

Gender Equality in The Un Speech Text (Neo-Movement Analysis Through Critical Discourse Analysis)

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Abstract: This research analyzed the speech text from international figures delivered at United Nations (UN) forum, focusing on the theme of gender equality and an in-depth study of neo-movement ideas campaigned in this context. By using a Critical Discourse Analysis (CDA) approach, this research aimed to uncover hidden ideas, messages, and meanings conveyed by speakers through speech, especially related to the concept of gender equality and the HeForShe campaign. Text analysis of the speech was carried out to highlight how the idea of gender equality was promoted in the context of neo-movement in the speech. This research found that the speech acknowledged the importance of gender equality and the HeForShe campaign and emphasized the need for concrete action to achieve true equality, namely freedom. The results of this research provided an in-depth understanding of the complexity of gender equality issues and the concept of neo-movement in the context of global speech and contributed to critical thinking on these issues. The article implies awareness of gender equality, freedom for every individual to express, and gender identity as a human right that might be accepted and respected by a global society that orients towards the Western world and adheres to liberal ideology.

Keywords: Gender Equality; Speech Text; HeForShe; Critical Discourse Analysis

Introduction

Text as a form of written communication plays a crucial role in various aspects of our lives. Written communication through text has become a dominant tool for sharing information, conveying messages, and influencing opinions. One specific form of text is the speech text. Speech text is an important subcategory of written text used to deliver speeches or verbal expressions (Syarif, 2019). Although speeches are naturally a form of oral communication, speech texts provide a structured and organized basis for these speeches. Speeches are powerful communication tools often utilized in various contexts such as politics, education, social settings, business, and entertainment. In politics, leaders use speech texts to communicate their ideas and visions to the public. This helps influence public opinion, policy direction, and societal perspectives on proposed policies and changes. One of the constantly updated and frequently addressed ideas in various speeches at international forums is the issue of gender equality. According to Acker (2006), "Gender equality is a condition in which differences in the treatment of men and women, in respect, appreciation, and access to resources, have been eliminated." Gender equality is extensively discussed due to longstanding inequalities. This is a result of a lack of societal awareness, leading to the perception of women as weak, incapable of many things, and "limited" in various aspects of life. All these inequalities give rise to the issue of gender equality.

However, the struggle to achieve gender equality in the early days of the feminist movement, particularly in the 19th and early 20th centuries, was aimed at obtaining basic rights for women that were previously unrecognized (Friedan, 1963). The feminist movement during that time focused on rights such as the right to vote (women's suffrage), equal access to education, and other civil rights that historically were limited for women. Initially, the struggle centered on legal equality and fundamental rights. However, gender equality seems to still be massively advocated for by international institutions such as the United Nations (UN). This is closely related to the late 20th century, an important period in the struggle for LGBTQ+ rights. The gay, lesbian, bisexual, and transgender rights movement gain significant momentum, bringing about profound changes in society's perspective on gender identity and sexual orientation (Kimmel & Aronson, 2003). The classic book "Gender Trouble" by Judith Butler (1990), for instance, has become one of the key contributions of the feminist movement to this change. Butler emphasizes that gender is not given by nature but rather the result of repeated actions. This thinking provides a philosophical basis for the idea that gender identity can be constructed and expressed in various ways. UN Women, through the HeForShe campaign, also promotes and celebrates freedom for everyone to express their gender identity and to protect them from gender discrimination.

The UN has even appointed one of the world's famous artists as a Goodwill Ambassador through UN Women. Emma Watson conveyed the struggle to achieve gender equality through a speech at the launch of the HeForShe campaign in September 2014 at the UN Headquarters. CDA tries to reveal the main message or idea that UN Women and the HeForShe campaign want to convey, especially the neo-movement idea of gender equality that the HeForShe Campaign implicitly champions through Emma Watson. The literature review reveals the use of CDA in various fields, including education (Sinclair & Coulthard, 1975; Coulthard, 1997; Ramadhan & Assidik, 2022), President election (Merrita, 2019; Yanti, Putrayasa, & Artika, 2019; Siregar, 2021), President's speech (Assidik & Dianastiti, 2016; Heryani, Purnama, & Hartono, 2019; Erawati, Surif, & Dalimunthe, 2022; Sakka, Nurhadi, & Sari, 2023), politician's speech (Megawati, 2021; Wiguna, Rahman, & Utomo, 2022; Apriliani, 2022), public figure's speech (Dewi et al., 2023), media (Assidik & Santoso, 2016).

