DISCOURSE ANALYSIS OF MALALA YOUSAFZAI' S SPEECH

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By :

Ahmad Farhan Farabi

19101050056

ENGLISH DEPARTMENT

FACULTY OF ADAB AND CULTURAL SCIENCES

STATE ISLAMIC UNIVERSITY OF SUNAN KALIJAGA

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The signature,

Ahmad Farhan Farabi
NIM: 19101050056

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YOGYAKARTA

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KEMENTRIAN AGAMA REPUBLIK INDONESIA
UNIVERSITAS ISLAM NEGERI SUNAN KALIJAGA
FAKULTAS ADAB DAN ILMU BUDAYA
Jl. Marsda Adi Sucipto, Yogyakarta, 55281, Telp./Fax. (0274) 513949
Web: http://adab.uin-suka.ac.id Email: adab@uin-suka.ac.id

NOTA DINAS

Hal: Skripsi
  a.n. Ahmad Farhan Farabi

         Yth.
         Dekan Fakultas Adab dan Ilmu Budaya
         UIN Sunan Kalijaga
         Di Yogyakarta

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Setelah memeriksa, meneliti, dan memberikan arahan untuk perbaikan atas skripsi saudara:

Nama	: Ahmad Farhan Farabi
NIM	: 19101050056
Prodi	: Sastra Inggris
Fakultas	: Adab dan Ilmu Budaya
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Atas perhatiannya, kami mengucapkan terima kasih.

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         Yogyakarta, 07 Agustus 2023
         Pembimbing

         Aninda Aji Siwi, S.Pd., M.Pd.
         NIP: 19851011 201503 2 004

PENGESAHAN TUGAS AKHIR

Nomor : B-1601/Un.02/DA/PP.00.9/08/2023

Tugas Akhir dengan judul   : Discourse Analysis of Malala Yousafzai's Speech

yang dipersiapkan dan disusun oleh:

Nama	:	AHMAD FARHAN FARABI
Nomor Induk Mahasiswa	:	19101050056
Telah diujikan pada	:	Rabu, 16 Agustus 2023
Nilai ujian Tugas Akhir	:	A-

dinyatakan telah diterima oleh Fakultas Adab dan Ilmu Budaya UIN Sunan Kalijaga Yogyakarta

TIM UJIAN TUGAS AKHIR

Ketua Sidang

Aninda Aji Siwi, S.Pd., M.Pd.
SIGNED

Valid ID: 64e851c650f2e

Penguji I

Dr. Arif Budiman, S.S., M.A
SIGNED

Valid ID: 64e7f2ff5f4a8

Penguji II

Bambang Hariyanto, S.S., MA
SIGNED

Valid ID: 64e81ff5dc98a

Yogyakarta, 16 Agustus 2023
UIN Sunan Kalijaga
Dekan Fakultas Adab dan Ilmu Budaya

Prof. Dr. Muhammad Wildan, M.A.
SIGNED

Valid ID: 64e86f8d3dadb

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MOTTO

ACHIEVE KNOWLEDGE AND TO ATTAIN KNOWLEDGE, LEARN TO BE CALM AND PATIENT

- Umar bin Khattab-

EFFORTS AND PRAYERS DEPEND ON IDEALS. MAN GETS NOTHING BUT WHAT HE HAS WORKED FOR.

-Jalaluddin Rumi-

DEDICATION

This graduating paper is dedicated to:

My beloved parents, Anwar Daud Peukan and Silaturrahmi

My brother, Muhammad Ikhwan Adabi

My sister, Fitrah Nabila Dista

My little brother, Caesar Telaga Rahmatillah

English Department of State Islamic University Sunan Kalijaga Yogyakarta.

