CHAPTER 3

RESEARCH METHOD

1.1. Research Method and Design

Research design is known as an important structure to help plan and organize the research process. It includes the steps or plans that guide how the research should be done. Because this research needs to explain data and facts in a clear and organized way, a qualitative method using document analysis is chosen. The qualitative method is also useful to study cultural and social situations. This method gives more detailed and deep explanation about the topic.

1.2. Unit and Source of Data of Analysis

The subject of this research is the transcript of Rishi Sunak's speech, the Then Prime Minister of the United Kingdom, related to the known conflict between Israel and Palestine on October 10, 2023. The data for this study were collected from the video that would be transcribed. The video was collected on YouTube from a reliable channel, Sky News, a British free-to-air television news channel, which well as duly impartial and accurate.

To meet the transcription requirements for the analysis, two methods were considered: manual transcription and machine-based transcription. Initially, the video was transcribed using a machine-assisted process to streamline the workflow. Subsequently, a manual transcription process was conducted as a quality control measure to identify any errors or omissions in the initial transcription.

1.3. Data Collection Technique

`In analyzing data, several steps are applied based on Huckin (1997) theory. These steps include:

1. Searching The Video

The video is collected from an online platform, specifically YouTube. The video source is from a reliable channel, such as Sky News, to ensure its authenticity. It is then downloaded through an online platform in Google, namely SaveFrom. After the download process was done, the quality of the video was checked. This process happened to make sure that there is no clip that being cut, and also to make sure the quality of both the audio and the visual is well. The video here stands as the raw source of the data that would be processed into a written form through the transcription process.

2. Creating the Transcription

    The transcription was done in two ways, with the help of AI and manually. The process began by inserting the videos of Rishi Sunak from October 10, 2023, and October 19, 2023, into an automated transcription platform, such as Turbo Scribe. After the transcribed text comes out, the text is then downloaded and transferred into a document form. The next step was to cross-check the transcriptions manually.

3. Cross-checking the Transcription of Rishi Sunak's Speech

    The transcribed speech was then checked thoroughly again. Once the transcription was deemed appropriate, it could be used for further classification based on the theory of Huckin (1997).

1.4. Data Analysis Tehcnique

According to Huckin (1997), there are several steps to follow in terms of analysing the data which described as in compactly to simplify the process of understanding for readers. These are the following steps:

1. Read the transcription of Rishi Sunak's speech related to the conflict between Israel and Palestine on October 10, 2023. Also, the transcription of Rishi Sunak's interview on October 19, 2023.

2. Classifying the data using the three CDA Theory of Huckin (1997):

   1) Examining the text by considering the features associated with it as a whole, focusing on the following aspects;

      a. Genre

         In genre analysis, the researcher would apply 3 different theory to support the analysis and make it more specific. The first theory is Huckin (1997) that used to analyze the purpose and function of the speech. Second, to anlyze the Schematic Structure of the speech, the theory of Monroe (1969) would be applied. Third, to analyze the Linguistic Features of the speech, the theory of Jhonstone (1989).

Theory	Classification	Criteria
Huckin (1997): Critical Discourse Analysis	Social Function	1. Communicative Purpose 2. Audience Orientation 3. Ideological Function 4. Institutional Context
Monroe (1969): Motivated Sequence	Attention	Relating to the audience
		Showing the Importance of the Topic
		Making a Startling statement
		Arousing Curiosity or suspense

		Using a quotation relevant to your topic
		Humorous anecdote
		Telling Dramatic story
		Posing a question (rhetorical questions often appeared)
		Using visual aid for illustration
	Need	Give a clear concise statement or description of the need or problem
		One or more detailed examples that illustrate the need.
		Statistical data
		Testimony
	Satisfaction	Briefly state the action or change you wish your audience to adopt
		A complete concise explanation of your plan
		Give an actual example showing that this plan worked effectively and it is a practical solutions
		Use facts, figures, and the testimony of expert to support your claims/plan.

	Visualization	Positive method, describing conditions as they will be in the future if the solutions proposed is carried out
		Negative Method, describing adverse conditions that will prevail the future if the plan you had proposed not carried out.
		Contrast Method, combining positive and negative approaches.
	Action	A challenge or appeal
		A summary
		A quotation
		An illustration
		A statement of personal intention
Jhonstone (1989): Presentational Strategy	Emotive Language	Uses emotionally charged words to provoke strong feelings such as fear, sympathy, anger, or pride in the audience. This helps align the audience emotionally with the speaker's message.

