

**POSITIVE DISCOURSE ANALYSIS OF ANNE  
HATHAWAY'S UN SPEECH 2017: DISCURSIVE  
STRATEGIES**

**THESIS**



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S U R A B A Y A**

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2017: DISCURSIVE STRATEGIES

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## ABSTRACT

Puspitasari, D.A. (2023). *Positive Discourse Analysis of Anne Hathaway's Speech 2017: Discursive Strategies*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd. (II) Tristy Kartika Fi'aunillah, M.A.,

This study is a study of positive discourse analysis that is combined with the strategy of discursive by Wodak and Mayer. This study aimed to reveal the social changes of a speech of Anne Hathaway at the UN official commemoration of International Women's Day in 2017. In this study there are two research problems: 1) What are the types of discursive strategies used by Anne Hathaway during her speech at the UN official commemoration of International Women's Day in 2017? 2) What are the purposes of using the discursive strategies in Anne Hathaway during her speech at the UN official commemoration of International Women's Day in 2017?

The writer applied descriptive qualitative method to present the result of the analysis. This study presented in a form of description which can help describe the social changes that Anne Hathaway attempted to spread through her UN speech in 2017. The data of this study was taken from Anne Hathaway during her speech in UN official commemoration of International Women's Day in 2017. The data was analyzed into three stages: identification, interpretation, and explanation.

The result of this study showed that Anne Hathaway used all the types of discursive strategies. There are: nomination, predication, argumentation, perspectivization, intensification and mitigation. There are five purposes of using discursive strategies identified in Anne Hathaway's speech to achieve her goal persuading her audience to support paid parental leave. She purposed using the discursive strategies to make her argument more credible by using firsthand stories, to frame the life journey with "Traveler" metaphor. To raise the awareness of gender equality and against gender stereotype in a household, to raise some respects among parents, children, and genders, and the last to provide encouragement through the slogan "North"

**Keywords:** positive discourse, UN speech, social change, discursive strategies.

## ABSTRAK

Puspitasari, D.A. (2023). *Positive Discourse Analysis of Anne Hathaway's Speech 2017: Discursive Strategies*. English Literature Department, Faculty of Adab and Humanities, UIN Sunan Ampel Surabaya. Advisors: (I) Prof. Dr. A. Dzo'ul Milal, M.Pd. (II) Tristy Kartika Fi'aunillah, M.A.,

Kajian ini merupakan kajian analisis wacana positif yang dipadukan dengan strategi diskursif Wodak dan Mayer. Penelitian ini bertujuan untuk mengungkapkan perubahan sosial dari pidato Anne Hathaway pada peringatan resmi Hari Perempuan Internasional PBB tahun 2017. Dalam penelitian ini terdapat dua masalah penelitian: 1) Apa jenis strategi diskursif yang digunakan oleh Anne Hathaway selama pidatonya pada peringatan resmi PBB Hari Perempuan Internasional di tahun 2017? 2) Apa tujuan penggunaan dari strategi diskursif Anne Hathaway dalam pidatonya pada peringatan resmi Hari Perempuan Internasional PBB tahun 2017?

Penulis menggunakan metode deskriptif kualitatif untuk menyajikan hasil analisisnya. Kajian ini disajikan dalam bentuk deskripsi yang dapat membantu menjelaskan perubahan sosial yang coba disebarluaskan oleh Anne Hathaway melalui pidatonya di PBB pada tahun 2017. Data penelitian ini diambil dari Anne Hathaway dalam pidatonya pada peringatan resmi Hari Perempuan Internasional di PBB pada tahun 2017. Data dianalisis menjadi tiga tahap: identifikasi, interpretasi, dan penjelasan.

Hasil penelitian ini menunjukkan bahwa Anne Hathaway menggunakan semua jenis strategi diskursif yaitu: nominasi, prediksi, argumentasi, perspektif, intensifikasi dan mitigasi. Terdapat lima tujuan yang teridentifikasi dari penggunaan strategi diskursif oleh Anne Hathaway dalam pidatonya untuk mengajak pendengar untuk mendukung kebijakan cuti melahirkan. Penggunaan strategi diskursif ditujukan untuk membuat argumennya lebih kredibel dengan menggunakan kisah hidup Anne Hathaway, framing perjalanan hidup dengan metafora "Pengembara". Agar meningkatkan kesadaran akan kesetaraan gender dan melawan stereotip gender dalam rumah tangga, untuk meningkatkan rasa hormat antara orang tua, anak, dan jenis kelamin, dan yang terakhir memberikan dorongan melalui slogan "Utara"

**Kata Kunci:** positive discourse, pidato PBB, perubahan sosial, strategi discursive.

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# **CHAPTER I**

## **INTRODUCTION**

In this section, the writer explains the framework of Positive Discourse Analysis that integrated with discursive strategies on the speech text of Anne Hathaway to achieve the social changes Anne brings through her speech. This section presents a background of the study, its scope and limitation, and the definition of key terms.

### **1.1 Background of the Study**

Critical Discourse Analysis is a study of language representing ideology, domination, and social action in a society. Critical discourse study does not particularly analyze a language conventionally by its structure or wording, but it should be connected to its context in order to reveal ideology. Critical discourse can be applied to all discourse as long as it can be criticized, whether it is a 'serious' or 'unserious' discourse and a 'negative' or 'positive' object. Wodak and Meyer (2009) stated that the object of the CDA study does not have to be 'negative,' and the study is not always in serious political events.

The branch of Critical Discourse Analysis that study about the positive party of discourse is called Positive Discourse Analysis (PDA). Instead of Political Discourse Analysis, PDA in this study refers to positive discourse analysis in order to understand the way power and power relation in a positive perspective. If CDA analyzes an ideology, belief, or even the existence of power abuse in a figure meanwhile, PDA analyzes the positive discourse in order to create a better and peaceful world (Hughes, 2018). It might be emphasized that PDA is

introduced to complement CDA that focuses on oppression, exploitation, and abusive power interrelation.

Positive Discourse analysis is not applied to the text that has a particular ideology within. However, PDA focuses on identifying a text that promotes probable social changes in this society (Nartey, 2020). To understand, PDA is decently a form of linguistic social campaign that looks forward to a better future. On the other hand, CDA is aimed to identify the ideology or manipulation within a discourse that is stated by people who have power. PDA is not the alternative to CDA because these two things have different purposes for analysis.

In the social change context, there are numerous kinds of social campaigns that promote social changes in society. A poster, speech, news, conference, and film are a bunch of tools to promote social change. There are still a few types of research about Positive Discourse Analysis in a poster, films, conferences, and news that have been studied. One study is related to the COVID-19 issue that recently happened in the whole world, and another one focused on discussing PDAs in a movie. Another research was focused on the speech and investigated the CDA framework from Thomas N. Huckin. Therefore, this research tends to fill the gap by investigating a speech from Anne Hathaway at the UN that talked about paid parental leave in 2017. This research investigated the language that Anne used in her speech using discursive strategies with the PDA framework.

Some researchers have used Anne Hathaway's speech at UN officials that talked about paid parental leave. A recent research was conducted by Mualimin (2021) that investigated the pragmatic aspects of Anne Hathaway's speech. This research found that Anne Hathaway uses four kinds of speech acts, and she uses

about 18.8% of directive speech acts to deliver her speech. During delivering her speech, Anne uses effective language that is found both in direct and indirect utterances. This research can be a supporting reference for the researcher to investigate the language feature in Anne's speech.

Another research that used Anne Hathaway's speech was conducted by Samsi (2015) discussed the types of grammatical and lexical cohesion and the usage in Anne Hathaway's speech. This study found that Anne used all types of grammatical and lexical cohesion in her speech. A personal reference is the most used reference in Anne Hathaway's speech. The use of personal reference, that is, the pronoun "I," is to tell her personal life experience about paid parental leave.

The recent research that focused on a movie entitled *In Front of the Class* was conducted by Hidayah (2021). In this research, the object has been analyzed by using a discursive strategy to identify the value contained in this movie through language. This research showed that in front of the class, dominated by predication strategies and then followed by nomination, perspectivization, argumentation, and the last is intensification. The values found in this movie after investigating discursive strategies were self-confidence, patience, humility, and other positive values. This movie contained all five strategies of discursive.

The second research took the daily press conference of the Indonesian government spokesperson during the Covid-19 pandemic as the object of the PDA study. This research was conducted by Sultan and Rapi (2020) that investigated the discursive strategies used in the daily press conference by using the framework of PDA. The result showed that the government spokesperson in Covid-19 daily press conference applied all the strategies of discursive during

Covid-19 daily press conference. There were 28 recorded press conferences that were investigated, showing the use of all discursive strategies in order to boost the optimism and solidarity of Indonesian citizens during the pandemic at that time.