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By: Ahmad Farhan Farabi

19101050056

ABSTRACT

This research discusses Malala Yousafzai's speech at the UN conference in 2015 using the Three Dimension theory by Fairclough (1995). In this research is to discuss the content of the text and the context and interaction with the social related to the text. Fairclough's Three Dimension include Textual Dimension, Discursive Practice, and Social Practice. The purpose of the research is to analyze the overall content of the text that is interpreted by community interaction and to know the direction of the purpose of the text content and its context. The research method uses qualitative descriptive method. The data consist of 110 data, of which Textual Dimension has 98 data, Discursive Practice 6 data, and Social Practice 6 data. Each data goes through its own stages, Textual dimension includes 38 Material Process data, 29 Mental Process data, 17 Verbal Process data, 27 Relational Process data, 6 Behavioural Process data, 4 Existential Process. Meanwhile, Mood system has Imperative Mood includes 12 data and Declarative Mood includes 86. Furthermore, the Discursive Practice stage includes 6 data of interdiscursivity, and finally the Social Practice stage through Situational 4 data, and Institutional 2 data. Data was found from Malala's speech and some words that refer to an organization and also to themselves.

Keywords: *Three Dimensions, Fairclough, Malala, Speech*

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By: Ahmad Farhan Farabi

19101050056

ABSTRAK

Penelitian ini membahas tentang pidato Malala Yousafzai di UN konferensi pada tahun 2015 dengan menggunakan teori Three Dimension oleh Fairclough (1995). Dalam penelitian ini adalah membahas isi teks dan konteks serta interaksi dengan sosial yang berkaitan dengan teks. Three Dimension Fairclough meliputi Textual Dimension, Discursive Practice, dan Social Practice. Tujuan penelitian adalah untuk menganalisis keseluruhan isi teks yang di artikan dengan interaksi masyarakat dan mengetahui arah tujuan dari isi teks beserta konteksnya. Metode penelitian menggunakan metode descriptive kualitatif. Data tersebut terdiri dari 110 data, di antaranya Textual Dimension memiliki 98 data, Discursive Practice 6 data, dan Social Practice 6 data. Setiap data melalui tahapan sendiri-sendiri, Textual Dimension mencakup 38 data Material Process, 29 data Mental Process, 17 data Verbal Process, 27 data Relational Process, 6 data Behavioural Process, dan 4 data Existential Process. Sementara itu, Sistem Mood memiliki Mood Imperatif sebanyak 12 data dan Mood Deklaratif sebanyak 86. Selanjutnya, tahapan Discursive Practice meliputi interdiscursivity 6 data, dan terakhir tahapan Social Practice melalui Situational 4 data, dan Institutional 2 data. Data ditemukan dari pidato Malala dan beberapa kata-kata yang merujuk ke suatu organisasi dan juga ke mereka sendiri.

Kata kunci: Three Dimension, Fairclough, Malala, Pidato

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`CHAPTER I

INTRODUCTION

1.1 Background of The Study

When talking with the other person requires communication and also the appropriate language. According to Finocchiaro (1984), language is a structured arrangement of arbitrary spoken symbols, enabling individuals within a specific culture or those acquainted with that cultural framework to engage in communication and interaction (Mu'in, 2021). Language also helps us to express thoughts, feelings, and emotions. In addition, language depends on verbal and nonverbal, therefore language is considered the primary communication.

From the definition, communication is the process of exchanging ideas and thoughts and also explaining information to others verbally and nonverbally. Communication includes effective conversation and is both formal and informal. Therefore, communication can be said to be an act of transferring information and messages from one person to another.

Many languages are implied in conveying it, but some people do not understand in detail what the speaker means, even linguists usually don't pay attention to the language data they discuss (Fairclough, 1995, p. 4). Not only in language but also in discussing the social context in conveying information. Hence, in language, several theories of data analysis are used to analyse that information. One of these language theories is the Discourse Analysis theory.

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Discourse Analysis can help understand a language in its use. In addition to understanding language, Discourse Analysis also discusses social context as Fairclough said that 'language as social context' (Fairclough & Wodak, 1997). There are several social context theories put forward by Fairclough, but one of the theories is Three Dimension.