A critical approach in CDA is important to uncover what may be hidden in discourse, with a skeptical attitude towards claims that are not supported by strong evidence (Wodak, 2001). In line with Darma (2009, p. 49), critical discourse analysis is an investigative process that aims to analyze and provide a deeper understanding of texts, which often reflect social reality. This process is carried out by individuals or groups with special interests and certain goals in analyzing the text. Critical Discourse Analysis is an approach used to analyze texts and how they are connected to social and cultural practices and to reveal ideology, power, and social inequality embedded in language and discourse (Fairclough, 1995, p. 7; van Dijk, 2008). Although there are a number of review articles about Critical Discourse Analysis on Emma Watson's speech as UN Women Ambassador and HeForShe campaign (Anggeria, 2015; Puspita & Antoni, 2019; Mehmood, 2023; Aliffudin & Cahyono, 2023), but none was conducted to reveal neo-movement idea which requires the research to be undertaken in that area. Thus, this research presents how the concept of gender equality in a patriarchal society is reflected in the UN speech text and identifies Neo-Movement contained in speech texts.

Method

This was a literature review research; hence, it did not involve a specific physical location. The data used is derived from online sources, particularly the official websites of UN Women and related UN sites. The research spanned four months, starting from September 2023 to December 2023. The method used is qualitative descriptive with the Critical Discourse Analysis (CDA) approach by Teun A. van Dijk (2001). This approach was chosen to explore hidden ideas, messages, and ideologies within speech texts related to gender equality. In qualitative research, the study is conducted naturally and within a specific context (Moleong, 2001, p. 4). This indicates that qualitative research is carried out naturally, as in a normal situation, without manipulating circumstances and conditions; data collection is done naturally and emphasizes natural descriptions (Arikunto, 2006, p. 12). To validate the research data, focus on language



analysis within the context of the speech text. The data of this research was speech texts related to the UN and the issue of Gender Equality that were digitally accessible. Meanwhile, the purposively selected speech text involves words, phrases, clauses, and sentences. The data selection was based on relevance to the issue of gender equality and the representation of speakers includes in discussions and advocacy of the issue. Then, the main instrument of this research was a documentary study conducted by the researcher to analyze the structure of discourse text, social cognitive meaning, and the social context within the selected speech texts. Supporting instruments include recording devices, laptops, and writing tools to aid in data collection and analysis.

Results and Discussion

The initial result of the current study displays the description of the text structure dimension that is viewed in Teun A. van Dijk's theoretical frameworks, as captured in Table 1.

Table 1 Description of Research Data on Text Structure Dimensions Teun A. van Dijk on the Content of Emma Watson's Speech

No	Text Discourse	Things to analyze	Element
1	Macrostructure	Emma Watson discussed the importance of ending gender inequality and encourages everyone, especially men and boys, to support this change. She stated that gender equality is a human right and that everyone should be involved in this effort. Emma discussed a deeper understanding of feminism and overcoming harmful gender stereotypes that affect both women and men. Emma Watson explained that gender equality was not just a women's issue but also a men's issue, and that gender inequality affected everyone. She urged all individuals to join the HeForShe movement to achieve gender equality.	The main theme of Emma Watson's speech above was Gender Equality. In addition to highlighting gender equality issues, the speech also clearly addressed societal inequalities, gender stereotypes, and the importance of the participation of all individuals in the struggle towards equality.
2	Superstructure	<ul style="list-style-type: none"> • Introduction of the speech <ol style="list-style-type: none"> 1) <i>"Your Excellencies, UN Secretary General, President of the General Assembly, Executive Director of UN Women, and distinguished guests."</i> 2) <i>"Today we are launching a campaign called HeForShe. I am reaching out to you because we need your help."</i> 3) <i>"We want to end gender inequality, and to do this, we need everyone involved."</i> 4) <i>"This is the first campaign of its kind at the UN."</i> 5) <i>"We want to try and galvanize as many men and boys as possible to be advocates for change. And, we don't just want to talk about it. We want to try to make sure that it's tangible."</i> • Content of the speech <ol style="list-style-type: none"> 1) <i>"For the record, feminism by definition is the belief that men and women should have equal rights and opportunities. It is the theory of political, economic, and social equality of the sexes."</i> 	<p>The opening contained greetings and greetings to important attendees.</p> <p>Emma Watson explained the main purpose of the speech, namely the launch of the "HeForShe" campaign. In the phrase "reaching out to you because we need your help," Emma Watson explicitly asked for participation and support from the audience.</p> <p>Emma Watson firmly declared that the main goal of this campaign is to end gender inequality and to achieve this goal requires everyone's support and participation.</p> <p>This statement is intended to highlight that the HeForShe campaign is a very important campaign and different from others.</p> <p>By calling on boys and men to get involved in real action and make concrete changes, Emma Watson emphasized the importance of turning words into action in the fight to achieve gender equality.</p> <p>Emma Watson explicitly defined feminism. She emphasized that feminism was the belief that men and women should have equal rights and opportunities. Emma Watson explained that feminism encompassed political, economic, and social aspects. This meant that feminism was not only focused on legal rights but also on equality in terms of access to</p>