	Repetition	Repeating key words, phrases, or ideas to emphasize important points and make the message more memorable and persuasive. It also reinforces ideological positions.
	Personal Pronouns	The use of "I," "we," "you," etc., to build a sense of closeness, solidarity, and shared identity between the speaker and the audience. It reduces social distance and enhances relatability.
	Modality	Expresses levels of certainty, obligation, or possibility ("must," "will," "can," "might") to show authority or suggest shared beliefs. High modality often presents statements as facts.
	Contrasts	Highlights opposing ideas or groups ("us vs. them," "good vs. evil") to simplify complex issues into binary oppositions, helping the audience clearly identify with one side.
	Listing	Presents multiple points or examples in a sequence to give the impression of

| | | completeness, logic, and emphasis. Often used to strengthen arguments and overwhelm counterpoints. |
| | Imperatives | Uses direct commands or calls to action ("stand up," "remember," "do not forget") to persuade the audience to act or adopt a belief, often appealing to urgency or moral duty. |

b. Framing

In framing, we will analyse the data by using the theory of Entman (1993), within the classification as:

Classification	Criteria
Problem definition	Identify the issue and problems
Causal Interpretation	Assigning who caused the problem
Moral Evaluation	Moral judgment about actor/ event
Treatment Recommendation	Suggested solutions
Salience	Making certain aspects noticeable and memorable
Frame Location	The communicator, text, receiver, culture

c. Presupposition

In presupposition, we will analyse the data by using the theory of Yule (1996), within the classification as:

Classification	Characteristic
Existential Presupposition	Assuming the existence of entities
Factive Presupposition	Assuming the truth of some situation/belief
Non-Factive Presupposition	Does not assume the truth, but takes it as fun things (conspirations)
Lexical Presupposition	Assumptions that happens by the use of certain words
Structural Presupposition	Assumptions that happens from grammatical structure of a sentence
Counterfactual Presupposition	Assumes a hypothetical or contarary-to-fact situation for the sake of argument

d. Foregrounding/ Backgrounding

Using the theory of Huckin (1997), this point analyze what kind of statemnt of ideology the speaker implies in the speech both in explicit or implicit way.

e. Discursive Differences

Discursive difference concludes by finding patterns that speaker use in their speech to frame parties or events in their speech for the sake of their argument.

2) Analysed using the features associated with the text at the sentence level and word level, as outlined in the following features;

a. Topicalization

If the text mostly stances United Kingdom support considering of the conflict between Israel and Palestine, and the following idea is about grief, it could be concluded that the text is about the United Kingdom positioning itself in the middle of the conflict.

b. Agency

If the majority of the sentence in the text gives more concern about the condition of the people in the middle of the conflict, then the text considers people on the middle of the conflict as the vulnerable actor.

c. Deletion/ Omission

If the text mentions the cruelty of the conflict caused by brutal actor but the actor does not directly mention, but the actor could be assumed considering other factors in the text.

d. Insinuation

The speaker trying to introduces new idea or accusation implicitly to audience's mind to avoid direct confrontation that rely in the form of suggestion.

e. Connotation

The underlying meaning behind the sentence used to imply contradictive ideas that could be analyze through the current social condition.

f. Register

The register is defined through the use of the register variables: field, tenor, and mode. Field is referred to as what is happening, tenor as the social relationship between participants, and mode as the manner in which language is used. Each variable is then described, progressing from lexicogrammatical analysis to contextual description.

g. Modality

Emphasizing the probability, obligation, or certainity in the text that reflect the speaker attitude towards the action, event, or state. It is conveyed in the use of modal (can, must, might).

3) Analyze findings through the Contextual Interpretation

Once the data has been analyzed using the theoretical method, it is interpreted by the researcher based on their own insights and the specific problem addressed in the study.

3. Creating the conclusion of the analysis

Considering the process of analysing the data through several steps of process, the result of analysis would conclude as the findings of the research.

3.5. Trustworthiness

In a purpose of checking the quality of the results the help of an expert immensely needed. The expert who contribute to assess the quality of analysis decided by the help of supervisor considering the need of the research. The expert is expected to give several feedback considering the result of the analysis.

According to the feedback that is expected from the expert, the draft analysis is divided into three stages which are; text features analysis, word and sentence level analysis, and personal contextual interpretation. Each analysis is set down between the tables, and then the expert is given a space to list several personal feedback towards each analysis in form of a row.