Based on this theory, there are Three Dimension aspects: text, discursive practice, and social practice. Fairclough expanded his theory to encompass three stages: description, analysis, and clarification. Furthermore, he argues that discourse embodies a form of societal arrangement, combining context, interaction, and textual elements into a cohesive whole (Fairclough N. , 1992, p. 62). Based on the preceding elucidation of Fairclough's Three Dimension theory involving text, discursive practice, and social practice for text analysis, this framework proves applicable in investigating various subject matters. A selected subject for research using this theory is verbal communication.

There is no end to discuss about speech in everyday life. Speech is also included in communication between speakers and listeners in providing information or criticism in its conveying. When giving a speech, it must be influenced by emotions. Speech and emotions cannot be separated because they are interrelated in their delivery. Concerning the theory and the material object above, the researcher will analyse the speech delivered by Malala Yousafzai.

Reported by Peshawar (Kompas.com, 2021), Malala is the eldest child of Ziauddin and Tor Pekai Yousafzai. She was born in Mingora, Swat Valley city,

Khyber Pakhtunkhwa province, Pakistan. At the age of 10 years, Malala has been a very terrible incident. The city was controlled by the Taliban who forbade everyone, especially women, to leave the house and study and even watch television. At that time, Malala was a woman who dared to argue and open her mouth to defend women's rights to study. She was also shot by the Taliban in her left temple, and luckily, she survived. After the shooting and the Taliban are still in control of Pakistan. After the incident, Malala became louder and used media tools to continue the campaign for each school. She knows that the education was important things.

Many of Malala's speeches conveyed her opinion about everyone having the right to study. In her speech, many topics discussed the rights of women and children to go to school in their countries. The one of speech by Malala, researcher was very interested in her speech when she found herself situated within Manhattan, New York, specifically at the United Nations. press conference on September 25, 2015. Malala delivered her speech at a UN press conference in front of world leaders and all UN members on September 25, 2015, in Manhattan, New York. Malala also won the Nobel Peace Prize for representing world youth groups.

In Malala's speech, she expressed her feelings as a Pakistani woman who are the Taliban forbade them to leave their homes to study in class. Not only in Pakistan, in her speech, Malala explained that in India, Afghanistan their schools were also destroyed so they could not study. Many of Malala's words were in the form of invitations and also called out feelings not only for her region but for the whole world to defend the rights of women and children to study.

Malala was conveyed in her speech that seeking knowledge is a right for every human being. Regardless of ethnicity, culture, gender, country, and others, they have the right to study. In Islam, knowledge is also the most important part of defending one's religion besides jihad. As explained of the hasan hadith of At-Tirmidhi number 2571 from Anas bin Malik, the Messenger of Allah said: *Whoever goes out to seek knowledge, then they are in the path of Allah until they return*. The meaning of the way of Allah according to the explanation from Riyadhus Salihin (1: 108) is that seeking knowledge is more important than jihad in the way of Allah with the sword also keeping the Shari'ah is with knowledge. Jihad with weapons must also be equipped with knowledge. It is not possible for a person to wage jihad, take up arms, strategize, divide ghonimah (spoils of war), take prisoners without knowledge. Knowledge is the basis of everything.

From the explanation of the hadith above, the degree of people who study is much higher than those who are Jihad. Whereas what the Taliban did to their own people, especially women, forbade them to leave their homes to study knowledge on the pretext that if they left their homes they would go to hell, as Malala said in her speech. There is a stark contrast between the Taliban and Islamic law which loves peace and is also human and Ukhuwah Islamiyyah. Therefore, Islam has taught us to seek knowledge so that we can defend our religion not only through weapons but also through knowledge.

Malala's speech contains several pieces of information concerning issues of education, gender equality, and human rights. In the present time, these issues still frequently occur, ranging from the lack of comprehensive education, persecution,

gender discrimination, give justice for every human right. Malala's speech is considered very powerful and important in advocating for the right to education and gender-related matters. Therefore, this speech remains relevant to ongoing issues of education, gender equality, and human rights. Efforts to ensure fair and equal access to education and address gender discrimination continue to be global concerns.

