

EMMA WATSON’S MAGIC SPELL IN GENDER EQUALITY: THE USE OF RHETORICAL DEVICES IN “HEFORSHE” CAMPAIGN

Nita Maya Valiantien

Fakultas Ilmu Budaya Universitas Mulawarman
Jalan Pulau Flores No.1 Samarinda
nitamaya_valiantien@yahoo.co.id

ABSTRAK

Sebuah gerakan sebagai upaya meningkatkan kesadaran terhadap isu kesetaraan gender digalakkan oleh PBB melalui kampanye “HeforShe”. Untuk meyakinkan masyarakat terhadap pentingnya isu tersebut, Emma Watson, yang terkenal dengan karakternya sebagai Hermione Granger dalam film seri Harry Potter, ditunjuk sebagai duta kampanye ini. Kemampuan Emma Watson dalam menyampaikan pesan tentang kesetaraan gender tidak dapat diremehkan. Hal ini terlihat dari strategi yang digunakannya dalam menyampaikan pidato dalam peluncuran kampanye tersebut, yang secara khusus dikenal sebagai perangkat retorik. Berkaitan dengan hal tersebut, artikel ini bertujuan untuk mengeksplorasi penggunaan perangkat retorik dalam pidato Emma Watson yang mencakup: *rule of three*, paralelisme, dan variasi penggunaan kata ganti pribadi.

Kata kunci: wacana, pidato, perangkat retorik

ABSTRACT

A movement to raise awareness towards gender equality issue has been promoted by the UN through the campaign called “HeforShe”. To influence people toward the issue, Emma Watson, who is famous with her character as Hermione Granger in Harry Potter series, is appointed as the ambassador of this campaign. Emma Watson capability to convey messages about gender equality cannot be underrated. It can be seen from the strategies that she used in presenting her speech, which is in particular called as rhetorical devices. In that case, this paper aims to explore the use of rhetorical devices in Emma Watson’s speech which includes the rule of three, parallelism, and variation of personal pronoun use.

Keywords: discourse, speech, rhetorical devices

BACKGROUND

The issue of gender equality has become one of the top issues being promoted to the society in the world. Although the great effort of promoting gender equality has been promoted for decades, until now it still becomes a great concern of many countries. As a consequence of this mounting issue, United Nation (UN) in 2014 released a campaign named “HeforShe” to raise more awareness about gender. Gender equality movement as the effort to make equal the role and responsibility between man and women has been promoted in various and huge ways. In general, this campaign supports the issue related to the fact that both men and women are responsible in constructing equality of roles among them in society.

To promote the issues of gender equality, the UN exclusively appointed Emma Watson as the ambassador of “HeforShe” campaign. Emma Watson is notably known as Hermione Granger, a smart student girl in Harry Potter movie series. The image of Emma Watson as a smart young woman who successfully obtains many achievements equal to man represents the idea of gender equality. As the ambassador of the campaign, she speaks up her ideas about gender equality through a speech in the launching of the campaign. As a young woman, her ability to convey messages about gender equality cannot be underrated. It can be seen from the strategies in presenting her speech, which is in particular called as rhetoric that she applied. Emma Watson aims to rise people awareness towards what gender equality is and at the same time persuade people to agree with her idea so that people are willing to take action to make man and woman have equal role. This paper concerns about the choice of rhetoric in Emma Watson speech campaign as one of the essential components of her speech.

DISCOURSE IN SPEECH

Having a characteristic of arbitrary, language is used in various ways regarding the purpose, the situation, and the context of when the language is being used. This variety of language happens evidently in our daily life hence we can distinguish between the language that people use in daily communication with the language that is used in a formal meeting or situation. Both in spoken or written form, people use language differently based on the purpose, situation, and the context.

In daily communication, people tend to communicate in more casual situation, and the main purpose of using language in this situation is more about having or exchanging information. Therefore, people in everyday situation prefer

to use more casual, less informal language regardless the form and content of language. The focus of this process of communication is more about how people are able to achieve their intention by making their hearers understand what their intention is. In other words, as long as the hearers understand about the message, the content of the language becomes unimportant. In addition, people who communicate in this informal situation have different background so that the use of language should be straightforward to achieve the aim of doing communication.

Unlike informal situation, the language use in serious situation, or often said as formal situation, concerns more to the choice of words and the structure of sentences. These must be arranged with awareness to make people understand and somehow to show that the speaker has good ability and performance in conveying the message especially when the language is aimed to persuade or to show an argument.

