PERSUASION IN EMMA WATSON'S SPEECH AT ONE YOUNG WORLDA CRITICAL DISCOURSE ANALYSIS

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ABSTRACT

The purpose of the study is to analyze persuasive element and ideology contained in Emma Watson's speech at One Young World (2016). Theory of Fairclough about persuasion in speech was applied in order to get the result. The study used Fairclough's theory which consists of three stages; the description level, the interpretation level, and the explanation level. The result of the analysis discovered that Emma Watson's speech contained persuasion through vocabulary, figurative language, grammatical process, passivization, modality, pronouns, reported speech, and repetition. In addition, the ideologies behind her speech are the ideology of unity, gender equality, and feminism.

Key words: *persuasion, speech, one young world, critical discourse analysis*

A. INTRODUCTION

Persuasive techniques are based on human psychology hypotheses because persuasion is a psychological phenomenon which is deeply related to language. Andersen states that persuasion is a communication process in which the communicator seeks to elicit the desired response from his receiver (Andersen, 1971: 6). According to Perloff, persuasion often includes symbols, with signals conveyed mainly through language with its rich, cultural meanings. Symbols include works such as freedom, justice, and equality (Perloff, 2003: 9). They are used for business issues, political issues, and intimate relationships.

Under the context of Van Dijk (1998) and Fairclough (1995)'s Critical Discourse Analysis (CDA), persuasion attempts to manipulate and adjust collective views, opinions, thoughts, and emotions about a particular topic. Perloff also states that successful citizens have been using persuasive messages to make improvements. Democratic activists have used persuasion to shift attitudes towards minorities and women (Perloff, 2003: 4). In reality, the CDA approach puts special focus on ideology and often one-sided outlook or worldview, consisting of similar mental interpretations, belifs, views, perceptions, and judgements, expressed by members of a single social community (Wodak, 2009).

In addition, Faiclough claimed that language is a part of society and that the linguistic elements of the text reflect certain social realities. For him, language is a social process and a socially conditioned process (Faiclough, 1995). Therefore,

the interpretation of any language at the textual level requires an analysis of the interpretive processes of the text depending on the social meaning. Such as political speech, any other speeches also contains persuasion in order to get their goals fulfilled. Based on this, speech for a campaign is considered to be no exception to such analysis. This particular speech is constructed to persuade the audience to follow their ideologies behind it.

There are several previous studies about persuasion in speech such as from the research entitled *Persuasive Discourse in Ceremonial Speeches of Mother Teresa: A Critical Review* by Azadeh Sharif and Faiz Sathi Abdullah in 2014 (Abdullah, 2014). In their research, it was found that persuasion was accomplished by contributing to emotional evidence by arousing various feelings in the audience, generating optimistic emotions in the audience, using expressive vocabulary, educating, delighting, and moving viewers. It was also observed that persuasion was achieved by appealing to rational reasoning by the provosion of explanations, evidence, historical events and figures, and the use of doctrine, concepts, cycles of cause and effect, and anecdotes and anecdotes.

The second study is conducted by Mehdi Dastpak and Ali Taghinezhad with the title of research *Persuasive Strategies Used in Obama's Political Speech: A CDA Approach Based on Fairclough's Framework* in 2015 (Taghinezhad, 2015). This research found five conclusions which are the key ideological parts of Obama's discourse can be condensed into the accompanying ideas: pragmatism, liberalism, inclusiveness, acceptance of religious and ethnic diversity and unity. The second is the keyword analysis which is a proof of Obama's comprehensive impression of the American culture and a requirement for solidarity. The third finding is the biblical references, basic subject of the discourse, and the last is the discursive event and rambling structure interrelatedness thoughts.

The third previous study is written by Majid Al-Tarawneh with the research entitled *Persuasion in Hillary Clinton and Donald Trump's Presidential Debates: A Critical Discourse Analysis* in 2019 (Al-Tarawneh, 2019). The research found that the speeches of the two candidates (Hillary Clinton and Donald Trump) displayed a strong moral dichotomy on all topics of interest such as immigration, economy, human rights, and so on through the vocabulary, grammatical, figurative language, and discourse unity. Another finding is that there are various typologies of power distribution on terms of the participants. Finally, the analysis indicated the propensity of both candidates to employ a plethora of convincing methods of persuade the electorate.