No	Text Discourse	Things to analyze	Element
			resources, economic opportunities, and social aspects within society.
2)	<i>"I am from Britain, and I think it is right I am paid the same as my male counterparts."</i>		This sentence demonstrated a firm and clear stance on gender-based pay equality, highlighting the issue of wage disparity between men and women. The speaker expressed the belief that women should be paid equally to their male counterparts.
3)	<i>"I think it is right that I should be able to make decisions about my own body."</i>		The statement contains a message emphasizing individual rights, particularly women's rights, to control decisions related to their own bodies. This reflected the principles of human rights, which encompassed the right to control one's own body.
4)	<i>"I think it is right that women be involved on my behalf in the policies and decisions that will affect my life."</i>		Emma Watson in this sentence expressed the view that women's participation in political decision making is very important. She believed that women should have equal rights to be involved in the policy-making process that will affect their lives. This statement underscored the commitment to achieving gender equality in politics and policy. Emma Watson not only spoke on behalf of women, but also on behalf of herself, as part of a community of women who faced inequality in policy and decision-making processes.
5)	<i>"Men, I would like to take this opportunity to extend your formal invitation."</i>		This sentence reflected an inclusive approach in efforts to achieve gender equality. Emma Watson emphatically invited boys (men) to get involved in the changes necessary to achieve gender equality. The use of this phrase specifically facilitated feelings of inclusivity and emphasized that this change was a collective responsibility, not just the responsibility of women.
6)	<i>"Gender equality is your issue, too."</i>		Emma Watson emphasized that the issue of gender equality is a shared responsibility for all individuals, not just women. This underlined that the fight for gender equality was an issue that affected and was relevant to the entire society, including men.
7)	<i>"I've seen young men suffering from mental illness, unable to ask for help for fear it would make them less of a man or less of a man."</i>		In this sentence, Emma Watson discussed the issue of mental health in young men. She noted that some young men experienced mental disorders, but they were often reluctant to seek help or support for fear that it would make them "less of man."
8)	<i>"I've seen men made fragile and insecure by a distorted sense of what constitutes male success."</i>		In this sentence, Emma Watson described that many men became vulnerable and insecure because they felt trapped in a distorted definition of male success. This referred to traditional views of masculinity that placed pressure on men to show signs of toughness, strength, and resilience.
9)	<i>"Men don't have the benefits of equality, either."</i>		This sentence highlighted those men could also be victims of gender inequality. Emma Watson noted that gender inequality did not just affect women, it could also harm men. This was a recognition that in the fight to achieve gender equality, it was important to understand that men may also face detrimental pressures and expectations.
10)	<i>"We don't often talk about men being imprisoned by gender stereotypes, but I can see that they are."</i>		This sentence reflected Emma Watson's awareness of the negative impacts experienced by men due to gender stereotypes. Although discussions about gender stereotypes often focused on their impact on women, Emma Watson tried to broaden this understanding by arguing that men can also be "imprisoned" by social expectations about how a man should behave.