Therefore, the researcher wants to analyse Malala's speech using the of Three Dimension theory forward by Fairclough. The aim of this study using discourse analysis theory is to systematically examine the speech in order to uncover underlying patterns of meaning, linguistic devices, and communicative strategies. This analysis seeks to understand how language constructs meaning, influences perceptions, and contributes to the overall message and impact of the speech. By applying discourse analysis, researchers intend to gain insights into the rhetorical techniques, ideological elements, and persuasive tactics employed by Malala in her address to the UN. The following example:

"We **want** schools and education for every child's bright future**"** (Malala Fund, 14:36).

The word "we" in Malala's speech refers to not only to Pakistani people but to people whose incidents are the same as people in Pakistan as mentioned in Malala's speech namely India, Afghanistan, and others which their schools were also destroyed so they could not go to school.

From the statement above, it explains about patterns of meaning to shape meaning that influences perceptions and contributes to the message of the sentence. So, by applying discourse analysis, researchers intend to gain insights into the rhetorical techniques, ideological elements, and persuasive tactics employed by Malala in her address to the UN. Other sentences from Malala's speech will be analyzed in chapter 3.

1.2 Research Questions

Based on the background above, there are two research questions which are as follows:

1. What are the Three Dimension in Malala Yousafzai's speech?

2. What are the cases involving Three Dimension in Malala Yousafzai's speech

1.3 Objectives of Study

From those research questions, the researcher explains about the realisation of Fairclough Three Dimension theory in Malala Yousafzai's speech. Then, the researcher explains about cases that involved within the Three Dimension in Malala Yousafzai's speech.

1.4 Scope of Study

This research focuses on Three Dimension theory in Discourse Analysis in several words based on the speech. The researcher also identifying the Three Dimension about text, discursive practice and social practice based on the speech.

1.5 Significance of Study

Based on the objectives of research, the research has several significances. Academically, this research is significant for development of literature. It involves into Discourse Analysis. It can be used to be reference for students, lectures, and literature analysing, especially English Department. Practically, this research is aimed to help student in study Three Dimension by Fairclough's theory.

1.6 Literature Review

This research same the previous researches. First, the research was written by Cristina Georgiana and Silje Handeland from Harvard University in (2014), entitled *A Multimodal evaluation of Malala Yousafzai's speech at Harvard University*. This study delves into presenting an assessment of the utilization of non-linguistic resources, such as paralanguage and kinetics, as supplementary instruments in verbal communication. The findings of the research underscore the significance of paralanguage and kinesic elements in comprehending a more extensive discourse, highlighting that adopting a multimodal approach unveils the complete essence of spoken communication.

Second, the research was written by Adin Fauzi and Takdir Ilahi from Sebelah Maret University (2017), entitled *Teaching Persuasive Language Through Critical Discourse Analysis of Malala Yousafzai's Speech*. This research aims to scrutinize Malala's speech through the lens of critical discourse analysis, while also exploring the potential of incorporating this material into English Language Teaching (ELT). The findings of the investigation reveal that Malala effectively employed language to demonstrate her resilience, influence, and bravery in challenging circumstances. Her speech served to encourage her peers to persist in their studies and urged relevant stakeholders to ensure the rights of girls and children to education. Furthermore, this speech holds educational value and can be utilized as a pedagogical resource for honing comprehensive English skills—listening, speaking, reading, and writing—emphasizing the study of persuasive language.

Third, the research was written by Putri Dwi Puspita from her thesis in Tarbiyah and Teacher Training Faculty Islamic State University Raden Intan Lampung (2021), entitled *A Pragmatic Analysis of Discourse Deixis in Malala Yousafzai's Speech at United Nations Youth Assembly*. The objective of this study is to discern the classification and purpose of discourse deixis employed within Malala Yousafzai's address during the United Nations Youth Assembly. This analysis is conducted by observing the video presentation and perusing the written transcript, while also exploring its connection to anaphora and cataphora. The results of the research show that Malala's speech has the right encoding and placement of words that attract listeners' attention by using the deixis technique to easily understand the context of the reading.