Despite of the several previous studies about persuasion in CDA, the present research is going to analyze the persuasion in a speech delivered by Emma Watson in a campaign called One Young World in 2016. Moreover, to achieve the aim of the study, the research focuses on the following questions:
1. What are the strategies of persuasion used in the speech of Emma Watson in One Young World?
2. Are there any ideologies and persuasive inclinations in the speech?

B. METHODOLOGY

The Fairclough model was used as a framework for the present study of speech. Under the context of this model, the researcher would observe three key stages of Fairclough's analysis which are description as the text analysis, interpretation as the processing analysis, and explanation as the social analysis (Faiclough, 1995).

The source data for the research is taken from Emma Watson's speech at One Young World in Canada with the script taken from a website namely Newsweek (Newsweek, 2016) and in the form of video. According to the video of Emma Watson's speech, the time of speaking is 8 (eight) minutes (8:46). The pattern of the speech at all linguistics stages of interest, from vocabulary, grammar, semantics, and all the way to the level of discourse, have been extensively studied.

C. RESULT AND DISCUSSION

According to the Fairclough's theory of CDA, Emma Watson's speech at One Young World (2016) were analyzed at three stages which are the description level, the interpretation level, and the explanation level.

The Description Level

This level deals with the linguistic property such as vocabulary used in the speech or text, grammatical structure, and discourse.

Vocabulary

In order to deliver a speech to audience, choice of words or vocabulary is really important, so the hearer can understand the main point or the real message of the speech delivered by the speaker. In the case of Emma Watson's speech at One Young World, she clearly reflected her ideology about gender equality, feminism, and women rights through her vocabulary during the speech. In addition, to persuade the audience to support her ideology, she used several certain vocabularies to achieve the goal of persuasion. She used various vocabularies of persuasion such as shown in the table below:

Table 1

Vocabulary	Sentence
surprising	*So reading the applications of activists who applied here for One Young World scholarships was **surprising** to me.*
support	*This is a community of artists, spiritual teachers, dreamers, thinkers, doers, who work together and **support** each other.*
respected	*And both forces need to be lifted up, **respected**.*

exciting	*And it is so **exciting** to see you all come together in one room,…*
found	*I **found** my sisterhood…*

According to the table above, it can be seen that Emma Watson used several certain vocabularies, such as "surprising" to reflect her honor to the people (activist) who support the campaign at that moment. She also shows her positivity ideology through the vocabularies of "support" and "respected". She also made sure that she really appreciate the audience by using the words such as "exciting" and "found" to reflect her ideology through the community and campaign about gender equality and that she really supports the community and the movement or ideology.

Figurative Language

According to the script of the speech, there are 2 (two) kinds of figurative languages found. First is metaphor from the sentence *"The last two years have been a baptism of fire to say the least"*. The phrase "a baptism of fire" means a difficult or painful new undertaking or experience. Emma Watson used this metaphor to describe her difficult time or situation for being an activist for two years. She also wants to let the audience know that being an activist for feminism is not really easy. She also used personification in *"Apart from the significant progress the world has made in the cause for equality"* to portray "the world" as human being who can make something or do something. These figurative languages are used in Emma Watson's speech in order to maximize the effect of the persuasion which served to distort the views of the audience.

Grammatical Process

Fairclough stated that grammatical process includes how the grammatical structure of language code or interactions exists in the environment (Faiclough, 1995). In the speech, Emma Watson used several types of grammatical process in order to persuade more the audience.

Passivization

The rule of using passive form in a sentence is to highlight the action rather than the subject. In Emma Watson's speech, she used *"my best hopes and my worst fears were confirmed all at once"* to stress the "confirmed". She also used this tool in another sentence such as *"and both forces need to be lifted up, respected"* to give a special highlight for the "lifted up" and "respected". She used this passivization in grammatical process to persuade the audience to be more focused on the action instead of the subject.

Reported Speech

When a speaker delivers a speech, they usually put some reported speeches to refer to impartial voice, testimony, opinion, or statement from other people. Emma Watson used this method in one of her sentence:

"Bobby Kennedy, when he was senator for New York, said: Each time a man or woman stands up for an ideal, or acts up to improve the lots of others, or strikes out against injustice, he sends forth a tiny ripple of hope.