No	Text Discourse	Things to analyze	Element
11)	<i>"And that when they are free, things will change for women as a natural consequence."</i>		<p>This sentence reflected the understanding that gender equality was a common goal involving both men and women. Emma Watson argued that when men were free from the pressures of gender stereotypes that limit them, this will result in positive changes in terms of women's position in society.</p>
12)	<i>"If men don't have to be aggressive in order to be accepted, women won't feel compelled to be submissive."</i>		<p>This sentence reflected an understanding of the complex relationship between male and female gender stereotypes in society. This sentence stated that society's expectations for men (to be aggressive) and women (to be submissive) influence each other.</p>
13)	<i>"If men don't have to control, women won't have to be controlled."</i>		<p>This sentence reflected a deep understanding of the power or control relationships that exist in a gender context. This sentence showed that in a society that supported the liberation of men from the need to control, women would also be freed from the control that is often imposed on them.</p>
14)	<i>"Both men and women should feel free to be sensitive."</i>		<p>This sentence reflects a deep understanding of emotions and sensitivity in the context of gender. Emma Watson emphasizes the importance of allowing both men and women to feel free to express and feel their emotions in a natural and healthy way.</p>
15)	<i>"Both men and women should feel free to be strong."</i>		<p>This sentence reflects a deep understanding of the concept of power in the context of gender. Emma Watson emphasizes the importance of allowing both men and women to feel free to express their strengths, both physical and mental.</p>
16)	<i>"It is time that we all perceive gender on a spectrum, instead of two sets of opposing ideals."</i>		<p>In this sentence, Emma Watson shows the importance of changing the way we view and understand gender. Most societies often view gender as two opposing categories: male and female. Emma Watson suggests viewing gender as a spectrum, which means recognizing the diversity of gender identities between the two extremes.</p>
17)	<i>"If we stop defining each other by what we are not, and start defining ourselves by who we are, we can all be freer."</i>		<p>In this sentence, Emma Watson invites us to stop the practice of defining each other based on what we are not. This reflects the idea that often, in societies that view gender in a traditional way, individuals are defined based on the gender roles or stereotypes applied to them. Emma Watson supports the idea that we must stop this practice to achieve independence.</p>
18)	<i>"And this is what HeForShe is about. It's about freedom."</i>		<p>This sentence emphasizes that the HeForShe campaign has a very specific focus, namely achieving freedom. The campaign aims to end gender inequality and provide freedom to all individuals, regardless of gender.</p>
19)	<i>"We claim those parts of themselves they abandoned, and in doing so, be a more true and complete version of themselves."</i>		<p>This sentence is an important part of Emma Watson's speech and contains a powerful message about individual liberation and the search for true identity. In this sentence, Emma Watson expresses the idea that individuals, especially men, must free themselves from the stereotypical gender expectations that limit them. He stated that individuals must "claim the parts of themselves that they have left behind." This refers to parts of themselves that they may have hidden or suppressed in an attempt to conform to unrealistic gender norms. This liberation means allowing individuals to be their true selves without limitations based on gender.</p> <p>Overall, this sentence invites the audience to reflect on the concept of gender equality and understand that anyone who supports equality, thus, becomes part of the feminist movement without having to use that label. This is part of the</p>

No	Text Discourse	Things to analyze	Element
			speaker's efforts to create a broader understanding of the importance of gender equality in society.
		20) <i>"If you believe in equality, you might be one of those inadvertent feminists that I spoke of earlier."</i>	This sentence is the culmination of the speaker's explanation of the gender equality movement being discussed in the speech. This sentence serves as an official introduction to the gender equality movement that is the focus of the speech, namely "HeForShe." It provides a brief explanation of what is being discussed in this speech, namely a campaign or movement that has the aim of involving men in the fight for gender equality.
		21) <i>"It is called HeForShe."</i>	This sentence is a powerful call to action to the audience, especially to men, to join the fight for gender equality. The speaker invites people to come out, dare to be visible, and ask themselves when is the right time to act.
3	Microstructure	<ul style="list-style-type: none"> • Closing <ol style="list-style-type: none"> 1) <i>"I am inviting you to step forward, to be seen and to ask yourself, "If not me, who? If not now, when?""</i> 2) <i>"Thank you very, very much."</i> • Semantic Analysis <ol style="list-style-type: none"> 1) <i>"I am from Britain, and I think it is right I am paid the same as my male counterparts."</i> 2) <i>"I think it is right that women be involved on my behalf in the policies and decisions that will affect my life."</i> 3) <i>"I think it is right that I should be able to make decisions about my own body."</i> 4) <i>"If you believe in equality, you might be one of those inadvertent feminists that I spoke of earlier."</i> <p><i>"For the record, feminism by definition is the belief that men and women should have equal rights and opportunities."</i></p> <p><i>"But my recent research has shown me that feminism has become an unpopular word."</i></p> <ul style="list-style-type: none"> • Syntactic Analysis <ol style="list-style-type: none"> 1) <i>"I am inviting you to step forward."</i> 	<ul style="list-style-type: none"> • Background <p>Background elements can be seen in these sentences. The main background of this speech was the issue of gender equality which was still a global issue at that time.</p> • Detail <p>Emma Watson defines the word "feminism" as the main subject in this sentence. In semantic analysis, we understand that this word refers to movements and philosophies that emphasize equal rights and opportunities between men and women.</p> • Presupposition <p>This sentence reflects the presupposition that feminism should not be a word that is controversial or disliked by society. Emma Watson revealed that according to her research, feminism has become an unpopular word.</p> • Sentence Form <p>The sentence form in the content of Emma Watson's speech regarding gender equality is in the form of active sentences. Using the active voice in this context allows Emma Watson to directly communicate with her audience and invite them to action.</p> • Persuasion <p>In all of these examples, Emma Watson uses a variety of persuasive strategies, such as providing appreciation, providing logical reasons, and detailing benefits, to</p>

