

TRANSITIVITY AND IDEOLOGY IN EMMA WATSON'S SPEECH FOR THE *HEFORSHE* CAMPAIGN (CRITICAL DISCOURSE ANALYSIS)

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Abstrak

Penelitian ini fokus terhadap analisis transitivitas dan ideologi dalam pidato Emma Watson untuk kampanye *HeForShe* dengan menggunakan kerangka teoritis analisis wacana kritis Fairclough. Sistem transitivitas yang dikemukakan oleh Halliday juga digunakan sebagai alat untuk menganalisis data linguistik yang telah diangkat oleh Fairclough dalam kerangka teoritis analisis wacana kritisnya. Hasil analisis menunjukkan bahwa diantara enam tipe proses transitivitas yang disebutkan oleh Halliday, hanya terdapat lima proses yang digunakan oleh Emma Watson dalam pidatonya, yaitu proses material, proses mental, proses verbal, proses wujud, dan proses relasional. Proses relasional paling sering digunakan oleh Emma Watson untuk menggolongkan dan mendeskripsikan dirinya sebagai salah satu pejuang hak-hak wanita (feminists). Proses ini juga digunakan untuk menegaskan pandangannya terhadap feminisme, kesetaraan gender, dan persatuan. Emma Watson menginginkan masyarakat untuk memiliki pandangan yang lebih tepat terhadap feminisme dan gerakan pejuang hak-hak wanita bahwa hal-hal tersebut bukan tentang membenci kaum pria, namun untuk memperjuangkan hak-hak wanita dan sebagai usaha untuk mencapai kesetaraan gender. Berbicara mengenai keinginan besarnya untuk mencapai kesetaraan gender, dia juga menekankan dalam pidatonya bahwa ketidaksetaraan gender adalah sebuah masalah yang serius yang harus dipecahkan, tidak hanya oleh kaum wanita, namun kaum pria juga sebagai kunci bagi kesuksesan mereka, sehingga gagasan mengenai persatuan juga digambarkan di sini. Untuk menyampaikan pandangannya dan mempengaruhi masyarakat sehingga memiliki pemikiran yang sama seperti dirinya, proses mental merupakan proses lain yang sering digunakan dalam pidatonya, disusul oleh proses material. Proses-proses tersebut digunakan untuk mendukung gagasan yang telah dinyatakan melalui proses relasional sehingga dia dapat meyakinkan masyarakat dan mendapat simpati mereka dengan menunjukkan perasaan, pemikiran, keinginan, dan aksi-aksinya yang telah dilakukan sebagai bukti. Tipe-tipe lainnya yaitu proses verbal dan proses wujud jarang digunakan, sedangkan proses tingkah laku tidak ditemukan.

Kata Kunci: *pidato, wacana, analisis wacana kritis, transitivitas, ideologi*

Abstract

This research focuses on the analysis of transitivity and ideology in Emma Watson's speech for the *HeForShe* campaign by using Fairclough's theoretical framework of critical discourse analysis. Transitivity system that is proposed by Halliday is also used as the tool to analyze the linguistic data which has been adopted by Fairclough in his critical discourse analysis framework. The results show that among six types of transitivity processes which are mentioned by Halliday, there are only five processes that are used by Emma Watson in her speech, those are; *material process, mental process, verbal process, existential process, and relational process*. Relational process is mostly used by Emma Watson in order to classify and describe herself as one of feminists. It is also used to define her views toward *feminism, gender equality, and unity*. Emma Watson wants people to have more correct views toward feminism and feminist movements that it is not about man-hating but to fight for women's rights and as the effort to achieve gender equality. Talking about her big pretention to achieve gender equality, she also emphasizes in her speech that gender inequality is a serious problem that has to be solved, not only by women, but men's supports are also as the key to their success, so that the idea of unity is also represented here. In order to deliver her views and to influence people to have similar thought as her, mental process is another type that is used mostly in her speech, followed by material process. Those processes are used to support the idea that she has stated through relational process so that she can convince people and get their

sympathy by showing her emotion, thinking, inclination, and also any actions that have been done by her as proofs. The other types, which are verbal process and existential process are rarely used, while behavioral process is not found.

Key words: *speech, discourse, critical discourse analysis, transitivity, ideology*

INTRODUCTION

Discourse can be described as language beyond the sentence (Schiffrin, 2001:1). While language has a primary function as a tool that helps people to communicate with each other. The purpose of communication is not only to deliver ideas, but sometimes it also aims to represent any social practices in a society. There are many factors that can affect discourse and thus make discourse is not neutral for some reasons. There is something that is strived and is accentuated or showed in discourse, such as values, ideologies, emotions, interests, and so forth. Discourse uses language elements as a medium for the process of communication. This language use is exactly the important thing in constructing what value or idea that discourse wants to strive for.

