A CRITICAL DISCOURSE ANALYSIS OF KIM NAMJOON'S (RM'S) SPEECH

Uswatun Hasanah[1], Alek Alek[2], Didin Nuruddin Hidayat[3*]
Universitas Islam Negeri Syarif Hidayatullah Jakarta
email[*]: didin.nuruddin@uinjkt.ac.id

Abstract
This research explores critical discourse analysis of a speech conveyed by Kim Namjoon (widely known as RM), the leader of BTS. The framework of analysis was based on M.A.K Halliday theory, Systematic Functional Grammar (SFG). This CDA study was employed to reveal the language, ideology and power. The data was collected from a six-minute speech by RM and analyzed qualitatively. The speech consisted of 784 words. The result showed that all processes types of transitivity system found in the speech with relational process as the most dominant process, followed by mental and behavioral process respectively. In addition, modality analysis result showed that the general tense use in the speech were simple present and simple past with the first and second pronoun as the participants, none of singular third person used in the speech. Last, May and Will took more often used in the speech compare with other modal auxiliaries.

Keywords: Critical Discourse Analysis, RM's Speech

INTRODUCTION

One of the approaches in discourse analysis study is Critical Discourse Analysis (CDA, hereafter). It emerged from the school of critical linguistics which drew upon Halliday's systemic functional linguistics and theories of ideologies (Jahedi, Abdullah & Mukundan, 2014). CDA is one of branches of discourse analytical research which mainly explores about existence and role of social power in social situation or political situation. It might be in spoken form such as public speeches or written form for instance advertisement, newspaper, and other kind of written documents (Wang, 2010). CDA aims to study the language, ideology, and power in a text either written or spoken and also observe interrelation among them. Moreover, Sipra & Rashid (2013) defined CDA into a broader scope which not only study the language, ideology and power contained in a text but also examine the role and relation of language in a society and its effect on the discourse. Furthermore, CDA tries to examine the language conveyed either in social or political context and develop connections between the powers inserted through the language.

Systematic Functional Grammar (SFG, hereafter) proposed by an Australian linguist, M.A.K Halliday, is one of the fundamental linguistic theories of critical discourse approach. SFG theory has been carried out by some linguists such as Chouliaraki, Fairclough, and Kress who applied this theory for analyzing the text since SFG is an appropriate theory which has prominent role in doing analytical interpretation towards linguistic expression in various discourses

(Sharififar & Rahimi, 2015). In point of fact, SFG theory has been applied by some linguists and previous researchers as a model for analyzing texts.

Halliday's theory of SFG consists of three metafunctions namely ideational function, interpersonal function and textual function. Halliday (1994) suggests that ideational function refers to the functions that relates to human experience. In addition, ideational function covers entities that listener unfamiliar with or generally known as new information. In a text analysis, this ideational function can be represented by transitivity system which consists of three major elements namely process types, participant functions and circumstantial elements. Second, interpersonal function has been defined by Huzhuanglin (1988) as a function that relates to the use of language to show one's relation to others either socially or personally. In addition, modality and mood analysis are the terms that used to refer to this function. Last, textual metafunction which relates to components which create the text to be communicatively effective such as theme (O'Halloran, 2006).

Related to the object of CDA, a public speech delivered by RM was the focus of this research. Kim Namjoon who popularly known as RM is the leader of Bangtan Boys (BTS, hereafter), one of the most famous K-Pop stars. BTS is known as a group with seven members who write socially inspired songs and speak their feelings, hope and dream on behalf of their generation using music. Their music generally talks about urgent topics in society. For instance, their song entitled "Wings" talks about mental health and women empowerment. Furthermore, in early November 2018, BTS has become the pioneer of South Korean artist who started up a global campaign entitled "Love Myself". The campaign in line with their latest album entitled "Love Yourself" which talks about love, friendship and lost in life.

Moreover, BTS joined hand with UNICEF to promote an international campaign with hashtag #ENDviolence that purposed on agaits violence towards children and young people around the world. Based on official website of BTS (bts.abighit.com), the campaign raised over 1.6 billion KRW or slightly over $1.4 million USD. Moreover, BTS' label named Big Hit Entertainment also reported in their twitter account that hashtag #BTSLoveMyself which used to socialize "Love Myself" campaign has been used for around 6.7 million times. After all, BTS is a global artists group doing philanthropic work and using their music to heal and inspire people of all ages around the world.