No	Text Discourse	Things to analyze	Element
		2) <i>"I want men to take up this mantle so that their daughters, sisters, and mothers can be free from prejudice, but also so that their sons have permission to be vulnerable and human too."</i> 3) <i>"We want to end gender inequality, and to do this, we need everyone involved."</i>	influence her audience and reinforce her message about the importance of gender equality. Stylistic analysis of the text of Emma Watson's speech involves lexical selection or choice of words used by the speaker to convey his message, goals and ideology. In her speech, Emma Watson chose her words carefully to reflect the goals and ideology of the HeForShe movement and convey her message effectively. Throughout her speech, Emma Watson uses words with dramatic, emotional, and motivating effect. The choice of words helps highlight the urgency of gender equality and galvanizes the audience to take action. This is an example of how lexical choices in his speech are used to achieve a stronger rhetorical impact.
		<ul style="list-style-type: none"> • Stylistic Analysis <ol style="list-style-type: none"> 1) <i>"We want to end gender inequality..."</i> 2) <i>"I want men to take up this mantle..."</i> 3) <i>"And for this, I applaud you."</i> 4) <i>"So, are you with us?"</i> 	<ul style="list-style-type: none"> • Metaphor The word "solidarity movement" is used as a metaphor to describe HeForShe as a solidarity movement that unites the two halves of humanity (men and women) in support of gender equality.
		<ul style="list-style-type: none"> • Rhetoric <ol style="list-style-type: none"> 1) <i>"It is time that we all see gender as a spectrum instead of two sets of opposing ideals."</i> 	

In macrostructural element, Emma Watson discussed the issue of gender equality with an inclusive approach. Her speech had as its main theme Gender Equality, which underscored the importance of participation of all individuals, especially men, in the struggle towards equality. This message was conveyed through personal experiences, facts and statistics that touched on gender issues that exist in global society.

In superstructure element, Emma Watson started her speech by inviting audience participation and describing the importance of the HeForShe campaign. She defined feminism, emphasizes the importance of men's involvement in change, and discusses the impact of gender stereotypes on men and women. The speech closed with a call to action to the audience, emphasizing the importance of gender equality and the HeForShe campaign.

Meanwhile, in microstructural element, Emma used key phrases to highlight the wage gap, women's representation in politics, women's body rights, and gender equality. Watson also uses active sentences that invite the audience to act. Dramatic, emotional and motivational words were also chosen to arouse the audience's feelings and highlighted the urgency of gender equality. Watson also used persuasive strategies to influence the audience, including providing logical reasons and demonstrating the benefits of participation.