The third research used Critical Discourse Analysis as the framework represented by Thomas N. Huckin. This research that used Barack Obama's speech as the main data has been conducted by Martika et al. (2022). The use of critical discourse analysis is to reveal the ideology and power through contextual interpretation and language expression used by Barack Obama. The result showed that President Obama used language in his speech is deliver information. This language characteristic that is seen in President Obama's speech is reflected through the process type and genre.

Another research comes from the critical discourse analysis framework that has been done by Larashayu (2019). In this research, the researcher attempts to combine the CDA framework and the Systematic Function Linguistic Theory by Halliday. This study aimed to reveal the ideology in Chimamanda's speech at the TEDxEuston, which talks about feminism. This study showed the hidden ideology that attempts to spread by the speaker through her speech that is persuading the speaker's listeners, especially women, to reject the title of feminist in favor of post-feminism.

Anne Hathaway, in her speech during the UN official commemoration of International Women's Day in 2017, is related to Paid Parental Leave campaign. In her speech, she stated that people have their rights as parents after giving birth to their child. She spoke for all parents in America to have the right to nurse their children without making parents feel undervalued and overburdened. This speech

is interesting because, in the context of PDA, Anne Hathaway wants to speak for a good household and work environment. The use of discursive strategies in this research aimed to represent a viewpoint of Anne Hathaway's speech through the PDA framework.

Paid parental leave is a benefit for parents who take care of a child following its birth or adoption. This benefit is a guarantee from the company to provide protection for their job while taking care of the children. According to *the U.S. Department of Labor* (n.d.), The Federal Employee Paid Leave Act (FEPLA) has decided to provide up to 12 weeks of paid parental leave for the employee related to the birth or adoption. Paid parental leave is important because, in the child's development time, it is important to have an early attachment with parents. Paid parental leave is beneficial for both parents and children, and it has health benefits for parents' mental and physical.

This research has been determined to focus on speech as the object of the study. The researcher has considered the few research that focused on a speech by applying the PDA framework and identified the speech text by using discursive strategies proposed by Wodak and Meyer (2009). The speech from Anne Hathaway that was delivered at the UN discussing paid parental leave issue was the main data of this research. Anne Hathaway is considerable to be chosen as the main data because she is recognized as the UN Women Goodwill Ambassador. Considering her title as the UN ambassador, it can be confirmed that she speaks for a better and peaceful world. Anne Hathaway is also a parent of two children that is still active in entertainment matters.

Discursive strategies firstly were designed for Discourse historical approach (DHA); however, some researchers have applied these strategies to another framework, such as Positive Discourse Analysis. Discursive strategies have a meaning of a more or less detailed and more or less practicing the plan intentionally (Wodak & Meyer, 2009). These five types of discursive strategies proposed by Wodak and Meyer (2001), are *Referential/nomination, prediction, Argumentation, perspective ion, framing or Discourse representation, intensification, and mitigation*. In this research, all types of discursive were identified in the speech text of Anne Hathaway during her speech at the UN official commemoration of International Women's Day in 2017.

## **1.2 Problems of the Study**

Considering the study's background, the researcher will summarize the research into two research questions. The research questions are formulated to investigate the discursive strategies of Anne Hathaway during her speech at the UN official commemoration of International Women's Day in 2017 as in the following:

1. What are the types of discursive strategies used by Anne Hathaway during her speech at the UN official commemoration of International Women's Day in 2017?
2. What are the purposes of using the discursive strategies in Anne Hathaway during her speech at the UN official commemoration of International Women's Day in 2017?



### 1.3 Objectives of the Study

In line with the problems of the study above, this study aims to

1. To understand the types of discursive strategies
2. To understand the purposes of using each type of discursive strategies

### 1.4 Significances of the Study

This study prospects to provide both theoretical and practical significance.

Theoretical significance means that this research could provide scientific knowledge of linguistic development. Practical significance means that this research hopefully could fill the gap in the Positive Discourse Analysis, especially for those who look for speech as the object of research.

### 1.5 Scope and Delimitations

This research applied Positive Discourse Analysis (PDA) framework to reveal the discursive practice that inspired Anne Hathaway's speech text to encourage progressive social changes in the workplace for parents. The data has been limited only to the Anne Hathaway speech in the UN's official commemoration of International Women's Day in 2017.

### 1.6 Definition of Key Terms

In order to clarify the key terms used in this study, some definitions are put forward:

- a. **Discursive Strategies** are a systematic method that aims to achieve the use of language in social, political, psychological, and linguistic.

- b. **Paid Parental Leave** is a benefit for parents who take care of a child following its birth or adoption from a company that will protect their jobs for 12 weeks.
- c. **Positive Discourse Analysis** is decently a form of linguistic social campaign that looks forward to a better future that focuses on identifying a text that promotes a probable social change in this society.
- d. **Anne Hathaway** is an actress who is also the UN Women Goodwill Ambassador.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This section provides some related theories of Positive Discourse Analysis that became the main topic of this research. The writer reviewed some theories which supported the analysis; those theories are a brief explanation of critical discourse analysis, positive discourse analysis, discursive strategies, and paid parental leaves.

#### **2.1 Discourse Analysis**

Discourse analysis is a study of a way of analyzing the relationship between linguistic and non-linguistic behavior (Salzmann et al., 1999). The meaning of linguistic and non-linguistic behavior is the way people understand and interpret from the situation that they are in while someone is saying words. It can be said that discourse analysis is investigating language patterns within a text and consider the relationship between language and the social and culture contexts in which is used.

Discourse analysis is a social theoretical approach rather than textually oriented approach. This study was introduced by Zellig Harris in 1952 that purposed to investigate language that has a relation with social, culture, and politic context. Discourse analysis is a multidisciplinary study that conducted at least with combining five different approaches, that is speech act, interactional sociolinguistics, ethnology of communication, pragmatic, and conversational analysis approaches.

## 2.2 Critical Discourse Analysis

The concept of Critical Discourse analysis refers to both methodological and theoretical in order to present, describe, or interpret the relationship between language and society (Rogers, 2011, p. 2). The use of CDA methods requires an in-depth explanation of the process of discourse that can occur, not only the explanation and interpretation of discourse in context. CDA aims to reveal the relationship between language and society (ideology or power). CDA focuses on political speech, advertisement, newspapers, etc.

Another definition of Critical discourse analysis comes from Van Dijk. Van Dijk defines Critical Discourse Analysis as the variety of discourse analytical research that focuses on how power abuse in society, domination, and discrimination are achieved, replicated, and resisted by text and conversation in the social and political context (Dijk, 2001, p. 352). The certain perception of social role in analyzing critical discourse is important.

Wodak & Meyer (2009, pp. 1-2) argue that the terms Critical Discourse Analysis (CDA) and Critical Linguistics (CL) are related because it is identical. In the recent case, CDA is being used to indicate the theory formerly identified as CL. They also state that CDA has an in-depth analysis of complex phenomena in society that requires a multidisciplinary and multi-methodical approach. However, the investigation does not have to be related to negative and requires a particularly serious social and political case. The purpose of critical discourse itself is to have a critical investigation, although it just uses a common social phenomenon.

Critical discourse analysis has many methods of textual analysis because CDA requires text analysis. Any methods have been advanced in linguistics, pragmatics, sociolinguistics, literary criticism, and suchlike. In the context of CDA, the methods might be adapted to fit in with CDA's principles and purposes (Fairclough, 2013). From those kinds of methods that could be adapted into CDA approaches, it could be known that CDA aims to provide different perspectives or viewpoints from different methods as long it is related to social power abuse, domination, and inequality.

### **2.3 Positive Discourse Analysis**

The recent advancement in the study of Discourse is Positive Discourse Analysis, which was proposed by James R. Martin in 2004. The term 'Positive, in the PDA, means a process of promoting social changes in order to make a better version of the world through language and semiosis (Martin, 2004, p. 74). PDA framework is aimed at investigating what is determined as an inspirational or motivating discourse with a hopeful and wise message (Stibbe, 2017). The framework of PDA is designed to focus on hope and change, which contradicts CDA, which focuses on texts which are reflected oppression, exploitation, and power abuse related.

Macgilchrist (2007, p. 76) has developed the framework of PDA through research discussing the representations of the Russian-Chechen conflict. In this research, Macgilchrist also developed the five discursive strategies to analyze the representation of Russia-Chechen conflict. The five discursive strategies that have been developed in this research are logical inversion, parody, complexification,

partial reframing, and radical reframing. It is also stated that PDA is affected by strength for analysis to have even a small amount of effect on society.

