CHAPTER I

INTRODUCTION

A. Background of the Study

Speech serves as a medium for communicating ideas. People's viewpoints and opinions are among the instances. Producing a language or discourse that listeners can understand is what speech is all about (Rahma, 2023).

Language will be found when a new civilization from a different region of the world is encountered. Language can either impede communication or be a means of achieving achievement in life. Naturally, it will be challenging for someone to adapt later on if they cannot communicate with others in the target language. Meanwhile, people who can communicate in the target language will get along well with others (Hisni, et al., 2019).

The power of language extends beyond communication; it shapes social dynamics and relationships within institutions and between individuals. Critical discourse analysis, an interdisciplinary field, explores these relationships, emphasizing the role of language in reflecting and influencing power structures in society. This approach provides a framework for examining how language facilitates interaction and reinforces or challenges societal norms and power dynamics (Gowhary et al., 2015).

In this research, the researcher used Joe Biden's speech which discussed the response to the Israel-Hamas conflict. The text of Joe Biden's speech has interesting language to analyze. The figure of Joe Biden, the 46th President of the United States, who has an important role in delivering speeches, has its own value.

Since Israel started military operations and destroyed Palestinian cities and villages, the world has condemned and hated Israel. Several countries in the world feel concerned and demand that Israel stop attacks on Palestine. However, this incident created two camps, namely countries that support Israel and Palestine. The United States is one of the countries that has expressed its support for Israel. On October 10, 2023, American President Joe Biden gave a speech regarding the response between Israel and Hamas on October 7. The researcher is interested in analyzing and learning more about speeches because the Israel-Hamas conflict has dominated the news today (CNBC Indonesia, 2023).

An ongoing weapons race between Israel and Hamas never stopped. Hamas conducted a historical attack against Israel on October 7, 2023, known as "Operation Aqsa Storm." This attack included more than 5000 rockets launched towards Israel. Since then, Israel has attacked Palestine with weapons without stopping. UNRWA (United Nations Relief and Works Agency) estimates that since October 7, approximately 85% of Gaza's inhabitants, or over 1.9 million Palestinians, have fled their homes and are now spread across the region. (Damanhoury, 2023)

In his speech, Joe Biden said, "We stand with Israel, we stand with Israel, and we will make sure Israel has what it needs to take care of its citizens to defend itself." Such kind of sentence will be analyzed using the Norman Fairclough three-dimensional model. The sentence above is included in the analysis model's grammatical cohesion (repetition). Cohesion exhibits certain patterns in which certain meanings are lexically expressed while others are grammatically expressed (Hisni et al., 2019).

Therefore, the researcher will analyze the data using Critical Discourse Analysis (CDA). Critical discourse analysis uses text, voice, and visual imagery to find and communicate shared meanings that support or contradict social and ideological systems (Gowhary et al., 2015). This consolidation of Critical Discourse Analysis aims to map three distinct modes of analysis onto one another, using Norman Fairclough's "three-dimensional" framework. There are analyses of texts spoken or written, analyses of discourse practices including text production, distribution, and consumption, and analyses of social determinants, ideology, and effects as examples of sociocultural practices (Fairclough, 1995).

The researcher chose Critical Discourse Analysis (CDA) because it allows for an in-depth examination of how language reflects and shapes social power dynamics, particularly in the context of political discourse. Joe Biden's speech on the Israel-Hamas conflict provides an important example of how political leaders use language to construct narratives, reinforce ideologies, and influence public opinion. Through CDA, specifically Norman Fairclough's three-dimensional

framework, the researcher can analyze not only the linguistic elements of the speech but also the broader sociocultural and political contexts in which the speech is embedded. This approach helps uncover the underlying power relations and ideologies that shape the discourse surrounding the conflict, revealing how language is used to legitimize certain actions or viewpoints.

B. Problems Formulation

Based on the background of choosing the study above, there are three problems formulated as follows:

1. What are the linguistic aspects (micro level) contained in Joe Biden's speech to respond to the Israel-Hamas Conflict?

2. How is the discourse practice (meso level) contained in Joe Biden's speech to respond to the Israel-Hamas Conflict?

3. How are the sociocultural practices (macro level) in the speeches delivered by Joe Biden?

C. Objectives of the Study

The objectives of the study are:

1. To describe linguistic aspects (micro level) used in Joe Biden's speech to respond to the Israel-Hamas Conflict.

2. To analyze discourse practice (meso level) used in Joe Biden's speech to respond to the Israel-Hamas Conflict.

3. To explore sociocultural practice (macro level) used in Joe Biden's speech to respond to the Israel-Hamas Conflict.

D. Scope of the Study

This research analyzed a speech by President Joe Biden regarding his response to the Israeli-Hama conflict. The speech was delivered on October 10, 2023. The researcher will analyze the language in the speech by applying the Norman Fairclough approach, which is divided into texts, discourse practices, and sociocultural practices.

