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Critical Discourse Analysis of Emma Watson's Speech at 'He for She' Campaign

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Abstract
Critical Discourse analysis (CDA) is an important approach to analyzing language and its relationship with power and dominance. Generally, the methodology of CDA claims that the discourse is socially constructed, and most politicians, social counselors, and speakers use discourse in their speeches and lectures to promote their ideologies, to have a great dominancy on the audience or listeners, social orders and to exert power. The current study has been conducted for the CDA of Emma Watson's speech delivered at the United Nation's (UN) campaign ''HeforShe' by applying the Fairclough 3-Dimentional model. It mainly focuses on the ideological context behind the discourse of a speaker, the researcher also seeks to identify the economical and sociopolitical reasons that may influence the speaker to deliver that speech in a selected manner.
Keywords: Critical Discourse Analysis, Fairclough, 3D Model, Inequality, Feminism, Gender Equality.

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Background

Language can be utilized to assert power or control or to raise a voice against manipulation. Critical discourse analysis is an approach that focuses on the discourse concerning its social context. It is not only concerned with determining linguistic forms but also helps to examine the in-depth information of discourse like uncovering the ideologies, power, and hidden meaning behind discourse. It helps to analyze discourse as a social behavior to examine how sociopolitical power is conveyed through language. 'It is a type of discourse analysis that concentrates on how the use of social power and dominance are enacted, imitated, and opposed by text and spoken in social and political settings.' (VanDjik, 2004). Language can be utilized as a means for welcoming individuals to fight against the negative power that people use and socially construct. It can be found in the speech of Emma Watson which she delivered in the UN campaign named "HeforShe".

Authors Biography

Emma Watson's full name is Emma Charlotte Watson, she was born on April 15, 1990, in Paris, France. A British actress who is known as the most popular character in the Harry Potter book series or films. She also gained attention as a speaker for women's equality. In July 2014, she was appointed as UN Women Goodwill Ambassador. Dedicating her efforts towards the empowerment of young women, she serves as an advocate for UN Women's 'HeforShe' campaign in promoting gender equality (Emma Watson, n.d.)

Context

The campaign 'HeforShe' highlighted the context of gender equality. Discrimination among the genders is known as one of the top issues of today's world. For many decades, great efforts have been made to end gender inequality in the rights of men and women. As per this issue, in the year 2014 campaigns were organized by the UN where Emma Watson gave an important and moving speech to invite the genders to raise their voices. Under the umbrella, everyone has the right to live their lives without any discrimination concerning caste, gender, status, race, culture, profession, religion, etc. Gender equality can also be defined as a situation in which men and women both are entitled to equal opportunities to grow. The focus of the speech was especially on 'men', she invited every individual to act in terms of spreading awareness related to the rights of both men and women.

Speech Summary

The speech given by Emma Watson in the UN campaign is all about ending gender inequality. In her speech, she invited men to support gender equality through the 'HeforShe' campaign. 'The concept of feminism is promoting the ideology of hating men' in society and every man in society must participate to end gender inequality, if women can stand for their rights, then men can raise their voices too. Every gender which lives in society deserves equal rights, Gender equality is an issue for both men and women (EmmaWatson, 2014).

Literature Review

Language is a vital component to exert the power or influence of ideology, the promotion of ideology through language assists individuals to dominate one doctrine from one to another. 'Language doesn't simply consist of sentences but also discourse in which the exchange of philosophies and intentions in interpersonal context between one to other exists, the statement is supported by Halliday.' However, the function of language as a device of power is not always negative but can be positive too. At the time of advancement in discourse analysis, CDA research had been begun in the year 1980 by Wodak, Van Dijk, and Fairclough. CDA is the study that reveals every single secret practice and value of socio-political aspects (Fateme, 2014). It is an approach that is utilized for the determination of discourse factors. It determines components of social and political powers, authority, dominance, and ideologies. From the perspective of CDA, research distribution is viewed as an enlightening process that occurs inside a social setting also reliant upon norms, values, and social structures (Dant, 1991).