PDA is not an act of analyzing ideological perspectives based on a text; rather, PDA attempts to investigate possible social changes in society that spread through Discourse (Nartey, 2020). To have a better understanding of the term positive discourse, it could be said that positive discourse might be labeled as progressive because it is concerned with progress toward a better world of the living. In the context of PDA, the major feature is reestablished for social changes through resistance discourse (Rapi, 2020). Within PDA, resistance does not revolve only to responding to injustice but also the social action that has potency for progressive social change (Hughes, 2018).

#### **2.4 Discursive Strategy**

Discursive strategies define as practice purposes that aim to reach a goal or represent a viewpoint or an ideology. Discursive strategies consider the language used systematically, which involves the negative and positive representation of others (Reisigl & Wodak, 2001). Discursive strategies are used by social actors to manipulate reality to gain certain purposes. Discursive strategy analysis is based on linguistic features. This strategy is also aimed to reveal the power that is used by some people. It is stated by (Wodak & Meyer, 2009) that strategy is used to perform a certain social, political, psychological, or linguistic goal. Within this research, discursive strategy features have been taken by Anne Hathaway to spread awareness of paid parental leave for parents and the struggle of being a parent.

Wodak & Meyer (2009) elaborate there are five types of discursive strategies that consist of nomination, predication, argumentation, perspectivization, and intensification and mitigation. However, there is also a different form of discursive strategies, such as Carvalho (2018 p. 8-9) found analytical, evaluative, and positioning strategies.

**Table 2.1 Types of Discursive strategies and its purposes from Wodak & Meyer (2009)**

| <b>Question</b>   | <b>Type of Discursive Strategies</b>  | <b>Purposes</b>   |
|---|---------------------------------------|---|
| How are actors, actions, phenomena, events, and processes mentioned or referred to linguistically?              | Nomination/referential                | To identify the social actors, phenomena, objects, and events.  |
| What characteristics are related to social actors, objects, phenomena, events, and actions labeled in the text? | Prediction                            | To identify the characteristics of discourse related to social actors, objects, phenomena, events, and actions. |
| Which arguments are used in the text?   | Argumentation                         | To persuade the audience to believe the truth or the validity of a claim.                                       |
| Which perspectives determine the subject, label, and argument Anne mentioned?                                   | Determining the perspectives strategy | To determine the speaker/writer's point of view   |
| Are the utterances articulated directly, or are they intensified or mitigated?                                  | Intensification and mitigation        | To modify the illocutionary force of utterances related to validity.  |

To identify the discursive strategies in a text, Wodak & Meyer (2009 p, 110) provided some devices to help the analysis.

**Table 2.2 Devices of Discursive Strategies**

| <b>Strategy</b>             | <b>Objectives</b>   | <b>Devices</b>   |
|-----------------------------|---|--|
| Nomination                  | To identify the social actors, phenomena, objects, and events.  | -membership categorization devices, deictics, anthroponyms, etc.<br>-metaphors, metonyms, and synecdoche.<br>-verbs and nouns used to denote processes and actions |
| Prediction                  | To identify the characteristics of discourse related to social actors, objects, phenomena, events, and actions. | -stereotypical, evaluative attributions of negative or positive traits<br>-explicit predicates or predicative noun   |
| Argumentation               | To persuade the audience to believe the truth or the validity of a claim.                                       | -content related to topic  |
| Perspectivization           | To determine the speaker/writer's point of view   | -deictics<br>-direct and indirect speech   |
| Intensification, mitigation | To modify the illocutionary force of utterances related to validity.  | -indirect speech acts<br>-verbs of saying  |

### **1. Nomination**

The nomination strategy is the first strategy of discursive strategies that functions as a representation or construction of a social group or a person has made. Nomination or referential strategies can be detected through some devices, such as metaphors, metonyms, synecdoche, membership categorization devices, deictics, and anthroponyms.



**a. Metaphors**

Metaphor is a figurative language referring to words or expression that has opposite meaning with literal definition. Thibodeau et al. (2017) stated that metaphor involves the concept of immateriality and complicated ideas; for example: sad is "blue," ideas are "light bulbs," and so on. Metaphor has also been named as conceptual because it can be changed as a conceptual representation.

**b. Metonyms**

Metonyms or metonymy is the opposite term of metaphor. While the metaphor is an expression that has a different or opposite meaning, on the other hand, metonymy is a word that describes the related concept; for example, "the crown" refers to royalty.

**c. Synecdoche**

Synecdoche is a figure of speech that depicts a general part of something that stands for the whole part or vice versa; for example, hungry mouths to feed refers to a person.

**d. Membership categorization**

Membership categorization is a method of the way people categorize others based on the interactions they had. The categorization is based on how people see others' social role within society, and it doesn't occur only to people, but also events and actions can also be categorized (Martikainen, 2022). In other word, membership categorization is the way people describe others according to social role, action, and behavior.

**e. Deictics**

Deictic is an English expression that shows the time, place, or situation that the speaker is facing. Deictic is generally named as deixis which is in the form of a word or phrase, such as this, that, these, those, here, the, now.

**f. Anthroponyms**

Anthroponymastics is a study of the names of persons, and the names of a set of places are called toponymy.

**2. Predication**

Predication is a strategy of discursive strategies that functions as linguistic characterization of individuals, group members, or groups. In this strategy, it can be analyzed the attribution or labeling of social actors, whether it negative or positive traits in the linguistics form of implicit or explicit predicates. Social actors can label themselves as having positive traits toward other people by selecting words that they use in their utterances.

**3. Argumentation**

Argumentation strategy is aimed at persuading public opinion through the speaker's rhetorical point and argumentative structure. Argumentation strategies provide a chance for speakers to choose whether they justify negative or positive attributions. Through argumentation strategies, the speaker also can control public opinion in a positive or negative side depending on the speaker's intention.

**4. Perspective**

Perspective strategy is a strategy to take a further look at the perspectivity, framing, and representation that which speaker expresses of her/his involvement within discourse.

## 5. Intensification/mitigation

Intensification strategies and mitigation strategies help to notice the speech text proposition by intensifying or mitigating the illocutionary force of utterance. In linguistics, intensifier is adverbial phrases that help to bold the adjective's meaning or expression. There are three types of the use of intensifiers in utterances.

### a. Emphasize

This type of intensifier is used to emphasize verbs, adjectives, or adverbs in a sentence. For example, I literally cried over the unserious song.

### b. Amplifier

This type of intensifier is used in a condition when the speaker attempts to increase the amplification of a modification word. For example, what is on earth happening here?

### c. Down tone

This type of intensifier is used in a condition when the speaker does something or utters something that is not done yet. This type of intensifier can be indicated by the word almost. For example, I almost lost my sanity when I watched the newest episode of *Jujutsu Kaisen*.

## **CHAPTER III**

### **RESEARCH METHOD**

In this section, the writer explained the applied research method in this study. It is divided into several parts; those are research design, research data, data source, research instruments, data collection techniques, and last, data analysis techniques.

#### **3.1 Research Design**

This study applied a descriptive qualitative method to analyze Anne Hathaway's speech. The analysis is done in order to reveal a social change, motivation, or inspiration that Anne Hathaway attempts to propagate through her speech at the UN. The descriptive qualitative method that is the most suitable approach to conduct the analysis of types and the purposes of discursive strategies in Anne Hathaway's speech at the UN. According to Kumar (2011), a research design is a systematic procedure that helps a researcher to answer problems in objective, valid, and accurate ways. To help answer the problem of the study, the researcher used a descriptive qualitative method to conduct this study. Descriptive qualitative is suitable for this research because this method aims to achieve saturated data from numerous information (Lambert & Lambert, 2013). By using this method, the researcher saturated the data to answer the question and then explain the findings of this study.

## **3.2 Data Collection**

Data collection is the procedure of collecting, measuring and analyzing accurate insights for research using standard validated techniques.

### **3.1.1 Research Data**

The data of this study are anything that was produced by Anne Hathaway during her speech at the UN official commemoration of International Women's Day in 2017, such as words, phrases, and sentences. The words, phrases, and sentences were analyzed in order to indicate types of discursive strategies (nomination, predication, argumentation, perspectivization, intensification, and mitigation) used by Anne Hathaway to support paid parental leave campaign.

### **3.1.2 Data Source**

The data source of this research was a textual speech delivered by Anne Hathaway in 2017 during international women's Day at the UN. The researcher used the written text available on the UN website

(<https://www.unwomen.org/en/news/stories/2017/3/speech-anne-hathaway-iwd-2017>) to analyze discursive strategies using the Positive Discourse approach. This website was chosen because it was the official website of the United Nations.