And crossing each other from a million different centers of energy, those ripples build a current that can sweep down the mightiest wall of oppression and resistance.”

Emma Watson used this reported speech from Bobby Kennedy to persuade the audience that she understands the topic very well, she is trust-worthy and dependable. She also quoted from Bobby Kennedy's statement to show indirectly that she is well-educated about the issue.

Modality

In English grammar, modality refers to linguistic instruments that denote the extent to which an observation is probable, possibly, definite, allowed, or prohibited (Richard Nordquist, 2018). Modality includes *can/could, shall/should, will/would, have to, must, need,* and *may/might.* The present analysis found that Emma Watson as the speaker used "need" as the modality in her speech such as in *"we need ripples of hope from every age, race, ability, walk of life, every human experience"* and in *"we need to work together in order to make the world go round"*. She used "need" in order to persuade the audience to act the way she wants. According to Martin J. Endley, modality represents the approach of the speaker to the situation mentioned (Endley, 2007). The function of modality in Emma Watson's speech is also to show her position or authority by giving the modality "need".

Pronouns

Emma Watson as the speaker used pronouns strategically in order to create a convincing effect of persuasion in her speech.

Table 2

Pronouns	Sentence
1st person (singular) **I**	*I launched a campaign called HeforShe at the U.N. in New York*
	I found that I have something in common with
	I found a sisterhood; a brotherhood
1st person (plural) **We**	*We, the entire spectrum of the feminist movement…*
	We all have feminine and masculine energies
	within us
2nd person **You**	*My hope for you, while you are here,…*
	Each of you are here at One Young World because you do something
	I want to ask you to take a moment
	….they were so out of this world to me

3rd person (plural) **They**	*They are working to secure real progress towards a gender equal world,….*
	I hope their stories will inspire you as much as they have inspired me

In the table above, it can observed that Emma Watson used first person singular pronouns (I) to stress the object that the person who does the action is herself (I). She also used first person plural pronouns (we) that refer to herself and the group- One Young World and feminists. She used "we" rather than "I" to show her ideology of unity and solidarity as her, being the part of the community. She used second person pronoun (you) that refers to the audience or One Young World's members. The last, she used third person plural pronoun (they) that refers to people or community which is she is not the part of them. In the first sentence, "they" refers to the stories of people from nearly 200 different countries from around the world. The second and the third sentence refer to the One Young World scholarship.

Repetition

Repetition is one of the effective persuasive methods in spoken occasion. Repetition is often referred to as a method of growing the persuasive potential. Carefully planned and implemented recurrence techniques will improve the efficacy of the message delivered to the audience. In her speech, Emma Watson used repetition for several words:

"I am willing to be seen. I am willing to speak up. I am willing to listen what others have to say. I am willing to go forward even when I feel alone. I am willing to go to bed each night, at peace with myself. I am willing to be my biggest, best-est, most powerful self."

In her statement above, she used repetition for the words "I am willing". In this occasion, sheasked the audience to keep their eyes closed or keep them open, and ask themselves if those statements have any truth for the audience in them. By repeating some words such as "I am willing" in her speech, she was trying to persuade the audience about the idea and make it memorable.

The Interpretation Level

According to Fairclough, interpretation level deals with the relationship between the method of processing and perception of the participants in the event and the text. In this interpretation level, it creates a description of the discourse's spatial and intertextual meanings (Faiclough, 1995). In the context of the speech delivered by Emma Watson at One Young World, the participants are Emma Watson as the speaker and 1,300 young leaders as the audience. The reason why Emma was giving the speech is to challenge gender stereotypes "from the ground up" and to persuade people about feminism, women rights, and gender equality. In addition, Emma had the chance to give a speech in front of many young leaders at One Young World is because Emma Watson is one of the young leaders of HeforShe. According to the official website, HeforShe is a global solidarity movement for gender equality (HeforShe).

Emma Watson had a big chance to persuade the audience because she has been well- known as a talented actress and model, well-educated person since she graduated from Brown University in the United States with a bachelor's degree in English Literature, and an activist for women rights, gender equality, and feminism. Before she gave her speech at One Young World, she gave another moving speech about gender equality at HeforShe Campaignin 2014.