Discourse can be in written or spoken form. The example of discourse in spoken form can be seen in a speech. There are many kinds of speech, one of them is persuasive speech. This kind of speech is often used by someone to a group of people in order to influence or change their choices, thoughts, and responses toward ideas, issues, concepts, or products.

In 2014, there was a very controversial speech. This speech has succeeded in appalling the public. It was Emma Watson's speech for the *HeForShe* campaign. Emma Watson is a well-known British actress who has graduated from Brown University. Her experiences in her lifetime to fight for women rights led her to be appointed as *UN Women Goodwill Ambassador* in July 2014 by UN Women. Emma has already been involved in the promotion of girls' education for several years. She also spotted in doing her humanitarian effort to visit Bangladesh and Zambia. She has worked to promote fair trade and organic clothing and served as an ambassador for *Camfed International*, a movement to educate girls in rural Africa. As *UN Women Goodwill Ambassador*, she helped to launch the UN Women solidarity movement which is *HeForShe* to invite men to advocate gender equality.

At the launch of the *HeForShe* campaign, in New York, 20 September 2014, Emma Watson was invited by United Nations to deliver a speech. In her speech, she invited men to support gender equality through *HeForShe* campaign which is a solidarity movement that wants men

and boys to help end gender inequalities and to achieve gender equality, especially regarding to equal rights and opportunities toward women and girls.

Gender is actually not a recent issue. It has been existed since a long time ago. Gender issue is always related to inequalities. Gender stereotype from the late century has brought the idea that women are powerless. However, as the time passes, this stereotype is slowly disappeared by people's thoughts, acts, and the help of gender representation in media. Therefore, the researcher found it interesting to analyze Emma Watson's ideology through her speech at the launch of the *HeForShe* campaign.

In analyzing Emma Watson's speech, the researcher used critical discourse analysis, specifically Fairclough's theoretical framework of critical discourse analysis, as the approach to link the analysis of language that is used by Emma Watson on her speech with her ideology. This method is useful to show the source of power, inequality, and biases and how these sources triggered, maintained, and reproduced.

There are three stages of analysis in Fairclough's theoretical framework of critical discourse analysis, those are description, interpretation, and explanation. Description stage analyzes the elements of linguistics. Interpretation stage focuses on the text of the speech and its interpretation. While explanation stage focuses on the text of the speech and social structure.

In linguistic dimension, it is stated that Fairclough has been affected by Halliday (Rodgers et al., 2005:371). This stage concerns in analyzing the use of vocabulary, grammar and structure of the text (Fairclough, 1989:110-111). While, in this research, the researcher only conducted the experiential values on grammatical feature which is based on the transitivity system. Therefore, *Systemic Functional Linguistics* (SFL) by Halliday is used to help the researcher find the transitivity system in Emma Watson's speech for the *HeForShe* campaign.

Languages generally have three main functions called metafunction, namely: the ideational metafunction, the interpersonal metafunction, and the textual metafunction (Halliday, 1994). Transitivity is used to reveal the ideology since it is a part of ideational metafunction. By using transitivity, experiential meaning can be analyzed, it is about how someone views the world, experiences the world, and how someone perceives it. There are three

components in transitivity, those are; participant, circumstance, and process. While in transitivity process, there are six different types which are based on the verb phrase that is used, those are; *material process, mental process, relational process, verbal process, existential process, and behavioral process*.

The previous study that is related to this research is *Transitivity and Ideology: A Critical Discourse Analysis of Obama's Second Inaugural Speech*, Universitas Negeri Surabaya. The study discusses how the 44th American president, Barack H. Obama manipulates language in his second inaugural speech to improve their political ideologies by using Halliday theory of transitivity system that has been adopted by Fairclough in critical discourse analysis.

Different with the previous study that discusses about transitivity and political ideology in Obama's speech, this research explores about transitivity and ideology that are found in Emma Watson's speech for the *HeForShe* campaign. Based on the background of this research, then the research questions are: 1) what are the types of transitivity process and participants found in Emma Watson's speech for the *HeForShe* campaign? 2) what are the ideologies reflected on the transitivity analysis found in Emma Watson's speech for the *HeForShe* campaign?

The researcher expects that this research can be useful to understand the transitivity process and ideology in Emma Watson's speech for the *HeForShe* campaign. Moreover, this research can also be used as a reference and additional knowledge to readers, especially in critical discourse analysis approach and *Systemic Functional Linguistics* (SFL) by Halliday in analyzing transitivity process.

METHOD

The researcher thought that qualitative research is the appropriate research method that was used dominantly for this research. It was because in analyzing the research problems, it requires a great explanation in interpreting the text, discursive practice, and the social practice. Critical discourse analysis is used to explore the possible relations among properties of texts, futures of discourse practice, and sociocultural practice (Fairclough, 1995:87).

