

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1. Background of the Research**

Discourse analysis is a method used to understand how language functions in everyday life. It does not only focus on grammar, but also on the meaning and intention behind the choice of words. A more in-depth form of this method is called CDA. This approach aims to reveal the connection between language, power, and ideology. One of the key scholars in this area is Huckin (1997), who argues that language can be used to subtly communicate certain values and influence people's thoughts without their full awareness. According to Huckin (1997), it is important to examine how something is communicated, what is emphasized (foregrounding), what is de-emphasized (backgrounding), and what is completely left out (omission), as these aspects can reflect the true intentions of the speaker.

In the context of political speeches, discourse analysis helps to understand the underlying motives of the speaker. A speech often serves not only to provide information, but also to shape public opinion, strengthen the speaker's image, and support power or certain ideologies. Through the lens of CDA, as explained by Huckin, we can see that the choice of words and sentence structure in a speech are rarely neutral. They are carefully selected to support specific purposes. For instance, a political leader may highlight certain facts and ignore others to persuade the audience to accept a particular viewpoint. By studying how language is used in this way, listeners can become more critical and aware of whose interests are being supported or challenged by the message.

One relevant example of how speech can be used to influence public opinion is through the statements made by world leaders. Since national leaders represent their countries, their speeches often reflect the stance of their governments. A recent example can be seen in the

context of the conflict between Israel and Palestine, which gained international attention. Different countries responded in various ways, and one notable response came from the then-Prime Minister of the United Kingdom, Rishi Sunak. He delivered an official speech on October 10, 2023, shortly after the conflict intensified.

In this speech, Sunak clearly expressed his strong support for Israel. He described the events of October 7, 2023, as cruel and heartbreaking, and he openly condemned the actions of Hamas, the Palestinian militant group, calling them “barbaric” and “horrific.” Furthermore, he reaffirmed the UK’s commitment to supporting Israel during this crisis.

Sunak’s position generated controversy within the UK, as many citizens disagreed with the government’s stance. The disagreement was not only based on moral views but also related to the UK’s historical involvement in the Israel–Palestine conflict. The origins of this territorial dispute can be traced back to World War I, when Britain used several political strategies to weaken the Ottoman Empire. First, Britain promised the Palestinian Arabs that they would receive the land if they supported the British cause. At the same time, Britain made a secret deal with the Jewish Zionist movement, offering them the same land in exchange for their support. Additionally, Britain entered into an agreement with France to divide the territory after the war.

However, once the war ended and the Allied Powers were victorious, Britain did not fulfill its promises to the Arab population. Instead, it allowed Jewish settlers to increasingly occupy the land, which eventually led to long-lasting tensions and conflict. The Hamas attack on October 7, 2023, can therefore be seen as a continuation of the historical consequences of these past political decisions made by Britain.

For this reason, Sunak’s speech becomes an interesting case for analysis. His strong criticism of Hamas and open support for Israel suggests that his speech served more than just

an informative purpose. It reflects the use of language to influence public opinion and support a particular political narrative. This is where CDA becomes essential, as it helps to uncover how language can be used to maintain power and promote ideological views.

## **1.2. Research Question**

Based on the reasons outlined in the background of the study above, the specific issues outlined below are examined by the researcher to facilitate the resolution of this research:

How language shapes power and ideology in Rishi Sunak's Speech related to the conflict between Israel and Palestine?

## **1.3. Research Purpose**

A specific objective should be established for a research project to be accomplished through its study. The purpose is to provide answers to the specific questions outlined in the statement of the problem. Four objectives are to be achieved in this research, which outlined as follows:

To describe how language shapes power and ideology in Rishi Sunak's Speech related to the conflict between Israel and Palestine.

## **1.4. Limitation of the Research**

Through several research with the purpose of gaining more perspective and data for this research, apparently, the official speech coming from Then Prime Minister of the United Kingdom, Rishi Sunak, according to the conflict between Israel and Palestine is limited. Moreover, this research finally chose one official speech of Sunak on October 10, 2023 responding to the current condition of conflict between Israel and Palestine. The discussion limited only on what insist on this speech related to the use of language, power, and ideology. And in terms of transcription, the researcher would omit any fillers to narrow the focus of analysis.

### **1.5. Significance of the Research**

The research expected to be useful for researchers and readers in general, especially for Universitas Jambi. The following benefits are anticipated from the results of this research:

#### **1. General Readers**

Since the conflict between Israel and Palestine already attracting public attention this research helps general public readers who engage with political news and discourse to identify the ideological biases, persuasion strategies, and hidden power dynamics in political speech, especially in Rishi Sunak's speech.

#### **2. Academics and Researcher**

This research enriches resources for other Academics and Researchers related to Political Speech and CDA and provides information related to how language shapes political messages and power relations.

#### **3. Students and Educators**

This research provides information related to the CDA and its actual application in political speech. It serves learning resource for students to study political communication and CDA. Besides, it also serves example of how language use politically.

### **1.6. Definition of Key Terms**

To avoid misunderstanding and to clarify the scope of this study, the following are definitions of key terms used in this thesis:

#### **1. Critical Discourse Analysis (CDA)**

Critical Discourse Analysis (CDA) is an approach to studying language that focuses on the relationship between language, power, and ideology. According to Huckin (1997), CDA is not only about analyzing the structure of language, but also about understanding how language

is used to influence people and support social or political agendas. In this study, CDA is used to examine how Rishi Sunak's speech reflects ideological meanings and supports a particular point of view regarding the Israel-Palestine conflict.

## **2. Speech**

A speech is a formal spoken expression delivered by a person to an audience with a specific purpose, such as informing, persuading, or influencing public opinion. In this study, the term speech refers to Rishi Sunak's public address in response to the Israel–Palestine conflict. The speech is analyzed as a text that reflects political and ideological meanings.

## **3. Israel–Palestine Conflict**

The Israel-Palestine conflict is a long-standing and complex political and territorial dispute between the state of Israel and the Palestinian people. It involves issues such as land ownership, national identity, religious claims, and political control. In this study, the conflict is viewed not only as a political issue but also as a context that influences how language is used in political discourse. The conflict is the background of Rishi Sunak's speech and shapes the ideological framing found in the text.