E. Review of the Related Studies

After browsing several of the literature both online and offline, some theses and articles use the same analysis. The researcher also reviews several theses and articles which are very useful as reference material.

The first research was conducted by Khusnia, Aulia Nisa, and Sumarlam (2022) entitled *Critical Discourse Analysis of Biden's Speech in Response to Vladimir Putin*. This article looks at the BBC online news media coverage of Biden's speech amid Russia's and Ukraine's invasions, as well as the fighting that ensued in

response to Vladimir Putin. In the technique of analyzing data, the researchers applied Critical Discourse Analysis. Van Dijk's theory is used to do qualitative analysis in this research. As a result, based on macro-structural analysis, Biden outlined the sanction to Putin briefly at the start. In addition, Biden also outlined measures for penalties, which included severing connections with the biggest bank in Russia. Biden wanted the readers to back him up when it came to the micro-structural analysis.

The second research was conducted by Rika Wahyuni Tambunan, et al. (2018) entitled *Critical Discourse: Applying Norman Fairclough Theory in Recep Tayyib Erdogan's Balcony Speech*. This research applied Norman Fairclough's theory in Recep Tayyip Erdogan's balcony speech in front of the party headquarters in Arkan, Turkey. The method used in this research is qualitative research with a critical discourse analysis approach. This research also uses observation techniques. The results obtained by researchers are a textual analysis of Erdogan's official speech consisting of three parts, namely text structure, grammar, and coherence. This analysis goes through three stages, namely the discourse acquisition process, the application process, and the discourse use. Last, they also found an analysis of sociocultural practices in Erdogan's official speeches, which consisted of three levels, namely levels: situational, institutional, and social.

The third research was conducted by Rizqi Hayyu Pangestu (2023) entitled *A Critical Discourse Analysis of Donald Trump's and Biden's Speeches on The Issue of Jerussalem as the Capital of Israel*. This research analyzes Donald Trump and

Joe Biden's speeches regarding the recognition of Jerusalem as the capital of Israel. This analysis uses critical discourse analysis theory, and the research uses theories from Halliday, Martin, and White. This analysis aims to describe the contextual, interpersonal, and social meaning of Donald Trump and Joe Biden's speeches. This analysis uses qualitative descriptive research methods. The results found by researchers show that Critical Discourse Analysis can explore the relationship between textual meaning and interpersonal and social context. This also shows that language can determine the speaker's power and goals.

The fourth research was conducted by Hilman Mahmud Akmal and Ali Maksum (2023) entitled *Critical Discourse Analysis of President Joe Biden's Russophobia Rhetorical Remarks Prior To The 77th United Nations General Assembly*. This research analyzes President Joe Biden's speech before the 77th UN General Assembly session. This research uses the Critical Discourse Analysis (CDA) method to analyze President Biden's speech. This research uses qualitative research methods based on the philosophy of post-positivism. This research was analyzed using qualitative methods. From the results of this research, Hilman and Ali decided to divide three discussion topics, which include first, the Principle of Sovereign Equality Against Russian Inconsistency. The second is Biden's Ideological Attitudes and Intervention in Discourse, and the third is Statistical Data for Ukrainian Civilians Victim Updates.

The fifth research study was conducted by Habib Gowhary et al. (2015) and was entitled *A Critical Discourse Analysis of The Electoral Talks of Iranian*

Presidential Candidates in 2013. This research studies candidates' speeches from two parties, Mohammad Bagher Ghalibaf and Hassan Ruhani. This research uses Norman Fairclough's CDA theory. This research uses Norman Fairclough's theory, which consists of three different analyses: text analysis (description), analytical processing (interpretation), and social analysis (explanation). Norman Fairclough's approach helps the analyst focus on the important elements that make up the text, specific linguistic choices, their associations, and their design sequence. The results obtained by researchers show that both candidates use language as a means to promote their social, political, and personal interests and as an effective means for the power struggle.

The sixth research study, which was conducted by Gita Rahma Carrera (2023), was entitled *Ideology in Joe Biden Biden's Speech: Unga 2022: "Ukraine War Was Chosen by One Man."* This research uses critical discourse analysis to analyze Biden's speech. This research uses a theory by Van Dijk that analyzes the ideology behind Biden's speech. This research uses qualitative descriptive methods to analyze data and video transcription as an analytical tool. This research aims to determine the ideology used by Joe Biden when delivering his speech at the UN General Assembly. This research found that one way to look at this ideology is to look at how Biden repeats the word "democracy" and several statements that refer to the idea of democracy. This research also determines ideology by looking at the characteristics that encourage this ideology.