The data that was used for this research is taken from Emma Watson's speech for the *HeForShe* campaign. The speech was delivered in New York, 20 September 2012 at the United Nation (UN) to launch the *HeForShe* campaign. The transcript of Emma Watson's speech for the *HeForShe* campaign was downloaded from the website <http://www.unwomen.org/en/news/stories/2014/9/emma-watson-gender-equality-is-your-issue-too>.

In analyzing the data, this research relied on three stages of theoretical frameworks of critical discourse analysis that was proposed by Fairclough. The procedure of those three stages are explained below:

1. Description

This process concerns with formal properties of the text or it is called as linguistic data. The feature of the text that can be analyzed is varied, but this research is only focused on the grammatical features of experiential values which is transitivity. In doing transitivity analysis, three components have to be analyzed (Fairclough, 1989:120), those are:

a) What types of process predominate?

The chosen data which is in the form of clauses were investigated into its type of transitivity process. It was done by looking at the verb phrase that is used in each clause. The data that has been considered as the relevant data will be collected and each will be classified according to its type of transitivity process. The data will be presented in the form of table which shows the clause or sentence, the type of transitivity process, and the evidence or verb that indicates the type of transitivity process.

No.	Clause	Types of Transitivity Process	Evidence
1.	Today we are launching a campaign called <i>HeForShe</i> .	Material Process	Launch
2.	the more I have realized that fighting for women's right has to become synonymous with man-hating.	Mental Process	realize

b) What types of participant predominate?

After the data have been investigated and classified into its type of transitivity process, the next step is to determine the type of each participant. It was done by looking at the noun phrase that is used in each clause.

c) What kinds of circumstantial element that are involved?

The last component is to determine what kind of circumstance that is involved in a clause (not all clauses are associated by circumstance). It was done by looking at the use of adverbial and prepositional phrase in a clause.

Example:

Excerpt 1

We	do not (often) talk	about men being imprisoned by gender
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		stereotypes
<i>Sayer</i>	<i>Verbal Process</i> (<i>Circ: Frequency</i>)	(<i>Circ: Matter</i>)

Excerpt 2

We	are struggling	for a uniting world
<i>Actor</i>	<i>Material Process</i>	(<i>Cir: Cause</i>)

2. Interpretation

The next stage that is based on critical discourse analysis framework proposed by Fairclough is interpretation. In this stage, the data of transitivity processes that have been analyzed on the first stage are carried into the process of interpretation. Interpretation focuses on what is in the text, what is in the interpreter, in the senses of members' resources (MR) (Fairclough, 1989:162).

3. Explanation

In explanation stages, a specific perspective is needed. It focuses on the relationship between interaction and social context – with the social determination of the processes of production and interpretation, and how it is able to give any social effects (Fairclough, 1989:26).

RESULTS AND DISCUSSION**The Types of Transitivity Process and Participant in Emma Watson's Speech for the *HeForShe* Campaign**

In Emma Watson's speech for the *HeForShe* campaign, there are five types of transitivity processes found based on the transitivity analysis done by using Halliday's theory of transitivity, those are material process, mental process, verbal process, existential process, and relational process. Through the analysis, the data showed that there are two types of transitivity process dominantly used in Emma Watson's speech. Relational process is the type of transitivity process which owns the largest data and is mostly found in Emma Watson's speech, followed by mental process. While the other types, which are material process, verbal process, and existential process are rarely used.

Various types of participant are used in transitivity processes and each type of transitivity processes may have one, two, or more participants. The detail explanation of the result is described below:

Material Process

Material process is a process of doing related to physical and tangible actions that can be done by an entity or some entities to another entity or other entities (Eggins, 2004:215). Two participants are involved in this process, those are *Actor* and *Goal*. Actor is the one who or which

does something, while to whom the process or the action is addressed is belong to the Goal.

Excerpt 1

Today	we	are launching	a campaign called <i>HeForShe</i>
<i>Circ: Time</i>	<i>Actor</i>	<i>Material Process</i>	<i>Goal</i>

Excerpt 2

That	they	achieved	gender equality
	<i>Actor</i>	<i>Material Process</i>	<i>Goal</i>

Material processes that are found in Emma Watson's speech for the *HeForShe* campaign are mostly constructed through transitive verbs that are followed by objects which are in S V O pattern, while the rest uses S V A pattern. It can be proven that in material process, each clause has at least one participant. The chosen verbs that are used in Emma Watson's speech are seen as any actions related to efforts in producing results, for examples *launch, reach out, achieve, limit, make, change, struggle, invite*. The Actor is dominantly used the subject *I* that refers to the speaker and *we* that refers to the speaker, UN Women, and audiences as those who carry the action. While the Goal is mostly referred to objects that are considered as the result of the actions, such as *a campaign called "HeForShe", gender equality, the same rights, and opportunities*.