### **3.1.3 Instrument(s)**

It is important to know the instrument of this research. A research instrument is a tool that helps the researcher to collect, measure, and analyze the data related to the study. A research instrument can be in the form of an interview, survey, or observation. In this research, the researcher used the human instrument as the

main instrument. The researcher became the main instrument because there is no interview, survey, or observation included in this research. The researcher analyzed the text of Anne Hathaway's speech in 2017 during international women's Day at the UN to collect the data by herself.

### **3.1.4 Data Collection Technique**

The data collection technique has been done by closely reading Anne Hathaway's speech in 2017 and then selecting the data from the data source. The researcher read closely Anne Hathaway's speech regarding paid parental leave issue and selected the data by analyzing five discursive strategies included in the speech text.

1. Watching the video and searching its textual script

The first step in collecting the data for this research was watching the video of Anne Hathaway's UN speech to reassure that the speech was happening. After watching the video, the writer searched for the textual script in order to provide the writer the vivid data of the whole utterances of Anne Hathaway's speech.

2. Downloading its textual speech

The writer downloaded the textual speech of Anne Hathaway in order to give the writer further understanding and help the writer analyze the data. The textual speech was taken from the UN official website

<https://www.unwomen.org/en/news/stories/2017/3/speech-anne-hathaway-iwd-2017> on May 2<sup>nd</sup>, 2023.

3. Reading the textual script closely.

The writer read the text intensively to achieve a better understanding of the speech.

4. Collecting the data

The writer collected the data to solve the first research question of this study. Meanwhile, the second research question requires the writer's interpretation to solve it. The data was collected in the form of sentences that included types of discursive strategies.

### **3.2 Data Analysis Technique**

Data analysis was presented in three steps, that were identification, interpretation, and explanation.

1. Data Identification

The researcher reads the speech text carefully, investigates the phrases, words, and sentences that indicate the discursive strategies of Anne Hathaway's speech text, and then gives colors or highlights that indicate each type of discursive strategy. The coloring and highlighting process help the writer to classify the data into the specific part of each strategy. The writer identified the data based on five types of discursive strategies; those are nomination, predication, argumentation, perspectivization, and intensification and mitigation. The elements examined include vocabulary, metaphors, pronouns, sentences, and so on. For example, my father—**who**

**would have left his desk.** This phrase is identified as a metaphor that includes nomination strategy devices.

**Table 3.1 Data Identification**

| TYPE OF DISCURSIVE STRATEGIES | COLORS  |
|-------------------------------|---|
| Nomination                    | <b>who would have left his desk</b>                           |
| Prediction                    | my father developed my sense                                  |
| Argumentation                 | If the practical result of pregnancy is another mouth to feed |
| Prediction                    | my mother had to choose between a                             |
| Intensification/mitigation    | I wasn't very good at finding                                 |

The colors are given to identify the types of discursive strategies. The sentences in red indicate nomination strategies. The sentences, words, or phrases in yellow indicate predication strategy. The sentences, phrases, or words that were given yellow highlight is argumentation strategy. Predication strategy can be identified from the blue highlight. The last, a green highlight was given to sentences, phrases, or words that indicated as intensification or mitigation strategy.

## 2. Data Classification

Data classification was done after the writer identified the data. The data were classified according to the type of discursive strategies in the



form of a table. The writer typed the sentence, clause, or phrase into the table. The following shows how the writer classified the data.

**Table 3.2 Data Classification**

| Question   | Strategies   | Purposes   |
|--|--|--|
| How did Anne mention/name person, object, event, or action relate to her paid parental leave speech? | Determining the subject, object, and event in Anne Hathaway's speech about paid parental leave | Actors:<br>*Name:<br>*Pronoun:<br>*Collective Names:<br>*Profession/Institution/duty:<br>Objects/events/phenomena:<br>*Events:<br>*Phenomena<br>Metaphors: |
| Characteristics or labels that Anne gives to the actors, events, or phenomena related to her speech. | Determining predication strategy in Anne Hathaway's speech about Parental Paid Leave.          |  |
| What kind of argument that Anne state for Paid Parental Leave?                                       | Determining argumentation strategy   |  |
| Which perspectives determine subject, label, and argument Anne mentioned?                            | Determining the perspectives strategy  |  |
| Did Anne utter her statements directly or intensify them?  |  |  |

### 3. Data Analysis

Data analysis aimed to describe, interpret, and explain the data. These three stages of the analysis process are adapted from Fairclough's (1989) analysis process that consists of description, interpretation, and

explanation. To answer the two research questions of this study, the writer analyzed it into two stages:

1. For the first research question of this study, the writer analyzed the data to find the discursive strategies applied by Anne Hathaway in her UN speech according to the analyzation process of discursive strategies by Wodak & Meyer (2009). In this part, the writer gave the context of the utterances meant to.
2. For the second research question, the writer explained and interpreted the data. The explanation and interpretation parts were done in order to reveal the social changes that Anne Hathaway attempts to spread through her speech.
3. Draw the conclusion

After classifying and analyzing the data, the writer draws the conclusion as the last stage of data analysis.

## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

In this chapter, the result of the study is presented to answer the two research problems; there are five features of discursive strategies used by Anne Hathaway during her speech at the UN official commemoration of International Women's Day in 2017 and the purposes of using the discursive strategies in Anne Hathaway's speech. Following are the findings of this research.

#### **4.1 Findings**

This study contains two research problems that require to be answered. Therefore, in this section, the findings are divided into two parts. The first part answered the research question of the types of discursive strategies used by Anne Hathaway during her UN speech, and the second part is the purposes of using the discursive strategies in Anne Hathaway's speech.

##### **4.1.1 Types of Discursive Strategies**

In this section, the writer presents the types of discursive strategies found in Anne Hathaway's UN speech. There are five types of discursive strategies used by Anne Hathaway in her UN speech. Therefore, at the UN official commemoration of International Women's Day, Anne Hathaway used all strategies of discursive in delivering her speech.

###### **4.1.1.1 Nomination**

This type of discursive strategy, nomination strategy, aims to reveal the discursive construction of social actor/event/phenomena/action. This strategy uses

some devices to identify the discursive construction, such as social actors, pronouns, and metaphors used in the text.

### 1. Social actors

There were several actors have been mentioned Anne Hathaway in her speech, such as her father, her mother, and her husband that have family relation with Anne Hathaway; she also mentioned Emma Watson, an actress, and Emmanuel Faber that is the CEO of Danone Global.

#### a. Anne Hathaway's Father

**Data 1:** “**my father**—who would have left his desk at the law office where he worked—and we would meet under the Upper Platform Arrivals and Departures sign in Penn Station.”

Anne Hathaway, in her speech, mentioned her father about three times, and one time, she used Dad as a synonym of the father. While mentioning her father, Anne Hathaway was talking about her childhood memory. Her father was mentioned because Anne Hathaway attempted to show that she experienced being a child with a worker father.

#### b. Anne Hathaway's Mother

**Data 2:** “In my own household, **my mother** had to choose between a career and raising three children.”

In the data 2, it shows that Anne Hathaway mentioned her mother during her speech. the data 2 was categorized as nomination strategy because Anne Hathaway's mother is a part of social actors and categorized as referential pronouns.

**Data 3:** “Whenever **my mother** wasn’t free to drive me into Manhattan for auditions,”

The writer found that Anne Hathaway mentioned her mother about two times in her speech. In her speech, Anne Hathaway mentioned her mother to show the gender quality and work-life policy. In the speech, Anne said that her mother is a career woman, and sometimes, her father was the one in charge of taking care of his children. A work-life policy that must Anne Hathaway's mother faces is that she cannot choose to be what she wants and become a mother at the same time.

### c. **Anne Hathaway’s Husband**

**Data 4:** “When I was dependent on my husband for most things, when we were relearning everything **we** thought we knew about our family and relationship.”

Data 4 shows that Anne Hathaway’s husband is a part of social actor that Anne Hathaway has mentioned. The pronoun ‘we’ in the sentence refers to Anne Hathaway and her husband. Pronoun ‘we’ is categorized as nomination strategy because ‘we’ is a part of referential pronoun.

**Data 5:** “When I was getting to know a human who was completely dependent on **my husband** and me for everything,”

In her speech, Anne Hathaway mentioned her mother to show the gender quality and work-life policy. In the speech, Anne said that her mother is a career woman, and sometimes, her father was the one in charge of taking care of his children. A work-life policy that must Anne Hathaway's mother faces is that she cannot choose to be what she wants and become a mother at the same time.

Her husband was mentioned to give their experience with parenting. By mentioning her husband, Anne attempted to persuade the audience that becoming a first-time parent was not easy. She shared that after birthing her first child, she

depended on her husband. Anne showed that paid parental leave is needed for mothers and mothers because they are dependent on each other.