Wodak, who is also known as a famous figure in the research of CDA, proposed different theories of discourse related to discrimination, and Injustice. He developed the historical discourse analysis approach of CDA and directed a concentrate on the historical context in discourse in 1990. His explanation of discourse is similar to that of Fairclough, she contends that language that is both in text form and verbal structure is a sort of social practice that implies that it has two forms of expression, one of the elements that put the historical approach aside from different methodologies is its underscoring on the authentic context of discourse in the making sense and deciphering process (Wodak, 2001)

Language is one of the most important communication tools which is used to influence many things. Likewise, in Emma Watson's discourse the idea of 'Gender equality' has been promoted. Not just gender equality, this speech also portrayed the idea to stop the misconception that 'gender is only concern with women's rights When it comes to gender then both men and women are linked with it.' A few issues which are socially constructed and create differences among genders of both men and women in terms of language intellectually and emotionally that is men are independent, aggressive, free to make decisions, can hide their feelings, and not easily affected or influenced. On the other side, women are dependent, not too aggressive as men and she's not able to make decisions or even not able to choose what is right and wrong for them, for women it is difficult to hide feelings, easily influenced and emotional (Peterman, 2008).

According to Pell (2016), The central point that is liable for discrimination among gender was the making of choices. Females somehow tolerate discrimination and that is the bold reason they are facing this consistently. If they step forward and speak up for their rights, they will be able to change their decisions. The use of language whether oral or verbal discourse, is linked with gender discrimination, he contends that this differentiation happens not just in discourse structure, articulation, conduct, and choice of words but it occurs in nonverbal communication too. In a patriarchal society where there is organized conduct planned by men, there is a significant social and political difference while deciphering the distinctions of communication among both men and women. The social power of genders among gatherings, working places, and institutes is the most defined concept of discourse (Wodak, 1997). Discourse and society as

the language in a dialogical viewpoint, Contri (2019) in his article inspected language for a social reason and used three models as the theoretical structure of Fairclough, Marx, and Bakhtin. He contended that there is a need to grasp the cultural and social context. He valued Bakhtin's view that dialogical relationship helps in understanding the world and that the ideas of past, present are future are mixed. (Contri, 2019).

The connection between discourse and gender is about language that reflects the division among genders of men and women and where language makes gender division, that is the reason language and social structure impact one another (Jonas, 2017).

By the researcher, a strong effort has been made in this study to analyze the discourse of Emma Watson's speech according to the Norman Fairclough model. Fairclough's model of critical discourse analysis is based on three dimensions. Dimension one is Description – Text Analysis (e.g., Any piece of discourse) which could be either verbal, written, or visual-verbal/written, deals with identifying main linguistic terminologies including Vocabulary, Modal verbs, pronouns, cohesive devices, and tone. The second dimension is Interpretation – Discursive practice (e.g., the process of production, distribution, consumption, and representation) it is concerned with interpreting the purpose of genre based on the context and audience. The last step is Explanation – Social practices (e.g., power relations and ideologies) deal with extracting the ideologies and power relationships behind the speech and the social-political effect of the text based on the political, social, and historical context (Fairclough, 1995).

Methodology

For the current research qualitative method has been used, this direction provides a better opportunity to understand and help to gain in-depth information about any phenomenon that might be difficult to investigate with qualitative research. The model used in the current study is that of Fairclough (1992), Fairclough model is the most famous model used for critical discourse analysis. CDA reveals social practices like hegemony, dominance, and exploitation of oppressed groups. The field of CDA brings linguistics and the social sciences on a single mean. Ethnicity, the hegemonic attitude of the high toward the low, gender discrimination, dominance, ideology, discursive practices, and gender are among its topics of discussion. The only parameter of the analysis is language, which reveals how discursive practices manifest themselves in a social setting. The issues with which CDA primarily deals are represented by the topic of this article. The core issues that CDA focuses on are socio-cultural, and ideological, among other variables.

The research is conducted on critical discourse analysis of one of Emma Watson's speeches delivered in the year 2014. The speech contains 1,215 words and was delivered during a UN campaign. The data script was obtained from the official YouTube Channel of the United

Nations then transcribed into a written text to guarantee that the information is solid, the researcher sought to acquire the official transcript of the discourse at the official site of UN Women by contrasting such data got from two sources. There was a difference in a few dialogues that were not listed in the

transcript which the researcher found from the website of UN Women, after watching and transcribing the video. The researcher has tried to make them very exact before eventually dissecting and interpreting them for critical discourse analysis (CDA).