Speech, in this case is the formal speech, is known as a form of well-organized and careful-thought utterances which function is to convey particular messages beyond the choice of words used in it. Since the choice of words affects the way the audiences receive the message, speech is also known as a form of discourse. More than decades, definition of discourse structured by Brown and Yule (1983) has been used widely to understand about the concept of discourse. Brown and Yule (1983) distinguish discourse as a process of understanding the intended meaning of particular message through the use of linguistic form. In other word, discourse is related to the process of how a text producer used words, phrase and language in attempt to communicate his intended message to be comprehended by the recipient.

In addition to the theory of discourse, Widdowson (2007) also proposes that discourse refers to what a speaker meant by a text and what a text means to the audiences. Based on this definition, it can be concluded that discourse involves both the ability of the speaker to convey message clearly and the ability of the audiences to interpret the meaning of the text delivered by the speaker.

In general, speech is a form utterance that widely used to share opinion and at the same time to influence people about significant issues. Consequently, it is important for the narrator of the speech to pay attention to the form of language used in the speech. Choosing the language used in the speech carefully will help the narrator to arrange a clear and appealing speech in order to successfully attract the interest of the people towards particular matter. For the hearers, understanding language in the speech may help them to understand the ideas that presented in the speech.

RHETORICAL DEVICES IN SPEECH

Speech which is often found in formal situation, roles as the media to present idea, argument, or persuasion. It requires choices about how to explain certain issues, and these choices are never neutral (Jones and Peccei, 2004). In arranging the speech, rhetorical devices, which is known as the use of use of language that is intended to have an effect on its audience particularly to persuade or convince the hearers (Jones and Peccei, 2004), are often used to persuade or convince the hearer.

Many linguistics experts have different strategies in determining the kinds of rhetorical devices. In this paper, the category of rhetorical devices is created upon the category made by Jones and Peccei (2004) and additional theory about the use of personal pronouns by Harris (2013) as follows:

1) Figurative speech

Although there are several ways of categorizing figurative speech, they offer the same concept of function. According to Jones and Peccei (2004) some kinds of figurative speech that can create rhetoric effect include metaphor, simile, euphemism, and personification

a. Metaphor and simile

These kinds of figure of speech are known as a way of comparing two different concepts. A division is often made between metaphor and simile in that a metaphor emphasizes that something is something else, on the other hand, simile is known as a way of emphasizing that something is similar to something else. However, in both cases the mechanism is similar. This figure of speech is widely used to talk about abstract concepts to help the audience understand the message better and to avoid boring their audience.

Example:

- Metaphor: Adam Goodes, who has personally demonstrated when bitter offence could have been taken, the better angels of our natures. (Prime Minister Tony Abbott, 'Closing the gap', 2014 in [http://splash.abc.net.au>res>greatsepeeches](http://splash.abc.net.au/res>greatsepeeches))
- Simile: I see men, but they look like trees (Harris,2013)

b. Personification

This figure of speech can be categorized as metaphor since it compares one thing with another thing. However, in specific, personification involves giving human characteristics to inanimate objects or abstract

ideas. Particularly in political discourse, personification is frequently used when referring to countries. Sometimes the use of personification is to create poetic effect.

Example:

- This coffee is strong enough to get up and walk away

c. Euphemism

Euphemism is a figure of speech which uses mild, inoffensive or vague words as a means of making something seem more positive than it might otherwise appear. Euphemisms are commonly used when talking about taboo subjects. It often found in the discourse of diplomatic negotiations.

Example:

- Passed away (dead)
- Ethnic cleansing (genocide)
- On the streets (homeless)

2) The ‘rule of three’

The importance of the three-part statement as a rhetorical device is widely found in political documents and oratory. The three-part statement is such a powerful structure that politicians have used it even when they have only one point to make.

Example:

- This is the result of four years of Liberal Democrat and Labour *waste, whinge and weakness*. (British Conservative Party election pamphlet, 1997 in Jones and Peccei, 2004 p.50)
- We cannot secure peace by standing aside from war. We cannot end danger by putting safety before our friends. We cannot conquer fear by fearing to act ourselves. (Iain Duncan Smith, Leader of the Conservative Party in Britain, addressing the party’s annual conference, 10 October 2001 in in Jones and Peccei, 2004 p.50)

3) Parallelism

When politicians want to draw attention to a particular part of their message and make it stand out from the rest of the speech, they often use parallelism, a device which expresses several ideas in a series of similar structures. This can serve to emphasize that the ideas are equal in importance and can add a sense of symmetry and rhythm, which makes the speech more memorable. Example:

- We shall fight on the seas and oceans, *we shall* fight with growing confidence and growing strength in the air, we shall defend our Island, whatever the cost may be, we shall fight on the beaches, *we shall* fight on the landing grounds, *we shall* fight in the fields and in the streets, we shall fight in the hills; we shall never surrender. (Winston Churchill, Speech to the House of Commons, 4 June 1940 in Jones and Peccei p.51)

4) Antithesis

This type of rhetorical device involves parallelism but uses it to establish a relationship of contrast. It can convey a sense of complexity in a person or an idea and can clarify or highlight differences which might be otherwise overlooked.

Example:

- We find ourselves rich in goods but ragged in spirit, reaching with magnificent precision for the moon but falling into raucous discord on earth. (Richard Nixon's 1969 Inaugural Address in Jones and Peccei p.52)

5) Pronoun

Pronouns used by the speech narrators to refer to themselves or their audience can be a significant part of the message. The pronouns are mostly used to emphasize responsibility and activity. As Jones and Peccei (2004) formulate, the switch from pronoun "I" to "you" indicates that the narrator brings together the audiences. More significantly, the switch of pronouns encourages them to identify the emotion of the narrator at the time. The way that the second person pronoun (you) is used in many languages can also be a linguistic indicator of social identity, used to construct social relations of solidarity, intimacy or distance.

In addition to the use of personal pronoun in speech, Downing and Locke (2006) categorize the personal pronouns into 3 main categories: first person (I and we), second singular and plural (You), and third person (he, she, it, and they). "I" and "you" refer directly to the participants of the discourse exchange. Specifically, personal pronoun "I" refers to the current speaker and "you" refers to the hearers. The 3rd person pronouns "he", "she", "it" and "they" refer to persons and things that are not involved at the moment of speaking. Meanwhile, the pronoun "we" is not the plural of "I", but rather I added with one or more other persons. Pronoun "we" can refer to everybody in general.

RHETORICAL DEVICES IN EMMA WATSON’S SPEECH IN “HEFORSHE” CAMPAIGN

In order to get attention from the audiences of her speech, Emma Watson tries to create connection between her and the people who typically know her as an actress. For this purpose, Emma Watson does not only apply various rhetorical devices in her speech, but also share about her own experiences as a young woman in facing the problem of gender equality and her prominence as an actress in Harry Potter movie. By applying various rhetorical devices in her speech, Emma Watson tries to create a simple yet clear attention-grabbing speech. Among the rhetorical devices found in her speech are parallelism, the rule of three, and shifting use of personal pronoun I, you, and we.

To begin her speech, Emma Watson frankly introduces the name of the campaign and stated the aim of her speech, which is to end gender inequality. The following statement shows how Emma Watson clearly stated the goal of “HeforShe” campaign:

Today we are launching a campaign called for HeForShe. I am reaching out to you because we need your help. We want to end gender inequality, and to do this, we need everyone involved.

In the beginning of her speech, Emma used pronoun we and I to highlight different state of affairs. According to Peccei the use of pronoun “we” shows that the narrator is stating that a situation belongs to everyone concern. As in the opening of her speech “*today we are launching a campaign called for HeforShe*”, Emma Watson is trying to inform the audience that the launching of the campaign represents everyone concern. On the other side, the use of “I” in “*I am reaching out to you....*” represents Emma Watson personal request to the audience to re-think and raise awareness about gender inequality issue which is still happening nowadays. The use of pronoun “I” in the statement shows that Emma Watson personally wants to claim responsibility for positive achievements. This expression is supported by the next “*we need everyone involved*”, Emma Watson provokes every gender, both man and woman to participate in the movement of gender inequality ending.

Smoothly begin her speech with clear purpose and request for people concern on the issue of gender inequality, Emma Watson continued enlightening her point of view towards gender equality, her own experiences in facing gender-based assumptions, and her experience seeing men having difficulty in society because of gender-based assumptions. The following statements are division of

how mostly in her speech, Emma Watson use the rule of three or three-part statement and parallelism.