Forth, the research was written by Rukman (2016), entitled *Obama's Speech at Climate Change Conference Cop 21 in Paris in 2015: Fairclough's Three-Dimensional Model*. The study focused on the Three Dimension theory that explain about Obama's speech. The research discussed about text, discursive practice, and social practice. The model with Three Dimension encompasses elements like text (language), discursive practice, and social practice. Examination of these elements reveals that within the textual (linguistic) facet, this speech predominantly employs the imperative mood and material process of transitivity.

The last, the research was written by Dian Handayani, Heriyanto, and Ypsi Soeria Soemantri (2018), entitled *Fairclough's Three Dimension Framework Used on Trump's Political Speech: A Critical Discourse Analysis (A Case Study of Historic Speech Related to Jerussalem as Israel's Capital)*. The study is centered

on Fairclough's three-dimensional theory, employing a critical discourse analysis framework. Fairclough's theory is structured around Three Dimension. Firstly, it involves examining the text or description which includes speech, textual content, visual elements, or their combination. Secondly, it entails delving into discursive practice and interpretation, focusing on the production and consumption of the text. Lastly, it encompasses an exploration of the social conventions or norms of discourse. Applying this theory, the research yields several outcomes derived from an excerpt of a political speech by Trump. The analysis of this speech revealed various elements, including vocabulary, tone, ambiance, and transitivity. The speech effectively employs techniques of persuasion, criticism, contrasting participants, exercising power and authority, utilizing allusion, and implying rights.

Based on the fifth researches above that has been described, there are differences between the research that will be discussed in this paper. The first, second, and third were the same object but different theory. The object is about Malala's speech but the theory was different each other. The first research is talking about a multimodal evaluation from Malala's speech. The second study elucidates the instruction of persuasive language within Discourse Analysis using Malala's speech as an example. The third research dissects the pragmatic aspects of discourse deixis evident in Malala's speech. The fourth and fifth research is similar, but not same, because the research explains about theory of Three Dimension but the objects are different. If the fourth research focused on Obama's speech but the fifth research focused on Trump's speech, but in this research will focus on Malala's speech.

1.7 Theoretical Approach

This research refers to theory of Discourse Analysis, Three Dimension theory that depend the ideas about education for girls and woman empowerment. Discourse Analysis is evolving interdisciplinary research consisting of different theoretical and methodological approaches to the study of language.

The approach employs Fairclough's discourse analysis theory, which encompasses text, discursive practice, and social practice, to uncover the underlying significance within the text. The study reveals that Malala utilized her speech as a means of advocating for girls' education and women's rights. The function of learning it that help understand the language in its use. Language turns out to be not just a means of communication, but is also used as an instrument to do something or implement a strategy of power.

The purpose of studying Discourse Analysis is that discourse analysis furnishes theories and methodologies suitable for carrying out empirical research exploring the interplay between discourse and society, encompassing the evolution of culture within diverse social spheres. According to Jorgensen and Phillips (2002, p. 1), the primary objective of discourse analysis lies in elucidating the linguistic dimensions of text and context within social and cultural phenomena, as well as the transformative processes occurring in the context of modernity (Baker, 2015).

There are Three Dimension theory, they are text, discursive practice, and social practice. The intention of the text is to perform an intricate examination of linguistic elements, aiming to grasp how discursive mechanisms are systematically

employed within a particular text. To analyze text, researchers employ the Systemic Functional Grammar theory by Halliday (1979).