#### d. American Women and Men

**Data 6:** “**American women** are currently entitled to 12 weeks unpaid leave. American men are entitled to nothing.”

The data 6 shows that in America, women who take 12 full weeks of rest would remain unpaid and American men have nothing about maternity leave. Anne stated that after giving birth to her child, she was completely dependent on her husband. It could be said that American men also need maternity leave to take care of their child and their wife. American women are categorized as nomination strategy because Anne Hathaway mentioned it as social actors.

**Data 7:** “One in four **American women** go back to work two weeks after giving birth because they can’t afford to take any more time off than that.”

The second datum talked about some American women who must go back to work not more than two weeks after giving birth. The data 7 shows that American women is a social actor that Anne Hathaway has mentioned

#### e. Family

The word family is mentioned by Anne about seven times in her speech. This collective name presented Anne's family condition and other family conditions.

**Data 8:** “And we were an incredibly **privileged family**—our hardships were the stuff of other family’s dreams.”

The family in the data 8 referred to a noun phrase that was 'privileged family' This noun phrase represented Anne's family condition that was more than stable to take care of two children. The noun phrase ‘privileged family’ is categorized as

nomination because it is a part of collective names that is a device to identify nomination strategy.

**Data 9:** “The assumption and common practice that women and girls look after the home and the **family** is a stubborn and very real stereotype that not only discriminates against women.”

The data 9, the family word, referred to the misogynist and patriarchal environment that women had to face. The family word is categorized as nomination strategy because it is a part of collective names.

#### **f. Emma Watson**

**Data 10** “When Ambassador **Emma Watson** delivered her now iconic HeForShe speech and stated that if we live in a world where men occupy a majority of positions of power, we need men to believe in the necessity of change, I believe she was speaking about visionaries like you.”

The data 10 indicated of referential names that is a part of devices to identify the social actors within discourse. Anne Hathaway mentioned Emma Watson during her speech to recall Emma Watson’s speech related to gender equality.

**Data 11:** “When millions of men and boys answered **Emma Watson’s** call to be HeForShe, the world grew.”

Emma Watson was mentioned by Anne Hathaway to give her appreciation toward her speech. Anne Hathaway mentioned her speech to show that all genders are participated to social change. in 2014, Emma Watson delivered her speech United Nation at a special event for the HeForShe campaign. Emma Watson delivered her speech discussing gender equality that everyone needs to be involved. Anne Hathaway mentioned Emma Watson’s speech because the paid parental issue is also related to gender inequality. Anne Hathaway also fights for fathers’ rights not only mothers.

### **g. Emmanuel Faber**

**Data 12:** “Today, I am proud to announce Danone Global CEO, **Emmanuel Faber**, as our inaugural HeForShe Thematic Champion for Paid Parental Leave.”

In excerpt (12) Anne Hathaway mentioned Emmanuel Faber name to give her gratitude to the CEO of Danone. Anne Hathaway mentioned him as a leader who treat his employee well. It is known that Danone is one of the companies that gives their employee paid parental leave for both parents regardless their genders, whether it is a mother or father. Anne Hathaway tried to boost other companies by mentioning Emmanuel Faber name.

**Data 13:** “**Monsieur Faber**, when Ambassador Emma Watson delivered her---”

The data 13 shows that Anne Hathaway mentioned the CEO of Danone when she started her speech. Emmanuel Faber in this excerpt indicated nomination strategy because he was mentioned by Anne Hathaway as a social actor. It is included as personal reference. The data shows that Anne Hathaway called out his name as visioner of paid parental leave given to employee.

## **2. Pronouns**

For the pronouns, the researcher found about seven pronouns used by Anne Hathaway to deliver her speech. Almost all pronouns dominated by the speaker (I = Anne Hathaway) for about 31 ‘I’ have found in her speech to tell her experiences, feelings, and opinions, followed by the pronouns we and they.

The use of pronouns that frequently appear are pronouns ‘I,’ which is the speaker or Anne Hathaway herself. The pronoun ‘I’ is repeatedly used by Anne Hathaway with a positive connotation. She started her story as an ordinary American woman who also had her own struggle being a parent. Anne frames



herself in her speech as a clueless person who needs to be guided. She condescendingly describes herself as a learner that does not know everything in this whole world. Anne explicitly said that she was depending on his husband after giving birth to their first child.

**a. Pronouns “I”**

**Data 14:** “When **I** was a young person, **I** began my career as an actress.”

The data 14 is the pronoun "I," used by Anne Hathaway to talk about her experience with her first audition as an actress. Pronoun is a device to indicate nomination strategy within a discourse. Pronoun ‘I’ in the data 14 is a personal reference of Anne Hathaway.

**Data 15:** “When I was dependent on my husband for most things when we were relearning everything....”

The data 15 is also personal reference of Anne Hathaway. The data 15 showed that Anne Hathaway used "I" to describe her feeling and the last, she used "I" to state her opinion; in this case, she stated her opinion about paid parental leave issue. In this line, she condescendingly said about her and her husband that they are still learning after becoming parents. Anne Hathaway has been married to her husband, Adam Shulman, since 2012. They also have had two children in their 11 years of marriage. This speech takes time a year after Anne Hathaway gave birth to her first child. Anne's purpose of using 'I' pronouns is to qualify herself as a parent to speak about the importance of paid maternity leaves for parents.

**Data 16:** “The deeper into the issue of paid parental leave **I** go, the clearer **I** see the connection between persisting barriers to women’s full equality and empowerment,”

The data 16 presents the use of pronoun 'I' as a device to Anne Hathaway voiced her opinion through her speech. This excerpt shows that Anne Hathaway attempted to share her opinion to her audience in order to have the same vision of paid parental leave and gender equality. The data 16 is identified as nomination strategy because the device shows referential pronouns.

**b. Pronouns “We”**

The second pronouns frequently appear is the pronoun 'We,' which appears about 13 times. This pronoun replaces three social actors: parents (Anne and Her husband), American parents, and women. Anne uses 'We' to identify herself as parents who represent her voice and her husband's. There was about 13 pronouns Anne has been mentioned in her speech. The word *we* described her and her husband as being parents and child who was affected by parental leave issue. This pronoun also replaces Women and American parents as a representative of parental leave matters.

**Data 17**“Somehow, **we and every American parent** were expected to be “back to normal” in under three months.”

The data 17 shows *the* pronoun that had been mentioned by Anne Hathaway to represent her own self and her husband. In this context, Anne voiced her opinion against parents who are demanded to go to work under three months after giving birth or adopting a child. 'We' in the data 17 refers to Anne Hathaway and her husband, who concern about paid parental leave rules in America. The use of 'We' to show her empathy about parental leave matters. Although Anne, who is an actress, is not affected by this rule as a parent she shows her empathy through this speech. The data 17 presented the pronouns used to represent American women.

The context of the sentence above was an opinion from Anne about workplace policy based on gender that makes men also have a limited path as women because the policy is based on gender tends to support women, but there were families who have two fathers.

**Data 18:** “We now know it chains men to an emotionally limited path.”

In (18), 'We' refers to women. Anne Hathaway attempts to increase the understanding between men and women. Anne desires to persuade the other women to be aware of fathers' or men's struggles. The pronoun ‘We’ is also the part of referential pronouns that is a device to identify nomination strategy.

### c. They

There were six pronouns of 'they' noticed in Anne's UN speech. The pronoun 'they' was used to replace the collective names of American women, children, fathers, and those who went before in creating paid parental leave current policies.

**Data 19:** “One in four American women go back to work two weeks after giving birth because **they** cannot afford to take any more time off than that.”

Data 19 shows the pronoun ‘They’ which refers to American women who cannot afford any more time to rest after giving birth. The context of the 19 data was about the fact that in America, women should go back to work after giving birth in two weeks. The concern was women could not take the full 12 weeks of resting after giving birth, and it would be considered a motherhood penalty and labeled as less dedicated workers.

**Data 20:** “Data from the International Men and Gender Equality Survey shows that most fathers report that **they** would work less if it meant that they could spend more time with their children.”

The data 20 has the context of research that showed that most fathers preferred to work less to spend their time of take after their children. They in this excerpt refers to the fathers who is willingly to take care and sped his time with his child. They pronoun in this data is identified as referential pronouns that is included in nomination strategy.

**Data 21:** “We all benefit from living in a more compassionate time where our needs do not make us weak; **they** make us fully humans.”

The data 21 presented Anne's opinion about people not needing to have children to be aware and benefit from maternity issues, but the world would be better if the policies were not based on gender in order to benefit parents. They in this excerpt refers to children that give their parents new experience of being a fully human. This pronoun is identified as nomination strategy because it is a part of referential pronoun.