Several Goal that are expressed in this speech are also referred to the objects that are considered as the entities that are affected by the actions which are done by the Actor (S), such as *men, women, and you*. Moreover, some clauses of material process are associated by circumstantial elements. These circumstantial elements are in the form of temporal adjuncts, causal adjuncts, locative adjuncts, and many more. These circumstantial elements give more detail information regarding to the action that is done by the participants, for example when the action is done, the reason why the action is done, and where the action is done.

Mental Process

Mental process is related to someone's inner experience. It is assumed that people do not only tell and share about their experiences through what they are doing, but it can also by expressing their thoughts or feelings (Eggins, 2004:225). Mental process needs two participants which are *Senser* and *Phenomenon* (Halliday, 1994:117). Different with material process, in mental process, the *Senser* has to be conscious humans (Eggins,

2004:227). While the Phenomenon is as the participant that is thought, felt, or perceived by the conscious Sayer. Moreover, in mental process, there are four types of verb which can be indicated as mental process, those are cognition, affection, inclination, and perception, for examples:

Excerpt 3

I	have realized	that fighting for women's rights has too often become synonymous with man-hating
<i>Senser</i>	<i>Mental Process: Cognition</i>	<i>Phenomenon Fact</i>

Excerpt 4

My parents	did not love	me	less
<i>Senser</i>	<i>Mental Process: Affection</i>	<i>Phenomenon</i>	<i>(Circ: Manner)</i>

Excerpt 5

We	want	to end	gender inequality
<i>Senser</i>	<i>Mental Process: Inclination</i>	<i>Material Process</i>	<i>Goal</i>

Excerpt 6

I	have seen	men made fragile and insecure by a distorted sense of what constitutes male success.
<i>Senser</i>	<i>Mental Process: Perception</i>	<i>Phenomenon</i>

Four different types of mental process are found in Emma Watson's speech for the *HeForShe* campaign, but mental process of inclination is the one which is mostly used. The construction of mental process of inclination in this speech is dominantly constructed through projection. According to Halliday, projection actually shows how one clause relates to another (Eggs, 2004:230). In mental process, projection deals with quoting or reporting ideas. Excerpt 5 has two clauses which are mental process as the projecting clause, while material and verbal process is the projected clause.

Most of the data which are considered as mental processes show that the Sayer uses the subject *we* which refers to Emma Watson and UN Women who established the solidarity campaign. Through the data, it can be seen that from the chosen verb, Emma Watson expressed their ambition and pretention through mental process of inclination. By using projection in this process, Emma Watson and UN Women also tried to convince people that

gender equality is an important thing to be discussed and they have to start doing something to achieve it, which the actions are expressed through material process as the projected clause. Besides the verb *want*, mental process through inclination verb found in Emma Watson's speech is also expressed through verbs like *choosing* and *expect*. While the other types of metal process are used to share her thought, feeling, and perception.

Verbal Process

Verbal process is a process of verbal action (Eggs, 2004:235). In this process, there are three participants that can be involved, those are Sayer, Receiver, and Verbiage. Sayer can be anything that is able to put out a signal. Receiver is the one to whom the process is directed. While Verbiage is something that is delivered which is in the form of noun. In mental process, circumstance may appear as the Verbiage, which is exactly circumstantial of matter (Eggs, 2004:235).

Excerpt 7

the more	I	have spoken	about feminism
	<i>Sayer</i>	<i>Verbal Process</i>	<i>(Circ: Matter)</i>

In excerpt 7, the subject *I* is referred as the Sayer of the process and the verb *have spoken* is referred to the verbal process itself. Moreover, circumstantial element usually occurs in verbal process, just like the clause in the excerpt 7 above. The commonest circumstantial element that usually occurs is circumstance of matter which shows what is being discussed or talked about by the participants that are involved in the process. Since this clause is in the form of present perfect tense, then the process belong to the action that is done until the Sayer was speaking at the event. In this clause, Emma wanted to show that all this time she has been spoken about feminism. In which, she has discussed, has given any information, and has delivered any messages related to feminism. This process is used by Emma Watson to emphasize what has been a matter of discussion for all this time.

Existential Process

"Existential processes represent experience by positing that 'there was/is something'" (Eggs, 2004: 238). Eggs admitted that this process can be identified with the use of the word *there*. While the process can be indicated by the use of verb *be*. Moreover, the obligatory participant is only the Existent which the function is to show that something is assumed to be existed or real.