On 24th September 2018, Kim Nam-joon or popularly known as Rap Monster abbreviated RM who the leader of BTS spoke on behalf of the group in the United Nations event "Youth 2030" which was held to launch the "Generation Unlimited" program at the UN headquarters in New York City. The "Generation Unlimited" program's objective is to provide the future generation the essential needs to encourage success, stability and growth in their lives like

providing good quality education, training or employment opportunities. Furthermore, RM's speech which was uploaded on twitter account of UNICEF went viral with retweets reaching up 148.000 and over a quarter million likes in several hours.

The CDA towards speech is not a new issue in discourse studies. It has been applied as one of research model in area of discourse studies since the end of 1970s. In 2015, Sharififar and Rahimi have examined the linguistic expressions contained in political speeches conveyed by Barack Obama and Hassan Rouhani in events held at United Nation on September 2013. The analysis based on theory proposed by Halliday namely systematic fuctional grammar which focused on how the transitivity system and modality represent ideology and power in those two presidents' political speech. Moreover, Agbo, Kadiri & Ijem (2018) conducted a Critical Methapor Analysis (CMA) towards speeches conveyed by some Nigerian politicians, they are Brigadier Sani Abacha, General Ibrahim, M.K.O. Abiola, and Goodluck Ebele Jonathan. The research revealed that those politicians used metaphors as tools to potray their power and influence on the audience. In addition, metaphors were also used to strengthen their argument in promoting their power and self-ideologies. In the light of previous works which both were addressed CDA towards political speeches conveyed by politicians, it was considerable to conduct a critical discourse analysis toward public speech that was not delivered by politician. For instance, a speech delivered by a worldwide public figure such as BTS leader, RM.

Therefore, this research aimed to analyze the formal features of RM's speech based on two of SFG metafunctions developed by M.A.K Halliday namely ideational function, and interpersonal function quantitatively. Specifically, this study focused on process types of transitivity system which represented ideational function and modality analysis which represented interpersonal function. It explored the relationship among language, ideology and power used by RM in his speech in order to convince public to believe, agree and approve his ideas.

METHOD

Speech of RM was analyzed qualitatively by applying CDA approach. The main foundation theory of CDA was developed by M.A.K Halliday. SFG was used as the theorical framework to analyze the data of this research. Therefore, the data was analyzed based on two of SFG metafunctions namely ideational function and interpersonal function. Specifically, the analysis based on ideational function only focused on processes types. While the analysis based on interpersonal function focused on modality analysis which consists of modal, tense and pronoun.

The data were collected from a public speech by Kim Namjoon, better known under his performing name RM. He delivered the speech outlining the problems that BTS, ARMY (fansclub

of BTS) and teens around the world face today and the significance to overcome those problems on behalf of his bandmates in BTS on Monday noon, 24th September 2018 in United Nations Assembly on the inauguration of UNICEF's new global partnership "Generation Unlimited". The six-minute speech consists of 784 words that constitute on 47 sentences.

FINDING AND DISCUSSION

A. Transitivity Analysis

Transitivity is relevant to the ideational function of SFG. Transitivity system explains the whole clause in a text specifically describing the subject, verb and object of the clause (Thompson, 1996). Transitivity system covers three main components. One of them is types of process. According to Halliday (2002) there are six types of processes namely process of mental, material, verbal, behavioral, relational and existential. Here is the list of process types found in RM's speech:

TABLE 1. TRANSITIVITY SYSTEM IN SAMPLE SPEECH

	Process Types	Frequency	Percentage
1	Material	8	11%
2	Relational	29	39%
3	Mental	17	23%
4	Behavioral	11	15%
5	Verbal	6	8%
6	Existential	4	5%

Taken from https://www.wattpad.com/635063951-kim-namjoon-unicef-speech-bts-at-unicef-youth-2030

1. Material process

Material process shows a process of happening or doing that usually involve a participant called actor or agent and another participant called goal.

TABLE 2. MATERIAL PROCESS OF TRANSITIVITY SYSTEM IN RM'S SPEECH

Last November,	*BTS*	*launched*	*the love Myself campaign*
Circumstance	Actor	Material	Goal
I	*made*	*a mistake*	*Yesterday*
Actor	Material	Goal	Circumstances

Taken from https://www.wattpad.com/635063951-kim-namjoon-unicef-speech-bts-at-unicef-youth-2030

The words *launched* and *made* refer to the activity that have been done by the participants *BTS* and *I* which usually called as the actor of the transitivity system. Those sentences are examples of material processes since the sentences contains the words of doing. In RM's speech, there were 8 material processes identified. Material process was not often used by RM as his speech mostly talked about his personal experience which more related to his struggling to be who he is now, the speech only talk a little about his activity or event. Saragih (2010) stated that actions and events that happen in the human real world classified as material process.