### 3. Metaphor

Anne Hathaway frames her messages as a traveler through metaphors. In her speech, Anne repeatedly mentions the north as a metaphor to describe a life purpose. North, guide, direction, and path are the metaphors that appear in Anne's speech. Anne uses a 'traveler' metaphor to spread a message to the audiences to find their life purposes. People should have their own beliefs to live in this world.

There were six similar metaphors found in Anne's speech. These six metaphors had similar parables that referred to a journey and navigation. The following were the six metaphors:

**Data 22:** “He would ask me, ‘**Which way is north?**’”

Excerpts (22) indicates the metaphor of the traveler that spreads a message about having belief as a guide while finding a life purpose. This message aims to increase every generation's belief in living their best life. In this case, Anne attempts to persuade the audience to fight for equal life in order to achieve a better life.

**Data 23:** “My father developed **my sense of direction, and now.**”

The data 23 is another metaphor of finding life purposes that Anne Hathaway attempts to spread through her speech. the metaphor is indicated in the phrase ‘my sense and my direction’ and this phrase is a metaphorical of how Anne Hathaway’s father have developed her character to be her now.

**Data 24:** “My father helped give me **the confidence to guide myself through the world.**”

Data 24 shows that the phrase ‘the confidence to guide myself through the world’ is a metaphorical phrase of Anne Hathaway’s father that have developed her character then became such confidence women who can stand by her own self to find her life purpose.

**Data 25:** “We now know it chains men to **an emotionally limited path.**”

Data 25 presents that the bold part is a metaphor that Anne Hathaway created in her speech. The phrase ‘an emotionally limited path’ is also related to traveler. Path in this phrase is a metaphor form of condition. Anne Hathaway attempted to tell that men is limited to feel all those feeling. Gender stereotype makes men cannot express their feeling freely. A man will be labelled as a crybaby if he cries and other emotion.

**Data 26:** “Let us honor our own parent's sacrifice **by creating a path for a fairer,**”

Data 26 shows how parents have important roles in introducing children to life. Parents have an important contribution to building a child's character since the parent is the person who acknowledges them for the first time. Every child is born not knowing every single thing in this big world, and parents must take the responsibility to guide them in exploring the world. As Anne stated that her dad helps her to find the life purposes that have made her at this moment. Her father is the one she depends on to guide her. In this case, Anne's father seems to give her a life lesson that helps her to be who she is now. It presented in her speech that her dad would pick her up by train after her auditions when her mother was not free at that time

**Data 27:** “Every generation **must find their north.**”

The data 27 shows the metaphor that Anne Hathaway implicitly said during her speech. North is a metaphorical of purpose. It can be interpreted that every people should have a life purpose regardless of their age.

#### **4. Event/phenomenon**

Anne Hathaway indirectly mentioned some events in her speech, such as her childhood, her first childbirth, and paid parental leave issue.

**Data 28:** “When **I was a young person, I began my career** as an actress.”

In the data (28), Anne Hathaway mentioned the process of her journey until became a successful actress. This excerpt is categorized as event because in this speech Anne Hathaway also mentioned her childhood and how her career started. The way Anne Hathaway tells her journey is included in event that is an indication of nomination strategy.

**Data 29:** “I remember the indescribable—and as I understand it, universal—the experience **of holding my week-old son** and feeling my priorities change on a cellular level.”

The data (29) shows the event of her first pregnancy and her experience of first-born baby. The bold phrase shows the event after Anne Hathaway gave a birth her first child. This data is categorized as an event of pregnancy that Anne Hathaway mentioned support her opinion of parents is still learning to become a parent.

**Data 30:** “The deeper into the issue of **paid parental leave** I go, the clearer I see the connection between persisting barriers to women’s full equality and empowerment,”

Data 30 shows the phenomena of paid parental leave. Anne Hathaway mentioned this phenomenon frequently in her speech since this issue is the major topic of her speech. Paid parental leave can be identified as a phenomenon that happened in a work life. Identifying an event or phenomenon is one of the purposes of nomination strategy.

#### **4.1.1.2 Predication**

There were eight prediction strategies used by Anne Hathaway in her UN speech. These eight prediction strategies consist of social actors, events, and collective names.

1. **Anne's father:** my father—who would have left his desk; developed my sense; helped give me confidence; Dad is a particularly meaningful;

Anne labels her father as someone who she admires a lot in her life. Every time she mentions her father while giving her speech, the word that refers to admiration frequently appears. Anne frames her father as someone who always

supports and helps her. The words such as helped, developed, and meaningful are labeled to Anne's father.

**Data 31:** “I would take the train from suburban New Jersey and meet my father—**who would have left his desk at the law office**——”

Excerpt (31) presented that Anne's father is a reliable father to his family. The bold phrase Anne mentioned in excerpt (31) is a brief information about Anne's father about his responsibility as a parent. Anne's father would be there regardless of his busy days at work to support Anne. Her father contributes a lot to her development as a person and an actress.

**Data 32:** “My father **developed my sense of direction, and now**, as an adult, I trust my ability to navigate space.”

Excerpts (32) explains that her father helped her go through finding her identity and meaning in life. Anne was given a lot of support from her father. As a result, she has the confidence and belief to go through the world by herself.

**Data 33:** “My **father helped give me the confidence to guide** myself through the world.”

The data 33 shows that Anne Hathaway's father is a person that she relies on. This data is categorized as predication strategy because in this excerpt Anne Hathaway gives her father as a person who is helpful and reliable. Giving the social actor label is an indication of predication strategy in discursive strategy.

**Data 34:** “**The memory of being in the city with my Dad is a particularly meaningful** one since he was the sole breadwinner in our house——”

Excerpt (34) shows how Anne adores her father so much. All memories she had with her father have a good connotation. This excerpt categorized as predication strategy because Anne Hathaway gave an attribution to her father that is breadwinner and valuable person.



2. **American women:** entitled to 12 weeks unpaid leave, go back to work two weeks after giving birth because they cannot afford to take any more time off than that, incurring a "motherhood penalty," less dedicated to their job, and being inconvenient to the workplace.

In Anne's speech on Paid Parental Leave, American women are always associated with discrimination, underappreciated, and career. These three words are acknowledged from these excerpts:

**Data 35:** "Equally disturbing, **women** who can afford to take the full 12 weeks often don't because it will mean incurring a "motherhood penalty."

In data 35, Anne Hathaway mentioned women that refer to American women. American women cannot have their rest after giving birth because of the regulation that only gives women to rest more than 12 weeks. This excerpt includes as predication strategy because there is an attribution towards American women who take a fully rest.

**Data 36:** "My mother had to choose between a career and raising three children- **a choice that left her unpaid and underappreciated as a homemaker.**"

Excerpts (36) presents that women cannot fully rest after giving birth, and it will be considered as a penalty to take 12 weeks full for rest. In fact, mothers take 6-8 weeks to recover from post-birth. Mothers also take some time to adapt to newborn babies. On the other hand, women are forced to choose between their careers or household. Excerpt (36) is about the case of Anne's mother, that must choose to be a good housewife and leave her work or be a worker and become underappreciate mother. Paid parental leave rule puts women in the position to choose between two options that women could do both.

3. **American men:** destigmatize men's role as caregivers

**Data 37:** "American men are entitled to nothing."

Data 37 categorized as predication strategy because Anne Hathaway gives the attribution to American men that is nothing. This attribution is given because in a reality in the case of paid parental leave men are given nothing by the regulation. If American women entitled as underappreciated and a homemaker, meanwhile men are nothing because the regulation is gender stereotype oriented.

**Data 38:** "the need to redefine and in some cases, destigmatize men's role as caregivers."

Data 38 shows that Anne Hathaway personally give an attribution to men as caregivers. Caregivers is not something to be ashamed that is why Anne Hathaway also said that people need to understand that men taking care of their child is not a form of insult.

4. **Emma Watson:** delivered her now iconic HeForShe speech

**Data 39:** "when Ambassador Emma Watson delivered her now iconic HeForShe speech"

Anne Hathaway give Emma Watson's speech a positive attribution; iconic. While mentioning Emma Watson name, Anne Hathaway refers to her iconic speech HeForShe.

5. **Danone:** becomes the new standard, pioneers of paid parental leave like the global company Danone

**Data 40:** "That is why it is such an honor to recognize and congratulate **pioneers of paid parental leave** like the global company Danone."

In data 40, Anne Hathaway gives an attribution to the Danone company as a pioneer of paid parental leave. Danone recognizes as one of the companies who gives their employees paid parental leave whether it is for mother or father.

**Data 41:** “Imagine what the world could look like one generation from now if a policy like Danone's becomes **the new standard.**”

In data 41, Anne Hathaway also gives another attribution to Danone. Danone already had the regulation of paid parental leave and it is hoped that this company can influence other companies to give their employees paid parental leave. Anne Hathaway give Danone company an attribution as a new standard because of their regulation.