According to Halliday (1979, p. 91) states that in Systemic Functional Grammar, it consists of Ideational, Interpersonal, and Textual aspects. Ideational function, when individuals employ the ideational aspect of a language, they utilize the language to express their real-life encounters. The ideational aspect primarily encompasses transitivity. Regarding the interpersonal function, it is enacted by a language user when he/she engages in a speech occurrence. The Interpersonal aspect influences the Mood system, wherein Mood serves to indicate the role adopted by the speaker within the context of speech and the role assigned to the addressee. The final language function is known as the textual function. Its purpose is to establish connections between the language and the context. This function involves intertwining the threads of potential meaning into the framework of linguistic structure, resulting in the creation of a unified and logically connected text or discourse (Halliday, 1979, p. 92)

Discursive practice serves as an analytical approach wherein language users engage with both discursive outcomes and creators in the context of perpetuating and altering societal and cultural shifts. Discursive practice is regarded as a distinct facet or phase within each social practice, interacting with other phases of social practice driven by varying frameworks of social behaviour. Consequently, the analysis entails the fusion of discourses (referred to as interdiscursivity) and the incorporation of external textual references within a text (known as intertextuality). Fairclough posits that a heightened degree of interdiscursivity is linked to change,

while a diminished level signifies the continuation of established norms. (Rukman, 2016).

The notion of social practice within discourse analysis encompasses various components such as text, verbal communication, and other semi-structured systems. Fairclough asserts that the primary objective of discourse analysis revolves around investigating the connections between the utilization of language and broader societal activities. (Halliday, Linguistics Function and Literary Style: An Inquiry Into The Language of William Golding's The Inheritors. In Linguistic Studies of Text and Discourse., 1979, p. 35). The emphasis lies on how discursive practices contribute to upholding societal stability and fostering societal evolution. Consequently, in order to recognize the underlying social practices, it becomes essential to delve into the fields of study that centre on societal activities. These fields encompass disciplines like history, sociology, social psychology, and political science. (Halliday, Linguistics Function and Literary Style: An Inquiry Into The Language of William Golding's The Inheritors. In Linguistic Studies of Text and Discourse., 1979, p. 78).

1.8 Method of Research

Kothari asserts that research methodology serves as a systematic approach to effectively address research inquiries, essentially functioning as the scientific study of the research process (2004: 8). This process is delineated into four distinct stages: research classification, data origin, data gathering methods, and data interpretation techniques.

1.8.1 Type of Research

The chosen research design for this study adopts qualitative research. The qualitative approach involves the examination of human perspectives, actions, and viewpoints (Kothari, 2004: 5). Employing a qualitative approach enables the research to get comprehensive scrutiny of the data within the framework of a specific theory that aligns with the data analysis requirements.

1.8.2 Data Sources

The data for this paper is derived from the transcription in Malala website (Malala, 2013) delivered by Malala Yousafzai. This source is utilized to provide a description and analysis of Malala's speech, encompassing her thoughts and her distinctive voice. Then, the researcher also watched Malala's speech as a source of data, which is also available on the website (Malala, 2013).

The researcher found that Malala's speech had a duration of 17 minutes and 43 seconds, while the script contained 110 sentences, 1.481 words, and 31 paragraphs based on the content on the website (Malala, 2013). Secondary data analysis involves the examination of Fairclough's book titled "Critical Discourse Analysis: The Critical Study of Language" to analyse discourse using Fairclough's Three Dimension Theory and the second book titled "Linguistic Studies of Text and Discourse" by Halliday to identify language usage along with its structure and meaning comprehension in Malala Yousafzai's speech.

1.8.3 Data Collection Technique

Various methods are available for gathering research data, including documentation, which is one of them. Given the utilization of a speech, this study can be classified as employing the documentation technique for research. According to Sugiyono (2013), Documentation may manifest as written records, visual depictions, or enduring creations associated with an individual.

Meanwhile Raco (2010), states that the document is a writing that is stored as a form of correspondence material and can be observed, documents can also be in audio visual (Hamsar H, et al, 2020). Therefore, to apply data collection techniques, the researcher identifies speech texts accurately. Then, the researcher compared the text with the video visual by listening and watching so that can make sure about the speech expressions for collecting data. The research data consists of sentences from Malala's speech to be analysed and used to identify language usage and its structure. Finally, when all the data is collected, the researcher sorts the sentences to make the analysis of the Three Dimension more accurate.