The link to the website is given below: https://www.unwomen.org/en/news/stories/2014/9/emma-watson-gender-equality-is-your-issue-too

Results and Discussions

Text Analysis (Description):

This is known as the first analytical focus of the Fairclough 3D model. Text analysis aims to find out all the linguistic terminologies used in the discourse in terms of morphology, syntax, semantics, and articulation. There is an analysis of Clauses and sentences that shows the different features. The text of Emma Watson's speech has various features, in the current study the researcher made serious efforts to analyze these features.

The statement given below shows that Emma Watson begins her speech by clearly introducing the goal of the campaign, which is to end gender inequality and give equal rights to both genders.

'Today……end gender inequality (Emma Watson, 2014)'

The sentence 'I need your help….' is used to draw attention, as well as this sentence also indicating that she is inviting openly everyone to be a part of this campaign.

Emma Watson uses pronouns throughout the whole speech showing that she is addressing every member of the whole audience including herself without keeping her at higher status as a celebrity. Emma Watson used the personal pronoun e.g. I (45), We (16), You (7), It (13), They (7), Your (2), demonstrative pronouns e.g. This (3), These (3), That (15), Those (2), relative pronouns e.g. who (3), when (5) and indefinite pronoun e.g. All (2), every one (1), one (5), such (1). The use of pronouns in the discourse portrays the connection between the speaker and the audience, it shows the relationship between listener and speaker. Addressing someone in the same way as they address you shows equality and solidarity. Addressing someone with a 'higher status' or in a different way than an individual address, you show disparity and social distance (Brown and Gilman, 1960).

The feature of Vocabulary used in the speech of Emma Watson

It is known as the most important feature of any text, this is understandable that every word must contain representation, as far as it is concerned with the current text, the vocabulary used in the speech is very simple that can easily be understandable by anyone, the discourse contains ideologically contested words. For instance, Gender Inequality, Inadvertent feminism, struggling, uniting and man-hating, etc. these words show that Emma Watson is clearly stating the context, she wanted to make everyone care about their rights and to stand up against inequality. Along with that this also indicates that the struggle for gender equality and uniting each other has been in practice for many decades.

The use of metaphors can easily be seen in the current discourse. The term metaphor is also known as Figurative language, it is the use of a word or phrase that brings another meaning to a contextual meaning.

Example:

We……imprisoned…. Stereotypes. (Example 1)

All…. evil......nothing. (Example 2)

The metaphor 'Imprisoned' and 'evil' indicates that the stereotypes used for gender cannot be defeated without the help of the other gender as same as a prisoner getting freedom from somebody beyond the lockup. This sentence clearly states that men and women both need each other to get their rights, Men can help women to set them free from abuse and here Watson is asking men to help and fight for the rights of women.

We…. free…. consequence. (Example 3)

Both…. free…. sensitive. (Example 4)

I…. free…. themselves. (Example 5)

The word free indicates that both genders are free from every aspect to choose their rights to choose their opportunities and should be free from stereotypes.

The device of parallelism can also be found in the current discourse, it is a term that refers to expressing several ideas in a way of similar structure, also used by many politicians and speakers in their speeches usually when they want to draw attention to a particular message or to spread idea related thing, this helps to highlight the importance of ideas and provide a sense of rhythm which makes the discourse more noteworthy. The following examples from the Emma Watson speech, such as:

We want……involved, we want……gender equality. (Example 1)

When at 8……boss, When at 14……Press, When at 15…… muscly, When at 18……feelings. (Example 2)

I think it is right……counterparts. I think it is right……body. I think it is right……country. I think it is right……men. (Example 3)

These examples indicate that Emma Watson repeatedly used the parallelism structure to highlight the central points and to emphasize the ideas equal in importance.

In Emma Watson's speech, it is easy to find many repetitive words, this is known as the important feature used in a speech called repetition. The term means simple repetition of words, phrases, and sentences. The words like. Gender equality (3), men (15), boys (2), feminism (5), women (15), rights (5), and male (3) times used in her discourse, clearly indicating that she's addressing both men and women to speak out loud for their rights and there must be no inequality based on the gender.

Discursive Practices (Interpretation)

The analysis of discourse practices can be divided into three parts: the force of utterance, coherence, and intertextuality. According to Fairclough, a discursive practice is concerned with the production and interpretation of the text and social practice (Fairclough, 1995).