Emma Wastson's point of view towards the movement of gender equality is described in the following part of her speech:

We want to end gender inequality, and to do this, we need everyone involved..... We want to try to mobilize as many men and boys as possible to be advocates for change... We want to try and make sure that it's tangible. (Data #1)

Through the statements, Emma Watson used three-part statements to convey a powerful structure of her speech and at the same time to emphasize the importance of certain point, that is the involvement of everyone in gender equality movement. By using pronoun we, the speech shows that Emma Watson is highlighting that a situation belongs to everyone concern. Not only stating about her point of view, Emma Watson continued her speech by sharing her own experiences facing gender inequality and the effect of gender based assumption towards men. Emma Watson continued using 'three-part statement' and 'parallelism' in the speech as shown in the following statements:

I started questioning gender-based assumptions a long time ago. When at 14, I started to be sexualized by certain elements of the media. When at 15, my girlfriends started dropping out of sports teams because they didn't want to appear muscly. When at 18, my male friends were unable to express their feelings. (Data #2)

... I think it is right I am paid the same as my male counterparts. I think it is right that I should be able to make decisions about my own body. I think it is right that women be involved on my behalf in the policies and decisions that will affect my life. I think it is right that socially, I am afforded the same respect as men. (Data #3)

...my parents didn't love me less because I was born a daughter. My school did not limit me because I was a girl. My mentors didn't assume that I would go less far because I might give birth to a child one day... (Data #4)

... I've seen my father's role as a parent being valued less by society, despite my need of his presence as a child, as much as my mother's. I've seen young men suffering from mental illness, unable to ask for help for fear it would make them less of a man. ... I've seen men made fragile and insecure by a distorted sense of what constitutes male success. (Data #5)

If men don’t have to be aggressive in order to be accepted, women won’t feel compelled to be submissive. If men don’t have to control, women won’t have to be controlled. (Data #6)

Both men and women should feel free to be sensitive. Both men and women should feel free to be strong. (Data #7)

The data show that Emma Watson repeatedly used the rule of three and parallelism structure. As it is explained, three-part statement is used as rhetorical device to emphasize the importance of certain point even when the speaker only has one point to make. In the same way, parallelism is used to emphasize that the ideas are equal in importance and can add a sense of symmetry and rhythm, which makes the speech more memorable. The use of pronoun “I” makes this part of her speech as her personal claim.

After sharing all about her point of view and her experience toward gender inequality, Emma Watson attempts to build the bridge that lead to the end of her speech by firstly giving a quote from Statesman Edmund Burke. In the following statement:

Statesman Edmund Burke said, “All that is needed for the forces of evil to triumph is for good men and women to do nothing.” (Data #8)

In this part, Emma Watson tries to make a clear highlighting about gender equality issue by quoting a statement from a famous person from the past, to seem knowledgeable and to gain trust to say that gender equality is not her own concern but it has become a great concern for a long time in the past. This strategy used by Emma Watson is known as **Anamnesis** (<http://splash.abc.net.au/res/greatsepeeches>).

Not only giving a quotation from the famous person from the past, Emma Watson adds one strategy before ending her speech by giving a rhetorical question which is known as **Erotema** (<http://splash.abc.net.au/res/greatsepeeches.htm>) in her statement:

In my nervousness for this speech and in my moments of doubt, I told myself firmly, “If not me, who? If not now, when?” If you have similar doubts when opportunities are presented to you, I hope those words will be helpful. (Data #9)

The rhetorical question is an example of utterances which function is not to get answer from the question given. Its structure is similar to a form of regular question but the aim is more to express opinion to which the audiences may

provide confirmation or agreement (Rohde, 2006). By asking *If not me, who? If not now, when?*, Emma Watson does not need her question to be answered. Instead, by giving the rhetorical question, she is trying to express opinion that the factual answer for the question is the audiences are the responsible side to start promoting gender equality movement and it has to be done right now as soon as possible.

Finally, when it comes to the end her speech, the use of pronoun also becomes her great concern. In the beginning of her speech, Emma Watson frequently used pronouns “I” and “we”. However, at the end of her speech Emma Watson repeatedly use pronoun “you” to establish social relations of solidarity and the switch from pronoun “I” to “you” indicates that the narrator brings together the audiences as it can be seen in the following statement:

If you believe in equality, you might be one of those inadvertent feminists that I spoke of earlier, and for this, I applaud you. We are struggling for a uniting word, but the good news is, we have a uniting movement. It is called HeForShe. I invite you to step forward, to be seen and to ask yourself, “If not me, who? If not now, when?” Thank you. (Data #10)

Once more, Emma Watson repeats the rhetorical question “*If not me, who? If not now, when?*” to finally make a remarkable closing for her speech and leave the mind of the audience with the final expression of opinion that the audiences, both women and men, are responsible to start promoting gender equality movement and it has to be done right now as soon as possible.

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