain many supports that made him elected as presidential candidate from the Republic party. In this research, the researcher analysed the data using Van Dijk's thematic theory. The next is Nova Anggit Priatmoko (2013) student of Dian Nurwantoro University, she conducted a research entitle *Critical Discourse Analysis of Susilo Bambang Yudhoyono Speech*. She uses descriptive qualitative study and Huckin's methods to analyse the data. The result shows that Critical Discourse Analysis (CDA) can explore the relationship among language, power, and ideology. Through the language used, it can be known the strength of power and the purpose of the speaker, which the power is strongly felt and the ideology is clearly seen as well as understandable.

The third is a study conducted by Mahdid Sadat Naghibzadeh Jalali (2014), Islamic Azad University, Iran. His research is under the title *A Critical Discourse Analysis of Political Speech of Four Candidates of Rasht City Council Elections in 2013, with a view to Fairclough Approach*. In Mahid Sadat research found out that the theme of power was gained through the manipulation of technical registers, imperative sentences to invite people to make an ideal city, statement of responsibility of people and themselves, modal verb, urges, stresses and statement of disagreement. It also found that how different candidates tried to impose upon the context for their strategic purposes, which they produced various types of problem resolution integrating with the use of relational values that indicate unity of solidarity and authority. The fourth is a study conducted by Majid

KhosraviNik (2014), Newcastle University entitled *Critical Discourse Analysis, Power and New Media Discourse*. In M. kopytowska and Y. kalyango (eds) *Why Discourse Matters: Negotiating Identity in the Mediatized World*. This study was discussing about the various CDA methods and approaches to analyse the data based on discourse object; new media communication. And the last research is conducted by Enyao Li (2019), School of Foreign Studies, Guangzhou University of Chinese Medicine. This study was on the basis of Fairclough's three dimensional CDA analytical models, concentrates on the complex and invisible power relationship between the participants by probing into the grammatical features and the interactional conventions in institutional talks. The finding of this study showed that there are unequal power relationships between the participants in the talks.

Critical Discourse Analysis is a type of discourse analysis research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in social and political contexts. It specifically examines the role of discourse in the (re)production of social inequality, for instance, by studying text and talk as forms of power abuse (Van Dijk, 2008:217). CDA used to uncover the hidden meaning and message of a text which certainly has an intention for its receivers. However, language users make choice of certain lexical items, structures, and style for shaping discourse to convince the audience at social and institutional level. One of the discourses is speech, which it used to deliver its speakers intention to the audience.

There are many theories of linguistics that used to analyse a discourse. One of the theories is Van Dijk's theories about analysing discourse (2009:64) are underlying social practice of a discourse concern in the text, social cognition, and social context, this framework of critical discourse studies also called *Sociocognitive Approach* to discourse which characterized by the *Discourse-Cognition-Society triangle*. To reveal what is the meaning and intention behind discourse, the researcher use power theories from different perspective of linguists. Furthermore the researcher interested to choose this topic because it is relevant with the condition todays. Climate change becomes such an interesting topic to discuss because it happening all around the world and become a mass issue among people and all creatures. There are many activists who stand for climate change, and Greta was one of activist which brings a child voice, speak up for climate change. Based on the

explanation above, it is interesting to reveal the power and understand the power influence someone speech through Critical Discourse Analysis. Then the researcher challenged to conduct a research about a Critical Discourse Analysis in Speech, *entitled "Power in Greta Thunberg's Speech in UN Climate Action Summit 2019: A Critical Discourse Analysis"* to reveal the power used in the discourse to press the world leaders through the speech.

1.2 Research Questions

According to the background above, the research questions formulated as follow:

- 1.2.1** What is the power represented in Greta Thunberg's speech to World Leaders in UN Climate Action Summit 2019?
- 1.2.2** How is the power represented in Greta Thunberg's speech to World Leaders in UN Climate Action Summit 2019?