Excerpt 8

If	there	is	one thing I know for certain
		<i>Existential Process</i>	<i>Existent</i>

In Emma Watson's speech for the *HeForShe* campaign, there are only two data that are indicated as existential process which are above. In this speech, this process are actually not giving much meaningful things that can affect the hearers. It is just to assert that something is exist.

Relational Process

Relational process is the type of transitivity process which is dominantly used in Emma Watson's speech for the *HeForShe* campaign. Based on what has been proposed by Halliday, this process is a way to express *being*. The way to express it can be in attributive or identifying process (Eggins, 2004:239).

Excerpt 9

That	I	was	a feminist
	<i>Carrier</i>	<i>Relational Process: Intensive Attributive</i>	<i>Attribute</i>

Excerpt 10

That	fighting for women's rights	has (too often) become	synonymous with man-hating.
	<i>Carrier</i>	<i>Relational Process: Descriptive Intensive Attributive (Circ: Frequency)</i>	<i>Attribute</i>

Excerpt 11

Feminism by definition	is	The belief that men and women should have equal rights and opportunities
<i>Token</i>	<i>Relational Process: Intensive Identifying</i>	<i>Value</i>

Excerpt 12

Men	do not have	the benefits of equality,
<i>Carrier</i>	<i>Relational Process: Attributive Possession</i>	<i>Attribute/Possessed</i>

The excerpts above show four different types of relational process that are found in Emma Watson's speech for the *HeForShe* campaign. The first three excerpts (excerpt 9, 10, and 11) which are intensive attributive, descriptive intensive attributive, and intensive

identifying are constructed by linking verbs since relational process is used to relate one being to another. However, each of them shares different purpose. The speaker uses intensive attributive to classify herself as one of feminists. This can be seen from the participants that are involved in the process which are connected by verb *to be*. It connects *I* as the Carrier and *a feminist* as the Attribute. This process describes one being to be a member of one class.

In this speech, descriptive intensive attributive is used to describe or give an epithet to feminism, this can be investigated by the attributive that uses adjective words. While intensive identifying process is used to define several things that need to be emphasized such as the idea of feminism, gender equality, and unity.

In addition, there is also attributive possession, different with three previous types of relational process before, this type is constructed through transitive verb which is in S V O pattern that encodes meaning of possession or ownership.

Emma Watson's ideologies reflected on the transitivity processes that are found in Emma Watson's speech for the *HeForShe* campaign

Being appointed as *UN Women Goodwill Ambassador* to launch a gender equality movement called *HeForShe*, Emma Watson has a big responsibility to invite people to participate and support this campaign. She wanted people to act, think, and feel the same as her in which to take gender inequality as a serious problem to be solved. In the launch of the *HeForShe* campaign, Emma Watson used different types of transitivity process that have been arranged into great sentences. These processes help her a lot to convince people through the ideas that are reflected on language that she is used. Those ideas are presented below:

Feminism

The idea of feminism and feminists that are asserted by Emma Watson were expressed through several types of transitivity process.

1.	the more I (<i>Senser</i>) have realized (<i>Mental Process</i>) that fighting for women's rights has too often become synonymous with man-hating (<i>Phenomenon Fact</i>)	Mental Process
2.	feminism by definition (<i>Token</i>) is (<i>Relational Process: Intensive Identifying</i>) the belief that men and women should have equal rights and opportunities (<i>Value</i>).	Relational Process
3a.	I (<i>Senser</i>) decided (<i>Mental Process: Cognition</i>) that I was a	Mental Process

3b.	feminist (<i>Phenomenon Fact</i>) that I (<i>Carrier</i>) was (<i>Relational Process: Intensive Attributive</i>) a feminist (<i>Attribute</i>),	Relational Process
4.	If you believe in equality (<i>Circ: Contingency</i>) you (<i>Token</i>) might be (<i>Relational Process: Intensive Identifying</i>) one of those inadvertent feminists that I spoke of earlier (<i>Value</i>)	Relational Process

Table 1

At the beginning of her speech, Emma Watson started to share her idea of feminism by showing people that she has often discussed about this thing. In this part, Emma Watson tried to compare her views about feminism based on what she has experienced with people's view. Through mental, she shared her thinking about how people view feminism.

Feminism and feminist movements as ideologies, political movements, and social movements have been existed since 19th century. Throughout the centuries until present, the idea of feminism has experienced changing. At first feminism is only related to establish equal opportunities for women in suffrage, education, and employment but now the word feminism is free to be defined by an individual according to his or her identity. As the time passes, people view feminist movements differently. The idea of supporting feminism is seen as actions that related to radical things and it is seen as too rebellious or even against men in so many ways by several people.