Force of Utterance refers to the speaker's intention behind the utterance, in the present discourse, the one question that the speaker asked two times by addressing the audience. Such as. 'if not me, who? If not now, when?' this indicates that she is addressing the audience including men and women to ask themselves, what is the right time for raising their voices if not now, the struggle has been in practice to end gender equality for many decades but still men and women both are being treated unequally in today's world. As well as this is used as an 'Illucationary Speech act', So the audience can understand the goal of the campaign and capture the intention to take a step over this issue.

The term Coherence is used to refer to the unity of ideas and sense relation between a single unit of a text. The consistency of ideas appears in the text logically and semantically. Coherence ought to be considered a property of interpretation (Fairclough, 1992). Throughout the whole speech, she used the coherence device.

We……involved. (Example 1)

We……equality. (Example 2)

Men… too. (Example 3)

It specifies that the coherence features are used to highlight the importance of certain ideas that is the participation of both men and women in the gender equality movement.

Social Analysis (Explanation)

This is the last level of CDA concerned with the social factors that influenced Emma Watson to deliver a such speech. According to Fairclough social analysis of a communicative event can be done with three viewpoints, i.e., economically, culturally, and politically. Everyone knows that Emma Watson is a public figure by taking 'gender inequality' into consideration, she talks in the HeForShe campaign about feminism and gender equality. By maintaining her celebrity image, she discusses the gender stereotypes in the development and preventive measures of gender inequality and addresses especially men to stand up against it, stating that "Gender inequality is your issue too." By using explanatory procedures her discourse effectively reignites the development of gender equality through engaging sincerely and appealing emotionally to every individual from the audience, stating her own life experiences with the audience, and arising her question and arguments using facts. Showing up celebrity as a speaker in the campaign headed by Emma Watson may arise the question about individuals mentality, usually, it is to be believed public figures are selected for high rank to gain more fame, as she said in her speech that she had a personal experience of all of it, her role as UN goodwill ambassador created a recognizable difference of believability. As she requests the attention of attendees with a sense of acknowledgment for the liking that will bring humanity closer. Most people want popularity for the reward and benefit, but

she is sincere in her support for the campaign. In her speech, she makes it clear that without a reward one could not acquire fame, she is passionate and connected to this reason and persuaded by the value of the result. Her effect on fans promptly brings issues to light, making her the ideal contender to contact the world. She stated that 'I am……everyone involved.'

CONCLUSION AND RECOMMENDATION

The focus of this study is to identify the linguistic terminologies and resources which was adopted and used by Emma Watson in her speech to promote the message and ideologies. As far as its concern with analysis, Emma's speech contains various linguistic features, whereas the textual analysis shows that the speech is rich with vocabulary, pronouns, the feature of parallelism, and repletion devices. The speech was delivered in a formal way, as well as her vocabulary represents that she is clear in her concepts and context, she wanted to develop the mentality in the individuals that to help each other to achieve their rights. She cautiously and purposefully chose the structures, and words to influence the audience and motivate them. The review has suggestions for the rising interest in research on the discourses of people who delivered important interests for humankind.

The discursive section indicates that she uses the feature of the coherence devices, and intertextuality, as the researcher mentioned 3 examples of sentences in the discursive section where cohesion devices have been used. She used many sentences which are not only connecting the idea but the unity of ideas within a single unit can also be easily identified. In the last section, which is on social practice, the researcher tries to identify the economic, cultural, and political reasons that influence her to give that speech. One of the major things which the researcher has noticed in the present discourse is that 'she did not even mention a single word for the rights of genders (LGBTQ) except Men and women, Gender is not limited to men and women, it's a very broader term and of course, it's a debatable topic nowadays, they do deserve the rights this is everyone's responsibility to speak up for the rights of other genders too. As it is clearly stated at the beginning of the research paper the speech was delivered in the UN campaign 'as a UN goodwill ambassador which illustrates that the speech was pre-planned whereas the purpose is clear 'to stand up against the inequality' whether it comes to women and men.

The speech does not seem like a wake-up call it's clear that it's a marketing campaign. The speech itself is also arguably debatable and raises additional concerns. It implies increasing interest in speaking up for individual rights. As it also illustrates that language can be used to influence the mind of the audience (listener and reader) and to construct an ideology. For instance, to make an impact on the listener Emma Watson intentionally choose a specific form of word and expression and uses a story as an example to capture the attention and illustrate the point.

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