The Explanation Level

Explanation level deals with the relationship between processes (production and interpretation) and social circumstances. According to Fairclough, he stated that a variety of meaningful questions that may be posed regarding a given discourse that will be under review:

Social Determinants

Social determinants include questions such as does the speaker have experience in public service or stand on social issues or the related issues? Just like what has been mentioned in the previous section, Emma Watson was chosen to give such motivational, moving, and persuasive speech at One Young World because she has been a popular woman among people because she has a lot of great achievement in modeling, acting, and even education. According to a website of UN Women, Emma Watson has been active in the advancement of girls' education for many years and has also visited Bangladesh and Zambia as part of her humanitarian activities after she is being an activist (Women, UN). She has been an activist, feminist, and a spokesperson on women's rights and other social issues. In 2014, she was appointed a UN Women Goodwill Ambassador and helped launch the UN Women campaign HeforShe, which advocates for gender equality.

Additionally, since she has been an activist that stands for women's right, she is surely understands the issue by giving her motivational speech in front of 1.300 young leaders. Socially, Emma Watson could be easily stand out or influence many people around the world regard to social issues, women's rights, feminism, or gender equality, because she is one of very popular figures. She was even named one of the 100 most influential people in the world by *Time* magazine in 2015 (TIME, 2015).

Ideologies

Emma Watson's ideological was exposed on the following topics. First, she spilled ideology of gender equality by using statements such as *"I feel gender equality is as important as any of the other goals that we are here to discuss"* and *"they are working to secure real progress towards a gender equal world"*. In those statements of Emma, she was trying to explain that she is believe in an ideology that men and women are supposed to have the same rights. She also described that gender equality is as important as any other global or social issues in the environment that needs to be done.

Second ideology is about feminism. The notion of feminism and feminist that Emma has put forward has been articulated through a variety of forms of statements such as *"we, the entire spectrum of the feminist movement, are building an unstoppable current…"* and *"we all have feminine and masculine energies within us"*. In the first part, she wanted to convince that she is indeed a

feminist along with the community she is into. In addition, she also confirms, persuaded, and showed the audience that she is a feminist by using the statement that all of us have both feminine and masculinity. Even though long time ago, feminism is not a proper ideology held by people, in the present time, the notion of encouraging feminism is seen as something that applies to extreme things, and is seen by a lot of people as too rebellious or even towards men in so many repsects.

The third is ideology of unity. It reflected from Emma's statements *"it was about the choice to make myself visible and the choices that you made to do that too", "this is a community of artists, spiritual teachers, dreamers, thinkers, doers, who work together and support each other", "I found my sisterhood; a brotherhood.... I found my tribe".* Through these statements in her speech, she reflected her feeling or belief in unity by including herself, the community, and the people to her ideology; unity. She used positive words such as "support", "community", and "together" to describe her ideology to unite all the people. In another statement of hers *"... but what we can do, working together, supporting and listening to each other"*, Emma delegated her ideology of working together and support each other as a community that unites together in order to achieve gender equality and women's rights.

Effects

At the situational context, the hearer or the audience seemed to be amazed, respected, and moved by Emma Watson's speech at that moment at One Young World. It has been highly praised or even radically critiqued. Emma is right that feminism is not innately about man hating. However, a number of feminists have explained that by not hating men, would not inherently mean the need for men to be actively active in the promotion of women's rights. However, the audience seemed to be persuaded and moved by Emma Watson's speech about gender equality, feminism, and unity despite of the fact that the audience were not only women, but also men.

D. CONCLUSION

The present study analyzed the persuasion contained in Emma Watson's speech at One Young World. The theory used is by Fairclough about Critical Discourse Analysis (CDA) to find the ideological and persuasive elements of the speaker through the speech. The findings of the research discovered that Emma Watson, as the speaker reflected a strong ideological of gender equality, feminism, and unity. It can be seen from her statements in particular issue by using particular positive words such as "together", "support", and "community". The second finding is that Emma Watson's speech contained persuasive elements that can be analyzed from the vocabulary, figurative language (metaphor and personification), grammatical process such as passivization, reported speech from Bobby Kennedy, modality by using "need", pronouns- 1st person (singular and plural), 2nd person, and 3rd person (plural), and repetitions.

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