However, Emma Watson tried to tackle this negative idea toward her speech. In clause 1, Emma Watson used *have realized* as the verb phrase which portrays that when she talked about feminism, she (as the Senser) has had a thought that this feminism has been viewed as man-hating by several people. Moreover to give the public more correct view about feminism, through relational process in clause 2, she defined feminism (the Token) as *the belief that men and women should have equal rights and opportunities* (the Value), which it is as a representation of gender equality. Thus, it can be assumed that Emma Watson supports feminism and wanted people to have positive views.

Another way to build positive views toward feminism is by supporting feminist movements toward her inner experiences and toward any given descriptions, relations, and information that are related to feminist movements, so that people are more convinced to see feminism as what Emma Watson thinks and defines about feminism.

Emma Watson directly emphasized that she was a feminist through mental and relational process. The word *decide* which is the mental process in the clause 3a, shows that the phenomenon fact *that I was a feminist* is as a

result of her consideration. Through relational process in clause 3b then she classified herself as one of feminists.

The representation of feminists can also be seen when she affirmatively invited people to build a consideration in accepting the belief of equality toward the circumstantial of contingency which is involved in relational process in clause 4. The Token in clause 4, *you*, actually refers to those who believe in equality. In identifying relational process, she defined those who believe in equality as *one of those inadvertent feminists that I spoke of earlier*, which is the Attribute of this process. It can be said that Emma Watson has defined and brought out an idea that feminists are those who believe in equality and make efforts in supporting the equality of women.

Gender Equality

Emma Watson has defined feminism as the belief that men and women should have the same rights. While as a feminist, she has to do some efforts to achieve it. By having the same rights, it also means that people have to achieve equality. In her speech, she has given many statements related to equality toward men and women. She emphasized that gender equality is an important thing which has to be achieved in this world. Emma Watson also showed how she took gender inequality as a serious problem that has become the prior obstacle to achieve equality.

5.	We (<i>Senser</i>) want (<i>Mental Process: Inclination</i>) to end (<i>Material Process</i>) gender inequality (<i>Goal</i>)	Mental Process
6.	that men and women (<i>Carrier</i>) should have (<i>Relational Process: Attributive Possession</i>) equal rights and opportunities (<i>Attribute/Possessed</i>).	Relational process
7a.	I (<i>Senser</i>) have seen (<i>Mental Process: Perception</i>) young men suffering from mental illness (<i>Phenomenon</i>),	Mental Process
7b.	for fear (<i>Circ: Cause</i>) it (<i>Actor</i>) would make (<i>Material Process</i>) them (<i>Goal</i>) less "macho" .	Material Process

Table 2

Through mental process by using the verb *want*, Emma Watson expressed about the inclination to end gender inequality. The use of the subject *we* actually refers to UN Women who established *HeForShe* and Emma Watson as *UN Women Goodwill Ambassador* who launched the *HeForShe* campaign. Her inclination to take care this problem actually represent how much important equality is.

Emma Watson also emphasized the idea of equality that men and women should own the same rights and opportunities. It can be proven by the use of attributive

possession in clause 6. In addition, the verb phrase that is chosen by Emma Watson shows the necessity of feminism that *equal rights and opportunities* (based on the Attribute in clause 6) are things which have to be possessed by everyone either men or women (based on the Carrier in clause 6).

In fact, some countries still have extreme examples of gender inequality. In her humanitarian efforts, Emma Watson helped rural African girls to get education. This means that there are several parts of this world which women are still treated based on traditional stereotypic gender role.

Emma Watson expressed her perspective towards men through the combination of mental process perception and material process. The subject *I* who refers to Emma Watson in mental processes shows the person who expresses the perspective. By using the verb *see*, it can be proven how Emma Watson is doing the action that is related to mental process of perception.

Excerpt 7a and 7b show how Emma Watson sees that men are also discriminated and imprisoned by the existence of gender stereotype. Gender stereotype gave the representation of men with their strength and power, but here Emma Watson expressed her perception through mental process which uses the verb *have seen*, if actually these stereotype are what cause men became under pressure. Therefore, in clause 6, she stated through relational process that men and women *should have* equal rights and opportunities. It can be assumed that Emma Watson sees gender equality as a necessity for everyone.

Unity

When the word feminism was just acquainted by several people, the idea which was represented to this word is that as a movement which is only supported and done only by women for women's necessity. However, going back to the idea of feminism that is presented in the *HeForShe* campaign speech, Emma Watson has emphasized that feminism is not related to *man-hating* or *anti-men*. This is closely linked to another idea that can be found through the transitivity processes which are used by Emma Watson, it is the idea about unity. Emma Watson has clarified for several times in her speech that in contradiction with the word *man-hating* or *anti-men*, feminism is represented as a united movement that needs men and women to unite and support each other in order to achieve gender equality.