2. Relational process

Relational process carries the meaning of being and having between two participants. The participants are usually called as carrier, attribute, identified, or identifier.

TABLE 3. RELATIONAL PROCESS OF TRANSITIVITY SYSTEM IN RM'S SPEECH

My name	*Is*	*Kim Namjoon*
Carrier	Relational	Attributive
My name	*Is*	*Kim Namjoon*
Carrier	Relational	Attributive
I	*Had*	*One sensory*
Carrier	Relational	Attribute

Taken from https://www.wattpad.com/635063951-kim-namjoon-unicef-speech-bts-at-unicef-youth-2030

The word *is* and *had* represented the meaning of being and having betwen the two participants so those sentences categorized as relational process. Relational process was the most dominant process found in speech delivered by RM. This process occured 39% from total processes in the speech. RM mostly talked in his speech about who he was and what he had in the past compare with who he is and what he has now as an international idol. Therefore, he dominantly used relational process in his speech because this is a process pf being and having that indicates relationship among entities (Saragih, 2010).

1. Mental Process

According to Halliday (1994) mental process covers three kinds of verbs namely perception such as see and hear, affection such as fear and like, and cognition such as think, know, and understand. The participants of this process known as Senser and Phenomenon.

TABLE 4. MENTAL PROCESS OF TRANSITIVITY SYSTEM IN RM'S SPEECH

I	*Just*		*wanted*	*to quit*
Senser			Mental	Phenomenon
Those stories	*constantly*	*remind*	*us*	*of our responsibility*
Senser		mental	Phenomenon	Circumstances
Some people			*may not believe*	
Senser			Mental	

Taken from https://www.wattpad.com/635063951-kim-namjoon-unicef-speech-bts-at-unicef-youth-2030

The words *wanted*, *remind* and *believe* are represented the mental process since those words refer to verb indicating cognition and volition. Other mental processes were also identified in RM's speech. This process took the second rank of total processes in the speech with percentage 23%. RM used mental process to express his opinion, thoughts and tastes. He used the word "think" for several times in his speech.

2. **Behavioral Process**

Behavioral process involve the main participant of transitivity clause which called as Behaver, but sometimes it also includes other participant called Behavior.

TABLE 5. BEHAVIORAL PROCESS OF TRANSITIVITY SYSTEM IN RM'S SPEECH

I	used to look up	at the night sky
Behaver	Behavioral	Circumstances
I	used to dream	the dream of a boy
Behaver	Behavioral	Behavior

Taken from https://www.wattpad.com/635063951-kim-namjoon-unicef-speech-bts-at-unicef-youth-2030

The word *dream* and *imagine* refer to behavioral process. Gerot and Wignel said that behavioral process relates to physiological and psychological behavior, such as breath, dream, smile, imagine etc (1994). RM used behavioral process to tell about his phycological behavior in the past that is why most of his behavioral process sentence contained the word *used to*.

3. **Verbal Process**

Verbal processes are identified by verb which contain saying meaning such as talk, say, tell, etc. The subject of verbal process is called sayer while the content of each saying named verbiage. Verbal processes also include the verb which has meaning of state, question, offer, and command (Saragih, 2010).

TABLE 6. VERBAL PROCESS OF TRANSITIVITY SYSTEM IN RM'S SPEECH

Just	*you	Speak	Yourself
	Sayer	Verbal	Verbiage

Taken from https://www.wattpad.com/635063951-kim-namjoon-unicef-speech-bts-at-unicef-youth-2030

Verbal processes occured 6 times in RM's speech. Most of verbal process represented by word *speak* since the recent album of BTS namely Love yourself aimed to encourage young people to speak themselves to the world. Therefore, at the end of the speech RM asked the audience to bravely speak them selves.

4. **Existential Process**

Existential processes is a process that carries meaning of existence. It tells that something happens or exists. Existential process has participant named Existent.

TABLE 7. EXISTENTIAL PROCESS OF TRANSITIVITY SYSTEM IN RM'S SPEECH

There	Was	A small voice	Inside me
Carrier	Existential	Existent	Circumstances
There	Were	A lot of hurdles	
	Existential	Existent	

Taken from https://www.wattpad.com/635063951-kim-namjoon-unicef-speech-bts-at-unicef-youth-2030

Existential processes are introduced by a word *there.* The verb "be" (*was* and *were*) in above sentences refer to existential process. RM' speech contained 4 existential process. It is the least type of process found in the speech.