Tabel 2 Van Dijk's Dimensional Analysis of Social Cognition on Emma Watson's Speech on Gender Equality

Social Cognition	Data
<ul style="list-style-type: none"> • Emma Watson explains her understanding of feminism as "the belief that men and women should have equal rights and opportunities." This reflects her understanding of gender equality issues and the need to dispel negative stereotypes about feminism. She clarified that feminism is not an anti-men movement, but rather a movement to achieve gender equality. 	1) <i>"Feminism by definition is the belief that men and women should have equal rights and opportunities. It is the theory of political, economic and social equality of the sexes."</i>
<ul style="list-style-type: none"> • Emma Watson uses statistics and facts to support her argument about the need for gender equality. He mentioned the statistic that "in the UK, suicide is the biggest cause of death for men aged 20 to 49," and the fact that no country in the world has achieved 	2) <i>"In fact, in the UK, suicide is the biggest killer of men between 20 to 49, eclipsing road accidents, cancer and coronary heart disease. I've seen men made fragile and insecure by a distorted sense of what constitutes male success."</i>



Social Cognition	Data
<p>complete gender equality. This use of statistics and facts reflects his understanding of the social problems that need to be addressed.</p> <ul style="list-style-type: none"> Emma Watson introduced the HeForShe movement as an initiative aimed at achieving gender equality. He invited everyone, including men, to join the movement. Her understanding of the movement reflects her belief that everyone must be involved in achieving gender equality. 	<p>3) <i>“And this is what HeForShe is about. It’s about freedom.”</i></p>

Watson clearly defined feminism as the belief that men and women should have equal rights. Social cognition analysis highlighted her efforts to eliminate negative stereotypes attached to the feminist movement. She explicitly emphasized that feminism was not an anti-male movement, but rather a movement that aimed to achieve gender equality. This showed that Watson’s understanding of gender equality and awareness of negative stereotypes was an integral part of the equality narrative she conveyed. However, the feminist movement was not only limited to the battle for equality between men and women; over time, the movement had also expanded to encompass a wider range of gender identities.

Watson used strong statistical data to support her argument about the need for gender equality. She highlighted the fact that there was a high rate of suicide among men in the UK, as well as the fact that no country in the world had yet achieved full gender equality. This analysis showed that Watson’s understanding of social issues related to gender inequality was very strong. This use of statistics and facts helped build his argument on a solid and factual basis.

In addition, Watson introduced the HeForShe movement as an effort to achieve gender equality. She stressed the importance of the participation of all individuals, including men, in this movement. Social cognition analysis showed that Watson’s understanding of inclusivity was very strong; Her belief that everyone had to be involved in achieving gender equality was a reflection of her social awareness about the importance of solidarity and collaboration to achieve common goals.

Analysis of the dimensions of social cognition in Emma Watson’s speech highlighted not only the clarity of understanding and definition of gender equality, but also a deep understanding of the social issues related to it. Her speech not only focused on the problem, but also offered concrete solutions through inclusive movements and efforts to fight for gender equality more broadly.

Tabel 3 A Van Dijk’s Social Context Dimensional Analysis on Emma Watson’s Speech on Gender Equality

Social Context	Data
<ul style="list-style-type: none"> Emma Watson refers to Hillary Clinton’s 1995 speech in Beijing on women’s rights. This speech was a historic moment in the history of the fight for gender equality and underscored that many of the issues raised by Clinton were still relevant at the time of Watson’s speech. It depicts the history of the struggle for gender equality and reflects Watson’s understanding of the continuation of this struggle. 	<p>1) <i>“In 1995, Hillary Clinton made a famous speech in Beijing about women’s rights. Sadly, many of the things that she wanted to change are still true today.”</i></p>
<ul style="list-style-type: none"> Emma Watson discusses the gender situation in the UK, including the statistic that suicide is the biggest cause of death for men aged 20 to 49. It reflects the social history and changes in understanding of gender and mental health in the UK. These changes influenced Watson’s understanding of the importance of overcoming gender stereotypes and social pressures on men. 	<p>2) <i>“In fact, in the UK, suicide is the biggest killer of men between 20 to 49, eclipsing road accidents, cancer, and coronary heart disease.”</i></p>
<ul style="list-style-type: none"> Emma Watson refers to British culture as her cultural background. In this cultural context, she highlights the gender inequality that still exists in the UK. Britain’s pluralistic and progressive culture plays a role in its understanding and support of gender equality. 	<p>3) <i>“I am from Britain, and I think it is right I am paid the same as my male counterparts.”</i></p>
<ul style="list-style-type: none"> Emma Watson delivered a speech at the United Nations, an international forum that has its own culture in terms of diplomacy and public diplomacy. The official culture and protocols of the United Nations 	