8a.	We (<i>Senser</i>) want (<i>Mental Process: Inclination</i>) to try (<i>Material Process</i>)	Mental Process
8b.	to galvanize (<i>Material Process</i>) as many men and boys as possible to	Material Process

	be advocates for change (<i>Goal</i>).	
9.	Gender equality (<i>Carrier</i>) is (<i>Relational Process: Attributive</i>) your issue (<i>Attribute</i>) too.	Relational Process
10.	We (<i>Actor</i>) are struggling (<i>Material Process</i>) for a uniting word (<i>Circ: Cause</i>).	Material Process
11.	that we (<i>Carrier</i>) have (<i>Relational Process: Attributive Possession</i>) a uniting movement (<i>Attribute/Possessor</i>).	Relational Process

Table 3

Through projection, which involves mental process and material process in clause 8a and 8b, Emma Watson expressed the inclination of her and UN Women so that men and boys will take some actions to achieve gender equality and equal rights toward women. Emma Watson also emphasized her idea that actually men and boys are the agents that can create changing. Men and boys' supports are also as the key to achieve gender equality because the world is not only dwelled by women so that to achieve gender equality and equal rights both men and women have to support each other.

Moreover, the speaker also directly concluded this idea into statements in clause 10 and 11. In clause 10, through material process by the use of action verb *struggling*, Emma Watson showed what people including herself should "do" as a form of action in order to create a uniting world. While in clause 11 which uses attributive possession process, this shows that they *have a uniting movement*, in which this *uniting movement* refers to the *HeForShe* campaign.

In order to deliver the purpose of *HeForShe* and to be accepted by people especially to get sympathy from men so that they feel welcome and come to support, in her speech Emma Watson called men for several times. Some of her statements that are expressed through different types of transitivity process are also showed as an invitation for men and boys to take this issue as their responsibility too, for example is in excerpt 9.

Discussion

Based on the analysis results of this research, there are several assumptions that the researcher has to agree with. The researcher first believes that clause has several functions and one of them is in creating meaning and it is considered as clause as representation. It is in accordance with the statement that is stated by Halliday if clause is a multifunctional construct consisting of three metafunctional lines of meaning which are textually, interpersonally, and experientially (Halliday and Matthiessen, 2004:169).

In this research, the researcher supports that transitivity system proposed by Halliday is able to analyze

experiential meaning. Through the analysis, any perspectives that come from the speaker's experiences can be seen. It can also explore the reality that is happening in this world by investigating three components in transitivity analysis, those are *process*, *participants*, and *circumstantial*. By analyzing the process that is investigated through the verb phrases that are used, experiential meanings are represented in different ways. This assumption in compliance with the quotation below:

Transitivity patterns represent the encoding of experiential meanings: meanings about the world, about experience, about how we perceive and experience what is going on. By examining the Transitivity patterns in text, we can explain how the field of the situation is being constructed, i.e. we can describe 'what is being talked about' and how shifts in the field are achieved. (Egins, 2004:249)

Of the six types of transitivity process that were mentioned by Halliday, only five of them are used in Emma Watson's speech, those are; *material process*, *mental process*, *verbal process*, *existential process*, and *relational process*. The largest data belongs to relational process, mental process, and followed by mental process. This can also support what Halliday assumed about the main types of processes in the English transitivity system as true.

Material, mental and relational are the main types of process in the English transitivity system (Halliday and Matthiessen, 2004:171).

The process is constructed by the verb choices, it can be in the form of transitive verb, intransitive verb, or linking verb. Every clause which is constructed through transitive verb shows that the clause has more than one participant, while the clause which has only one participant is constructed by intransitive verb because it is not followed by an object. All of those processes that are found in Emma Watson's speech also support the assumption that each process has its own way on how it interprets experience. It can also support Halliday's theory of transitivity process.

Furthermore, by looking at the participants, whoever involved in the situation can be recognized. Based on the analysis results that are presented in this research, it can be seen that each process has at least one participant. However not all clauses is provided by circumstantial element. Circumstantial elements in transitivity process are expressed by the use of adjuncts. Different types of adjunct give different kinds of information to the clause.

Circumstantial elements are almost always optional augmentations of the clause rather than obligatory components. In contrast, participants are inherent in the process: every experiential type of clause has at least one participant and certain types have up to three participants... (Halliday and Matthiessen 2004:175).

Moreover, types of transitivity process is capable in indicating what actions, mental experiences, and relation that are involved by the participants. For example, in this research the result shows that in material process, Emma Watson used it as a way to show tangible actions that were done and will be done by the Actors. The subject that she used in her speech are dominantly *I* and *we* which refer to Emma Watson, UN Women, and people, either men or women. By investigating the participant, it can be recognized what roles that are held by the participants and where the participants are located in the action by the speaker.