B. Modality Analysis

The analysis of interpersonal function of a discourse can be done by applying modality analysis. There are three points in modality analysis namely modal, tense and pronoun.

1. Modal

TABLE 8. MODAL IN RM'S SPEECH

Total	Level of Politeness		
	Low	Median	High
11	5	5	1

Taken from https://www.wattpad.com/635063951-kim-namjoon-unicef-speech-bts-at-unicef-youth-2030

There were 11 modals identified in RM's speech. Low and median politeness modal has the same frequency of occurence in the speech. *May* is the low politeness modal that used by RM to express his uncertainty of something while *Will* is the median politeness modal that RM used to state about his planning in the future. Additionally, *May not* which high politeness modal occured once in the speech when RM stated about difficulties that he has faced.

2. Tense

TABLE 9. TENSE IN RM'S SPEECH

Total Number	Present			Past		Future	
	Simple	Perfect	Continous	Simple	Perfect	Simple	Past
94	43	5	2	42	0	2	0

Taken from https://www.wattpad.com/635063951-kim-namjoon-unicef-speech-bts-at-unicef-youth-2030

The data in table 8 shows that simple present and simple past tense occured dominantly in RM's speech. Simple present was the tense that mostly used by RM since he talked in the present situation sith the present audience. Additionally, RM also talked about issue that are based on facts. On the other hand, simple past tense was also used in high frequency because RM mostly talked about who he is in the past. He talked about his experience in his childhood. Frank (1972) stated that one of the usages of past tense is to indicate the behaviour or repeated action in the past.

3. Personal Pronoun

Li (2002) stated that personal pronoun has several functions, one of them is that personal pronoun contains interpersonal meaning of a discourse and pronouns also create a relation between speaker and audience of the speech.

TABLE 10. TENSE IN RM'S SPEECH

Personal Pronoun			Speech
1st	me	I	54
	us	we	10
2nd	you	you	5
3rd	him	he	0
	she	her	0
	it	it	5
	they	them	1
Possessive			
	mine	my	10
	ours	our	8
	yours	your	10
	his	his	0
	hers	her	0
	its	its	0
	theirs	their	4

Taken from https://www.wattpad.com/635063951-kim-namjoon-unicef-speech-bts-at-unicef-youth-2030

The most used pronouns in RM's speech were *I* and *We*. Personal pronoun *I* used for 54 times because RM mostly talked about himself. Moreover, pronoun *We* used for 10 times since he also talked as representive of BTS so he refered himself and other BTS members as *We*. Possessive pronouns in the speech were dominated by *My*, *Your* and *My* since RM mostly talked about himself, BTS and also the aundience which he refered with possessive pronoun your. On the other hand, third person pronoun were not used by RM because he used pronoun *You* to refer to the audiance in order to create close distance and feeling of common purpose.

CONCLUSION

All types of process which represented transitivity system were found in RM's speech. In his speech, RM mostly talked about him self in terms of what he was in the past and what he is now. Therefore, relational process became the most dominant process found in the speech. Moreover, simple present and simpe past tense were two tense commonly used by RM to tell about his life now and then. Additionally, pronouns that generally identified in the speech are *I, You* and *We* since RM talked about himself, BTS and audiences which he referred with pronoun *You* in order to create intimacy.

REFERENCES

Agbo, I. I., Kadiri, C. G., & Ijem, U. B. (2018). *Critical metaphor analysis of political discourse in Nigeria*. Canadian Center of Science and Education.

Azar, B. S. (1992). *Fundamentals of English Grammar (3rd ed)*. Newyork: Longman.

Frank, M. (1972). *Modern English: A practical reference guide*. New Jersey: Prentice Hall.

Gerot, L., & Wignell, P. (1994). *Making sense of Functional Grammar*. Queensland: GerdStabler, AEE Publishing.

Halliday, M. A. K. (2007). *Introduction to Functional Grammar*. London: Arnold.

Halliday, M. A. K. (1994). Systematic theory. In R.E. Asher (Ed.). *Encyclopedia of language and linguistics*, Vol 8. Pergamon Press. Reprinted in full in Halliday, M.A.K. 2003. On language and linguistics: volume 3 in the collected works of M.A.K. Halliday. London: Continuum, 436.

Hancock, C. (2005). *Meaning–Centered Grammar: An introductory text*. London: Equinox Publishing.