1.3 Objective of the Study

- 1.3.1** To classify the power represent in Greta Thunberg's speech to World Leaders in UN Climate Action Summit 2019.
- 1.3.2** To describe the power represent in Greta Thunberg's speech to World Leaders in UN Climate Action Summit 2019.

1.4 Significance of the Study

The significant studies of this research are theoretical and practical. For theoretical, it brings the wider contribution to the understanding and analysing of the development of theories of discourse analysis. By using Critical Discourse Analysis approach, it can describe particular issue or phenomena in the wider explanation from what its written or spoken discourse. Practically, this research can give the input for the students, scholars, lecturers, to have better understanding of how people understanding language through discourse to show use their power by delivering the speech. This research also expected could be useful for the reader to aware about the issue presenting, and improve the critical thinking. Through Critical Discourse Analysis, people can understand language beyond its

literal meaning. So from this research, the researcher expects that it could encourage other researcher to do similar kind of research by focusing on CDA approach by Van Dijk. And also it could be one of the references to the further research.

1.5 Scope and Limitation of Study

The scope of this research is Critical Discourse Analysis of Greta Thunberg Speech to World Leaders at UN Climate Action Summit. And the researcher's limitation is the power used by Greta Thunberg towards her speech to press the World Leaders and influence people to do the further act toward climate change. It is limited to discuss two cases, what is the power represent in Greta Thunberg speech, how does the power represented in the speech. This research will be analysed the Discourse and Power, by using theory of power and 13 steps of Van Dijk's Sociocognitive Approach in Critical Discourse Studies (2009).

1.6 Definition of Key Terms

1.6.1 Critical Discourse Analysis (CDA)

Critical Discourse Analysis is a type of discourse analysis research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in social and political contexts. CDA explores the connections between the use of language and the social and political contexts in which it occurs. It explores issues such as gender, ethnicity, cultural difference, ideology and identity and how these are both constructed and reflected in texts. It also investigates ways in which language constructs and is constructed by social relationships. A critical analysis may include a detailed textual analysis and move from there to an explanation and interpretation of the analysis. It might proceed from there to deconstruct and challenge the text(s) being examined. This may include tracing underlying ideologies from the linguistic features of a text, unpacking particular biases and ideological presuppositions underlying the text, and relating the text to other texts and to people's experiences and beliefs (Paltridge, 2012:186).

1.6.2 Power

Power is one of the basic forms of social cognition that at the same time define the identity of a group and hence the subjective feelings of social identity (belonging) of its members (Van Dijk, 2008:14). Greta's speech which in her utterances seem indicates power of children voice to influence the listener. She brings the child voice that is pure and honest, which at the same time as a teenager who doesn't have any behalf interest in politics, economics, business, etc. Greta's power is proven by a lot of attention from world leaders, news/medias, other children and also other climate change activist who are struggle in the same way. The energy she puts on her acts and also the language she uses on her speeches, especially the utterance she chooses have powerful tools to successfully influence people to hear her voice and do the same movement.

1.6.1 Climate Change

Climate Change is the global phenomenon of climate transformation characterized by the changes in the usual climate of the planet (concerning on temperature, precipitation, and wind) that are especially caused by human activities. As a result of unbalancing the weather of Earth, the continuously of the planet's ecosystems is under threat, as well as the future life of humankind and the stability of the global economy. Human activities have increased the number of *carbondioxide* emissions, then driving up temperatures. Extreme weather and melting polar ice are among the possible effects (bbc.com, January 16/2020). The world has been getting hotter, according to the scientist the earth's average temperature is about 15 Celsius has been much higher and it was lower in the past. There are natural fluctuations in the climate but scientists say that temperatures are now higher that at many other times. Besides, it also caused by the unnatural greenhouse effect. People adding more unnatural greenhouse effect with gasses released from industry and agriculture trapping more energy and increasing the temperature, this also known as the global warming.