**6. Paid Parental Leave:** the need to redefine and, in some cases, destigmatize men's role as caregivers, creating the freedom to define roles, to choose how to invest time, and to establish new, positive cycles of behavior

**Data 42:** “clearer I see the connection between persisting barriers to women’s full equality and empowerment, and the need to **redefine** and in some cases, destigmatize men’s role as caregivers.”

This data 42 is categorized as predication strategy because Anne Hathaway gives this event, paid parental leave, an attribution as something confusing or unclear event. The society also contributes to the development of paid parental leave. As Anne Hathaway said that everything about gender stereotype needs to be justified.

**Data 43:** “do we continue to undervalue fathers and overburden mothers? Paid parental leave is not about taking days off work; it is about creating freedom to **define roles, to choose how to invest time, and to establish new, positive cycles of behavior.**”

Data 43 still presents the attribution that Anne Hathaway gives to the paid parental leave phenomena. She gives this phenomenon as a process of people to learn how to be parents, human, and a new behavior. Some bold words are the attribution that Anne Hathaway gives to paid parental leave issue at that time.

#### **4.1.1.3 Argumentation**

Anne Hathaway stated her argument that is concerning about convincing the audience how important paid parental leave is for a household. In general, it can be concluded from her argumentation that Anne Hathaway voiced that paid parental leave is important for both parents, not only mothers, to have this right. Paid parental leave was not just about parents resting at home. It was a bigger matter because children required bonding from their parents.

**Data 44:** “If the practical result of pregnancy is another mouth to feed in your home and America is a country where most people are living paycheck to paycheck, how does 12 weeks unpaid leave economically work?”

In Anne's speech on paid parental leave, she used an argumentation strategy to convince the audience of the importance of paid parental leave for both father and mother. It can be seen through discursive strategies that Anne desires to convince the company that she has not given paid parental leave to the employees in her speech.

**Data 45:** “Paid parental leave is not about taking days off work; it is about creating the freedom to define roles, to choose how to invest time, and to establish new, positive cycles of behavior. Companies that have offered paid parental leave for employees have reported improved employee retention, reduced absenteeism and training costs, and boosted productivity and morale. Far from not being able to afford to have paid parental leave, it seems we can't afford not to.”

Anne attempts to spread the message of how important paid parental leave is for both parents to the company that does not provide it yet. Twelve weeks of unpaid leave is not fair for parents that just have a child because America is one of the countries with high living costs in the world.

**Data 46:** “Because paid parental leave does more than give more time for parents to spend with their children. It changes the story of what children observe and will from themselves imagine possible.”

Paid parental leave is also needed not only for mothers but also for fathers to adapt to their new role as parents. Data 46 shows that Anne Hathaway wants to strengthen her argument by bringing up the issue of child development.

#### 4.1.1.4 Perspectivization

There were three perspectives stated by Anne while voicing her opinion towards paid parental leave. The three perspectives are child, gender equality, and parents.

- (1) **Perspectivization of child:** “In my own household, my mother had to choose between a career and raising three children- a choice that left her unpaid and underappreciated as a homemaker- because there just was no support for both paths.”

Child perspectivization can be recognized from how Anne Hathaway tells her story about paid parental leave as a child that her father cannot afford fully rest to take care of her child.

- (2) **Perspectivization of gender equality:** “The assumption and common practice that women and girls look after the home and the family is a stubborn and very real stereotype that not only discriminates against women but limits men's participation and connection within the family and society.” “The deeper into the issue of paid parental leave I go, the clearer I see the connection between persisting barriers to women's full equality and empowerment and the need to redefine and, in some cases, destigmatize men's role as caregivers.”

This perspective identified as perspectivization because Anne Hathaway gives her opinion to paid parental leave through two viewpoints: as a father and mother.

- (3) **Perspectivization of parents:** “I remember I experienced a shift in consciousness that gave me the ability to maintain my love of career and cherish something else, someone else, much, much more. Like so many parents, I wondered how I was going to balance my work with my new role as a parent, and in that moment, I remember that the statistic for the US’s policy on maternity leave flashed through my mind.”

Parents perspectives took as Anne Hathaway mentioned her concerns of paid parental leave as parents. The speech on paid parental leave that was delivered by Anne Hathaway at the UN commemoration of Women's Day used three perspectives to convey the message of her speech. Anne was acknowledged using three perspectives through discursive strategies, and those are child perspective, parent perspective, and gender perspective.

**Data 47:** “In my own household, my mother had to choose between a career and raising three children- a choice that left her unpaid and underappreciated as a homemaker- because there just wasn’t support for both paths.”

Excerpt (47) is the child's perspective is implied by Anne in her speech. In the excerpt, it is acknowledged that the child's perspective is taken from Anne's experience as a child seeing her mother, who has chosen between two options. It is known that women are frequently faced with the stereotype of being a good mother by being a full housewife. In the next sentence, Anne stated that at that time, her mother should have chosen one because there was no support to do both. Paid parental leave, according to Anne as a child is important for parents because they have another person to feed and have a responsibility to take care of the child at home.

**Data 48:** “I remember I experienced a shift in consciousness that gave me the ability to maintain my love of career and cherish something else, someone else, much, much more.”

Excerpt (48) shows Anne's perspective as a parent while stating her argument about paid parental leave. In her speech, Anne told her story about her experience being parents for the first time. Excerpt (48) showed Anne's concern about being a career woman and a mother. In the next sentence, Anne stated that there might be possibilities for parents to think about balancing work life and parent roles.

**Data 49:** “The assumption and common practice that women and girls look after the home and the family is a stubborn and very real stereotype.”

Excerpt (49) is the perspective that Anne issued through gender viewpoint. According to Anne, paid parental leave should be given to both fathers and mothers. The stereotype is that women should look after the home and men should work, and give limits men's participation in taking care of the house.

#### 4.1.1.5 Intensification/Mitigation

Mentioning gender and household issue is one of the strategies used by Anne Hathaway to convince the audience about paid parental leave. In Anne's speech, she intensified sentences while talking about gender and children. The intensified sentences found in Anne's speech are:

**Data 50:** “The assumption and common practice that women and girls look after the home and the family is **a stubborn and very real stereotype** that not only discriminates against women.”

Anne's statements, while conveying her ideas of gender and household issue, frequently encourage the audiences to be aware of these issues. This strategy is used by Anne Hathaway to increase the awareness of the audiences that paid parental leave is a major issue in a household. Excerpt (50) Anne uses the words

"*a stubborn and very real stereotype*" to emphasize the emotion of gender discrimination in order to give awareness.

**Data 51:** “**I do not mean to imply** that you need to have children to care about and benefit from this issue—whether you have—or want—kids.”

Excerpt (51) Anne emphasized that she did not imply that people should have children to be aware of paid parental leave issue. Anne intensified her sentences to avoid misunderstanding because she only mentioned about household.

**Data 52:** “**We must have the support** of those at the highest levels of power if we are ever to achieve parity.”

Excerpt (52) shows that Anne attempted to gather the audience's awareness in order to support paid parental leave. Anne emphasized the sentence in excerpt (52) to unite the vision so that all people can have a better life.

#### **4.1.2 The Purposes of Using Discursive Strategies**

Anne Hathaway used the discursive strategies to achieve her goal to persuade her audience to support and provide paid parental leave for fathers and mothers as her main intention while delivering her speech at UN Official. However, her main purpose of using the discursive strategies is followed by other purposes which supports her main goal through using discursive strategies in her speech. There are five purposes of using discursive strategies identified in Anne Hathaway’s speech to achieve her goal persuading her audience to support paid parental leave. She purposed using the discursive strategies to make her argument more credible by using firsthand stories, to frame the life journey with “Traveler” metaphor. To raise the awareness of gender equality and against gender stereotype in a



household, to raise some respects among parents, children, and genders, and the last to provide encouragement through the slogan “North”

#### **4.1.2.1 To Make the Argument More Credible by Using Firsthand Stories**

Anne Hathaway persuaded her audience (company) to support paid parental leave for both parents with by using her firsthand stories. The firsthand stories were mentioned in order to make her argument as a person who was affected by paid parental leave more credible. In some occasion while delivering her speech, Anne Hathaway frequently mentioned her childhood or adulthood stories.

**Data 14:** “When I was a young person, I began my career as an actress.”

Data 14 presented an excerpt of Anne Hathaway narrated her career started. She mentioned her story as a beginning of her paid parental speech. In her speech, she said that her both parents were supportive to accompany her start her career in the entertainment industry. Anne Hathaway tried to convey that it requires both, a mother and father, to make a household works by telling her career story.