Jahedi, M., Abdullah, F. S., & Mukundan, J. (2014). *An overview of focal approaches of critical discourse analysis*. Australian International Academic Centre.

O'Halloran, K. A. (2006). *English grammar in context, Book 2: Getting inside English*. En.wikipedia.org: The Open University, 15-22.

Saragih, A. (2010). *Introducing Systemic Functional Grammar of English*. Medan: FBS UNIMED (unpublished), 7-8.

Sharififar, M., & Rahimi, E. (2015). Critical discourse analysis of political speeches: a case study of Obama's and Rouhani's speeches at UN. *Theory and Practice in Language Studies*.

Sipra, A. M., & Rashid, A. (2013). Critical discourse analysis of Martin Luther King's speech in socio-political perspective. *Advances in Language and Literary Studies*.

Thompson, G. (1996). *Introducing functional grammar*. London: Arnold.

Wang, J. (2010). A critical discourse analysis of Barack Obama's speeches. *Journal of Language Teaching and Research*. Lanzhou: Northwest Normal University.

Zhunglin, H.(1988). *A course of linguistics*. Peking: Peking University Press.

APPENDIX

RM's Speech Script

"*UNICEF executive Director and all the excellencies and distinguished guests from all across the world. My name is Kim Namjoon also known as RM, the leader of the group BTS. It is an incredible honour to be invited to an occasion with such significance for today's young generation. Last November, BTS launched the love Myself Campaign with UNICEF, building on our belief that true love first begins with loving myself. We have been partnering with UNICEF's #ENDviolence programme to protect children and young people all over the world from violence, and our fans have become a major part of this campaign with their actions and with their enthusiasm. We truly have the best fans in the world. I'd like to begin by talking about myself. I was born in Ilsan, a city near Seoul, South Korea. It is a really beautiful place with a lake, hills, and even an annual flower festival. I spent a very happy schilhood there, and I was just an ordinary boy. I used to look up at the sky and wonder, and I used to dream the dreams of a boy. I used to imagine that I was a super hero who could save the world. In an intro to the one of our early albums, there's a line that says, 'my heart stopped when I was maybe nine or ten.' Looking back, I think that's when I began to worry about what other people thought of me, and started seeing myself through their eyes. I stopped looking up at the night skies, the stars. I stopped daydreaming. Instead, I just tried to jam myself into the molds that other people made. Soon, I began to shut out my own voice, and started to listen to the voices of others. No one called out my name, and neither did I. My heart stopped, and my eyes closed shut. So, like this, I, We, all lost our names. We became like ghosts. But I had one senosry, and that was music. There was a small voice inside of me that said, 'wake up, man, and listen to yourself.' But it took me along time to hear music calling my real name. Even after making decision to join BTS, there were a lot of hurdles. Some people may not believe, but most people thought we were hopeless. Sometimes I*

just wanted to quit. But I think I was very lucky that I didn't give it all up. And I'm sure that I, and we, will keep stumbling and falling like this. BTS has become artists performing in those huge stadiums and selling millions of albums right now, but I am still an ordinary 24-year-old guy. If there's anything that I achieved, it was only possible that I have my other BTS members right by my side,and because of the love and support that our ARMY fans all over the world make for us. And maybe I made a mistake yesterday, but yesterday's me is still me. Today, I am who I am with all of my faults and mistakes. Tomorrow, I might be a tiny bit wiser, and that'll be me too. These faults and mistakes are what I am, making up the brightest stars in the constellation of my life. I have come to love myself for who I am, for who I was, and for who I hope to become. I'd like to say one last thing. After releasing our Love Yourself albums and launching the 'Love Myself' campaign, we started to hear remarkable stories from our fans all over the world. How our message helped them overcome their hardship in life and start loving themselves. Those stories constantly remind us of our responsibility. So let's take all one more step. We have learned to love ourselves, so now I urge you to speak yourself. I'd like to ask all of you, What is your name? What excites you and makes your hear beat? Tell me your story. I want to hear your voice, and I want to hear your conviction. No matter who you are, where you're from, your skin colour, your gender identity, just speak yourself. Find your name and find your voice by speaking yourself. I'm Kim Namjoon, and also RM of BTS. I am an idol, and I am an artist from a small town in Korea. Like most people, I've made many and plenty mistakes in my life. I have many faults, and I have many more fears, but I'm going to embrace myself as hard as I can, and I'm starting to love myself gradually, just little by little. What is your name? Speak yourself. Thank you very much."