After reviewing several articles, it can be seen that similarities can be found between this research and these articles using speech objects and using critical discourse analysis in their research. The difference between this research and the articles can be seen in that the first and sixth articles use Van Dijk's CDA theory, while this research uses Norman Fairclough's CDA theory, the same as the second, fourth, and fifth articles. This research also analyzed the current problem regarding the Israeli and Palestinian conflict, which differs from the three articles that use the Norman Fairclough approach. The three articles that have been reviewed provide a theoretical overview but have differences in the data to be analyzed.

F. Research Methodology

This research was categorized as a qualitative one. Qualitative methods are employed when researching an object or a natural setting, which means that data is gathered and analyzed without conversion to symbols or numbers (Sugiyono, 2016)).

1. Data and Source of Data

The main data in this analysis is text in the form of sentences, clauses, phrases, and others. The data comes from the video of Joe Biden's speech. The script from the video will be used to analyze the data in this study. The researcher took data from the YouTube channel CNBC Televisions. The

researcher only analyzed and took data from speeches entitled "President Biden Delivers Remarks on the Israel-Hamas Conflict" (10 October 2023). URL: https://www.youtube.com/live/EnXLxsDTqoI?si=sQJh2cQR-JjwpS_C (CNBC Television),

2. Method and Technique of Collecting Data

The primary methods of gathering data in qualitative research are documentation studies, participant observation, in-depth interviews, and triangulation. If researchers do not know data collection techniques, they will not be able to obtain data that meets the research objectives and cannot achieve the set data standards (Sugiyono, 2015). In collecting data, the researcher used data collection methods based on Sugiyono. Here are the steps:

1) Searching the video

    The researcher looked for a video of Joe Biden's speech on YouTube. The channels that the researcher chose were CNBC Television and CNN.

2) Observing the video

    After finding the video, the researcher watched and listened to the video until it was finished.

3) Transcribing

The researcher transcribed the video using inline transcription on YouTube and then copied the script into Word. After completion, the researcher read the script and checked for any writing errors.

4) Classifying

After all steps have been carried out, the researcher begins to analyze and classify the data using the Norman Fairclough three-dimensional approach (text, discourse practice, and sociocultural practice).

Table 1. Data Classification of Text Analysis

No	Speech		Code
	Vocabulary		
	1) Rewording and Overwording	This was an act of sheer evil: more than 1,000 civilians **<u>slaughtered</u>**—not just killed, but **<u>slaughtered</u>**—in Israel	1.1a
		Stomach-turning reports of being babies being killed, entire family slain, young people massacred while attending a musical festival	1.1b

		to celebrate peace, to celebrate peace.	
		So in this moment, we must be Crystal Clear **we stand with Israel, we stand with Israel** and we will make sure Israel has what it needs to take care of its citizens defend itself and respond to this attack.	1.1c
		Let's be real clear, there is no place for hate in America, not against Jews not against Muslims, not against anybody **we reject, we reject** what **we reject** is Terrorism.	1.1d
		Don't worry Senator Biden we have a secret weapon here in Israel, my word is what she said **we**	1.1e

		have no place else to go, **we have**	
		no place else to go.	

3. Method and Technique of Analyzing Data

Data analysis is an endeavor to methodically locate and arrange notes from observations, interviews, and other techniques to enhance researchers' comprehension of the cases they examine and to communicate their conclusions to others (Muhadjir, 2002).

After the data was collected, the researcher compiled it systematically and analyzed it qualitatively. This analysis can be carried out using the following methods. There are data reduction, data display, and data conclusion (Sugiyono, 2013). In this research, the researcher uses the approach of Norman Fairclough's three-dimensional model that focuses on text, discourse practice, and sociocultural practice. The following are three steps to analyze data:

1) The researcher summarized and selected sentences, clauses, and words from the video transcript of Joe Biden's speech. The data was then collected and analyzed for the language structure used, applying Norman Fairclough's Three-Dimensional approach.

2) The collected data was displayed as a data table, and the researcher described how the dimensions were interrelated according to Norman Fairclough's three-dimensional classification.

3) The researcher concluded from the results of the analysis.

G. Presentation

There are four chapters in this thesis. Chapter one contains the introduction. It consists of the background of the study, problem formulation, objectives of the study, scope of the study, review of the related study, research methodology, and presentation. Chapter two contains a theoretical approach and framework. Chapter three contains a discussion. Chapter four contains the conclusion.