1.8.4 Data Analysis Technique

In the process of data analysis, the researcher conducted a detailed analytical examination. This approach was employed to fulfil the initial study objectives, which centred on analysing the speech using the Three Dimension theory. Miles and Huberman (2014) propose that qualitative data analysis is a dynamic and ongoing process that continues interactively until reaching a state of saturation, where the data becomes fully explored. The analytical activities, as outlined by Miles and Huberman, encompass:

1. Data Reduction

Data reduction involves enhancing the data quality by eliminating unnecessary and irrelevant elements while also addressing any data gaps. Once data collection is completed, the process of data reduction entails the careful selection of pertinent and significant information. The focus is directed towards data that contributes to problem-solving, exploration, signification, or addressing research queries. Subsequently, the collected data is streamlined, systematically organized, and succinctly presented to encapsulate key findings and their implications.

2. Data Display

Data display involves the systematic compilation of information, organized according to specified categories or groupings. To ensure effective comprehension of the research findings, researcher generate narratives, matrices, or graphs. This aids in the comprehensive understanding of the information, whether in its entirety or within specific segments of the research outcomes.

3. Conclusion Drawing

Drawing conclusions entails the act of deriving significance from the research findings, condensed into succinct and comprehensible sentences. This process involves iterative scrutiny of the conclusions, particularly in terms of their alignment with the research title, objectives, and problem formulation, ensuring their relevance and coherence.

1.9 Paper Organization

The present research comprises four main sections. The initial chapter serves as an introduction, encompassing elements such as the background, research

question, study objectives, scope, significance, literature review, theoretical framework, research methodology, and the structure of the paper. This chapter offers an overview of the research. The second chapter delves into the theoretical foundation, while the third chapter delves into the data analysis. The fourth section encapsulates the research's conclusions, presenting the outcomes of the analysis and addressing the problem statement.

CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

In this chapter, the researcher presents the conclusion from the previous discussion. The conclusion provides implicit and explicit address the core essence of the research's content and its underlying purpose. Meanwhile, the recommendations offered insights for readers, serving as potential references, particularly within the English Department and other related fields.

4.1 Conclusions

In this chapter, the researcher discusses Malala's speech with the three-dimensional Fairclough theory (1995). From the overall data, the researcher found 110 data. The data of the textual dimension has 98 data, discursive practice 6 data, and social practice 6 data. Since the data is extracted from paragraphs, there are several paragraphs in which different processes are found and analyzed according to their respective processes. Each data is described into the textual dimension with the stages Material process has 38 data, Mental Process has 29 data, Verbal Process includes 17 data, Relational Process includes 27 data, Behavioural Process includes 6 data, Existential Process includes 4 data. Meanwhile, Mood system includes Imperative Mood has 12 data and Declarative Mood has 86 data.

Furthermore, discursive practice with interdiscursivity stages with 6 data, and finally social practice has 6 data at each stage, namely situational 4 data and institutional 2 data. The case of Three Dimension occurred with the existence of

these stages which made the discourse clear about the direction of Malala Yousafzai's speech goal

The result of the research is that Malala delivered the speech to the whole world at the NU conference to contribute to the handling of the war in Pakistan and other regions. The speech referred to the UN being in power to defend Malala's truth. And from these results, the researcher can explain the intent of the contents of the text not only from its contents but also outside of the text, namely social.

4.2 Suggestions

This research uses Fairclough's Discourse Analysis theory, namely the Three Dimension Model. This research solely focuses on how language is articulated, language choices, language structure, and to whom the language is directed, and it is also closely related to the social interaction within Malala's speech. This research object is not only with Fairclough's three-dimensional theory (1995) but also involves other theories with the same object, such as Critical Discourse Analysis, which examines how language and discourse are used to convey meaning and influence audience understanding and interpretation of specific issues such as power and hierarchy, ideology and representation, social and political context, audience and influence, rhetorical strategies, identity construction, social critique and justice, and language structure and style. Through CDA analysis enables to understand how language is used in Malala's speech to communicate meaning, influence understanding, and construct discourse around important issues. Therefore, the researcher hopes that this research can be a reference for conducting

research related to this object and can make readers or other researcher understand this research.

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