

The Feminist Critical Discourse Analysis in Emma Watson's Speech at the International Forum on the Heforshe Campaign at the UN

Sunday, 28 July 2024 09:40 (30 minutes)

This research delves into Emma Watson's influential speech at the United Nations in 2014 as part of the HeforShe campaign, employing Critical Discourse Analysis (CDA) and Feminist Critical Discourse Analysis (FCDA) as theoretical frameworks and methodological approaches. It examines the interconnectedness of power, ideology, language, and social context within the discourse. The study begins with a comprehensive exposition of CDA and FCDA theoretical frameworks, followed by an evaluation of the HeforShe campaign's influence on the speech. Utilizing Fairclough's CDA, discourse tactics in the speech are analyzed through stages of description, interpretation, and explanation. Emma's speech is analysed for its linguistic proficiency, strategic use of pronouns, modalities, sentence modes, connectives, and repetition, aligning with FCDA principles. Moreover, the speech's contextual analysis reveals advancements and persisting challenges in gender equality, emphasizing the importance of global initiatives like HeForShe. Emma's speech serves as a potent instrument for advocating gender equality, particularly targeting male involvement in addressing the issue.

Online Profile

Biography

Primary author: NGUYEN, Van Quyet

Co-authors: THI VAN ANH, Nguyen; Ms NGUYỄN, Vân Anh

Presenter: Ms NGUYỄN, Vân Anh

Session Classification: Parallel Oral Presentations

Track Classification: Teaching Methods and Applied Linguistics