The combination of different types of transitivity process also helps people in interpreting the world view or how people perceive the world. It is assumed that there is no better process among one type of transitivity process to another. All the type of transitivity processes are placed at the same level in which it forms a circle that can connect each other to present and reveal the reality and people's perspectives (Halliday and Matthiessen, 2004:17). It can be proven by the example below, how Emma Watson used different types of process:

And, the more I (Sayer) have spoken (Verbal Process) about feminism (Circ: Matter),	Verbal Process
the more I (Senser) have realized (Mental Process)	Mental Process
that fighting for women's rights (Carrier) has too often become (Relational Process: Descriptive Intensive Attributive) synonymous with man-hating (Attribute).	Relational Process

Furthermore, by revealing the ideologies that are reflected on the transitivity processes used by Emma Watson, the researcher deals with critical discourse analysis. Once again, the researcher has to agree with Fairclough's assumption that social ideology is actually came from the representations which are in text, while this ideology is constructed to fulfill certain purposes. It can be proven from the representation that are investigated through transitivity analysis and by using the next step in theoretical framework of CDA which are interpretation

and explanation, the researcher can find ideologies reflected on the transitivity processes that are used by Emma Watson as the speaker of the speech to launch the *HeForShe* campaign. Three main ideas carried by the speaker are about *feminism*, *gender equality*, and *unity*.

As a British actress who is very well-known through her strong character in one of the biggest influential movie which is *Harry Potter*, certainly she has received a lot of attention from people all around the world. Besides, she is also well-known with her intellectual and contributions toward women's rights. Being chosen as *UN Women Goodwill Ambassador* by UN Women, Emma Watson was given the responsibility to raise the public's awareness toward gender equality. Considering her responsibility for the success of the *HeForShe* campaign, she utilized her popularity to get people's attention, so that they join and support the *HeForShe*.

The impact of having this privilege can be seen after her speech in United Nation was posted in many social media the day after the event was held. People started to talk about what Emma Watson discussed in her speech. They started to give their pro and contra opinions toward her invitation. Her speech has become very controversial until this day. However, Emma Watson's speech has succeeded in bringing up again a very sensitive issue which is about gender issues that are concerning to the whole people in this world. Furthermore, this speech has successfully acquainted the *HeForShe* campaign to the public. In this case, the researcher then espoused Fairclough's assumption that discourse is able to produce ideologies which include way of representing and constructing society such as relations of power, relations of domination and exploitation, and relations based on gender and ethnicity (Fairclough and Wodak, 1997:271-280).

CONCLUSION

The source of data used for this research is Emma Watson's speech for the *HeForShe* campaign. Some clauses considered as using transitivity processes in the speech were become the chosen data to be analyzed. The results show that there are five different kinds of transitivity processes that are used in Emma Watson's speech for the *HeForShe* campaign, those are *material process*, *mental process*, *verbal process*, *existential process*, and *relational process*. Relational process are found as the type of transitivity process that mostly used, followed by mental process and material process. Relational process in this speech is used as the way for the speaker, Emma Watson, to classify, describe, and define her idea. The other processes are used to support strengthening her idea, by expressing her thoughts,

inclinations, feelings, and perception, also by showing some actions done by the doer in order to convince people about her idea. Mental and material process are also used so that the hearers or people will have the same idea, think and act similarly as her. While verbal and existential process own the smallest data. The subject that are mostly used as the first participant in several types of transitivity process are *I* and *we* which refers to Emma Watson, UN Women who established *HeForShe* and the audiences, either men or women. Several types of circumstances such as circumstance of *time*, *cause*, *matter*, *manner*, *role*, and *place* are involved in several clauses to give some information related to the statement uttered.

Through some of her statements, there are three points that can be considered as ideologies reflected on the transitivity processes which are used by Emma Watson, those are about *feminism*, *gender equality*, and *unity*. By using different kinds of transitivity process, Emma Watson brought positive idea about feminism that it is related to fight for women's rights and gender equality, and both are important things to be achieved. In supporting her positive idea toward feminism, she also emphasized about unity that refers to the case if men and women should support and work together in achieving equal rights and opportunities. The ideologies are created to fulfill the purpose of the *HeForShe* campaign. It is to influence people so that they give their sympathy and support.

SUGGESTION

This research focuses on the transitivity and ideology in a speech. There are many kinds of speech, and for the academic development, the researcher suggests that this research can help another researcher to analyze transitivity and ideology by using Fairclough's theoretical framework of CDA in other kinds of speech beside persuasive speech. Since each kind of speech has its own objective.

This research can also be a way to help people understand a possible short comings of a campaign by analyzing the language that is used in a speech because language that is used in a persuasive speech can be manipulated by the speaker in order to achieve certain purposes of the campaign.

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