**Data 47:** “In my own household, my mother had to choose between a career and raising three children- a choice that left her unpaid and underappreciated as a homemaker- because there just wasn’t support for both paths.”

Data 47 presented the story of the condition of Anne Hathaway’s childhood household that she has been mentioned in her speech. She stated that as child she witnessed her mother struggled without paid parental leave because her mother had to choose between two important options. Anne Hathaway told her childhood story in order to strengthen her opinion of the importance of paid parental leave for parents.

**Data 15:** “when I was getting to know a human who was completely dependent on my husband and I for everything, when I was dependent on my husband for

most things, when we were relearning everything we thought we knew about our family and relationship”

Data 15 showed that Anne Hathaway tried to convey her opinion through telling her story about being parents. She stated that as a woman who just gave a birth her first child, she was dependent every little thing on her husband. This story was told to make her opinion that companies need to provide their employees, fathers, a paid parental leave also. A father is part of parents who needs relearning everything about being parents not only a mother who needs a paid maternity leave.

#### **4.1.2.2 To Frame the Life Journey with “Traveler” Metaphor**

The purposes of Anne Hathaway using discursive in her speech is to frame the life journey with a metaphor traveler. Metaphor simplified the whole story that Anne Hathaway mentioned about the way her parents especially her father made her. She attempted to spread a message that human needs finding their life purposes. The traveler metaphor was obtained from the way she mentioned her life journey with a direction,

**Data 22:** “He would ask me, ‘**Which way is north?**’”

Data 22 provided the story of Anne Hathaway’s father asked the direction. In this context, Anne Hathaway implicitly asked what was decision that Anne Hathaway should take for her future.

**Data 23:** “My father developed **my sense of direction, and now.**”

Data 23 strengthen the 22<sup>nd</sup> data that something that related to a traveler referred to life purposes. The bold phrase can be interpreted that Anne Hathaway’s father helped her to create her character to be her now.

**Data 24:** “My father helped give me **the confidence to guide myself through the world.**”

Data 24 presented another excerpt related to traveler metaphor. The bold phrase in the sentence was related to data 23 that gives a meaning that after Anne Hathaway’s father developed her sense of direction that refers to her character and behavior, her father also helped her to choose her path and becomes confidence with her life decision

#### **4.1.2.3 To Raise the Awareness of Gender Equality and Against Gender Stereotype**

Raising the awareness of gender equality and against gender stereotype are one of the purposes of Anne Hathaway using discursive strategies in order to persuade her audience. Gender inequality and gender stereotype are culture that everyone tried to against to. Anne Hathaway used discursive strategies to help her raising people’s awareness of this issue.

**Data 42:** “clearer I see the connection between persisting barriers to women’s full equality and empowerment, and the need to **redefine** and in some cases, destigmatize men’s role as caregivers.”

Data 42 is an excerpt of Anne Hathaway’s speech that discussed about gender stereotype. Anne Hathaway tried to express her opposition of gender stereotype through discursive strategy. Gender stereotype is the solution of parents right to have paid maternity leave.

**Data 43:** “do we continue to undervalue fathers and overburden mothers?”

Data 43 discussed about another gender stereotype that happened in some household. Fathers frequently are judged as the one who is not contributed for taking care a child, in fact that fathers do not get their right to have maternity

leave and house chores that mothers should do because their husband cannot afford to help.

**Data 50:** “The assumption and common practice that women and girls look after the home and the family is **a stubborn and very real stereotype** that not only discriminates against women.”

Data 50 discussed gender equality that oppressed women in household.

Gender inequality is affected by gender stereotype that still exists in this society.

#### **4.1.2.4 To Raise some Respects among Parents, Children, and Genders**

Through discursive strategies, it can be known that Anne Hathaway purposed this speech to raise some respects among parents, children, and genders. It is contextualized as the solution to give both parents and children their rights to taking care of and to be taken care of.

**Data 47:** “In my own household, my mother had to choose between a career and raising three children- a choice that left her unpaid and underappreciated as a homemaker- because there just wasn’t support for both paths.”

Data 47 presented that in a viewpoint of parents they also need time to take care of her children also money to support them. Without maternity leave mother should choose between two options as unpaid or underappreciated mother.

#### **4.1.2.5 To Provide Encouragement through the Slogan “North”**

The slogan “North” that Anne Hathaway frequently voiced in her speech refers to life purposes or an achievement. Therefore, in her last minute of her speech she stated her slogan to end her speech. Through discursive strategy, Anne Hathaway encouraged people to have their own life purposes.

**Data 27:** “Every generation must find their north.”

Data 27 presented the slogan “North” that can be interpreted as people must find their life purpose or people must find their faith to live.

**Data 54:** “When women around the world demanded the right to vote, we took a fundamental step toward equality. North.”

Data 54 is the slogan of “North” that Anne Hathaway also mentioned in her speech. This excerpt means, it is one of an achievement that women around the world started voicing her right and demanded equality.

**Data 55:** “When millions of men and boys answered Emma Watson’s call to be HeForShe, the world grew. North.”

Data 54 is another slogan that means an achievement that men and boys started to react and aware of what Emma Watson has spoken in her HeForShe speech that discussed about gender equality.

## **4.2 Discussion**

In this section, the researcher explained the finding of this research, which consists of two problems of study. This research focused on the discursive strategies of Anne Hathaway's speech at the UN official commemoration of International Women's Day in 2017 by using the Positive Discourse Analysis framework. The explanation is also a part of analyzing process. This explanation phase aimed to find the situational context and social context correlation. The researcher explained the circumstance feature from textual analysis and social context that is produced by the textual analysis process and then related them to the paid parental leave policy in 2017.

This study shows the textual analysis of Anne Hathaway’s speech at the UN official commemoration of International Women's Day in 2017 by using discursive study. This study has a similarity to the previous studies, which used the same speech of Anne Hathaway (Mualimin, 2021) & (Samsi, 2015). These

previous studies only focused on textual analysis to analyze a speech of Anne Hathaway. Meanwhile, this study enhances the analysis by using Positive Discourse Analysis to reveal what kind of changes Anne Hathaway attempts to spread through her speech.

The first finding that researchers have found through the analysis process is the use of five strategies in Anne's speech. The researcher found Anne Hathaway aimed this speech to create a balanced environment between men and women. Anne also wants a better world for all people, regardless of their genders, ages, sexualities, and races. The researcher found a similarity with the previous study that also used the PDA framework and discursive strategies to analyze the data. The research from (Hidayah, 2021) & (Rapi, 2020) also focused on the types and discursive strategies. In addition, the research from Hidayah (2021) provides the value of the data source of the research, which is the "Front of the Class" movie. Meanwhile, this research focused on the purpose of the use of discursive strategies in a framework of positive discourse analysis.

The researcher compared this study with the last previous study (Larashayu, 2019). This study also combined two studies that are Halliday's systemic Functional Linguistic and Critical Discourse Analysis frameworks. This study also used speech that is from Chimamanda. The writer found the similarity of data sources, which used women activists as the main data source. The study (Larashayu, 2019) focused on finding the ideology in Chimamanda's speech at the TEDxEuston through grammar analysis. Meanwhile, this study focused on finding the messages of social changes that Anne Hathaway tries to spread to her audience. These studies have a significant difference in the use of the framework.

And it can be recognized that the goals of critical discourse analysis study and positive discourse analysis study are two different frameworks.

## **CHAPTER V**

### **CONCLUSIONS AND SUGGESTIONS**

This chapter presents the conclusion and suggestion for future studies.

#### **5.1 Conclusions**

This study purposed to examine the discursive strategies utilized by Anne Hathaway in her UN official commemoration of International Women's Day 2017 about paid parental leave and the purposes of the use of discursive strategies in her speech. This study presented that Anne Hathaway, in her speech, optimized the use of five discursive strategies: nomination, predication, argumentation, perspectivization, and intensification and mitigation in spreading the messages in her speech. The five discursive strategies are distributed through some devices in the form of metaphors, choice of words, arguments, and gender discourse. Anne Hathaway used discursive strategies to unite the audience's vision toward paid parental leave. Anne's speech purposed to make parents live better in this world, whether for mothers or parents. The metaphors also contributed to delivering the message in Anne's speech. It can be concluded; the discursive strategies are presented during the speech in order to unite people's vision towards paid parental leave to make a better life for all people.



## **5.2 Suggestions**

This study successfully provides the discursive strategies presented by Anne Hathaway during her UN speech in 2017 using the Positive Discourse Analysis framework. The researcher suggests for further study to carry out the latest issue that deals with large-scale issues, such as politics and culture. Further study can also investigate the data related to Positive Discourse Analysis through movies, songs, or advertisements.

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