Social Context	Data
influence the way the speech is delivered and received by delegates and the international public.	4) <i>"Your Excellencies, UN Secretary General, President of the General Assembly, Executive Director of UN Women, and distinguished guests."</i>
<ul style="list-style-type: none"> As a famous celebrity, Watson's speech received huge global attention. Her celebrity status gives her a wider platform to fight for social issues, including gender equality. His celebrity status influenced the production and reception of the speech, as many people listened to the speech globally. 	5) <i>"You might be thinking, 'Who is this Harry Potter girl, and what is she doing speaking at the UN?' And, it's a really good question. I've been asking myself the same thing."</i>
<ul style="list-style-type: none"> In the speech, Watson identified herself as a Goodwill Ambassador for UN Women, indicating a connection between her speech and the powerful UN body. As an ambassador, she has a political role in promoting gender issues at the global level. 	6) <i>"I was appointed as Goodwill Ambassador for UN Women six months ago."</i>
<ul style="list-style-type: none"> The speech can be linked to international agreements that emphasize the importance of gender equality, such as the Convention on the Elimination of Discrimination against Women (CEDAW). Emma Watson invited UN member states to participate in efforts to achieve gender equality, which is a commitment in various international agreements. 	7) <i>"I am reaching out to you because we need your help."</i>

Emma Watson referred to Hillary Clinton's 1995 speech in Beijing on women's rights. This showed Watson's awareness of the history of the struggle for gender equality. Discussion of how the history of this struggle influenced Watson's message in the context of social change at the time and how it had implications for building awareness about the issue in the future. Watson also discussed the state of gender in the UK, including statistics on suicide as the leading cause of death for men aged 20-49.

Watson's speech was delivered at the United Nations, which had its own culture and protocols for public diplomacy. Discussion of how this context influenced the way speeches were delivered, received, and understood by international audiences. As a famous celebrity, Watson had a broad global platform to fight for social issues, including gender equality. As a Goodwill Ambassador for UN Women, Watson had links with the UN agency. This connection strengthened the message and encourages UN member states to participate in efforts to achieve gender equality, in line with commitments in international agreements. Through her speech, Watson invited the audience to participate and help in the fight for gender equality.

Overall, through Critical Discourse Analysis, Watson emphasized the need to change the gender paradigm that limited both men and women, thereby emphasizing the freedom of individuals to express themselves according to their wishes, without being bound by existing gender stereotypes. Watson described equality as an issue that was relevant to everyone, not just a struggle for women. By describing an inclusive vision of gender equality, Watson built a discourse that offered concrete and emotionally moving solutions to inspire social change.

Watson introduced the HeForShe campaign to raise awareness of the need for men's role in fighting for gender equality. This showed a new approach that tried to involve the whole community, without being limited to women's struggles alone. Watson succeeded in showing that gender equality was not just a problem limited to one country or group, but was a global issue that required the involvement of all individuals without exception, including the active participation of men.

The understanding of Neo-Movement in Watson's speech was about the evolution of the gender equality movement in a more inclusive direction, bringing together all individuals to unite in the struggle to achieve equal rights and opportunities for all individuals, regardless of their gender. This change has a significant impact on the individual's daily life. Individuals now feel freer to express their gender identity according to their internal feelings, rather than being tied to expectations or norms that may not match their experiences. With society becoming more accepting of these differences, the social environment is becoming more inclusive, creating space for every individual to thrive without fear of being labeled as "different". This approach no longer limits itself to conflict between genders, but proposes collaboration to achieve true equality, namely realizing the widest possible freedom in expressing gender identity.

The results of the present study align with Ramadhan and Assidik (2022) that the macrostructure reveals the topics/themes in the Minister of Education and Culture's speech, the superstructure shows the

schema of opinions arranged as an introduction, body, and conclusion, while the microstructure is divided into semantics (background and detail), syntax (sentence structure, coherence, and pronouns), stylistics (lexicon or word choice), and rhetoric (expressions), with social cognition influenced by knowledge, opinion, attitude, and ideology. In the slight differently from the current study findings, Sakka, Nurhadi, and Sari (2023) found the macrostructure of the president's speech reflects the topic and theme elements, while the superstructure presents a schema of opinions organized into an introduction, body, and conclusion; the microstructure encompasses semantics (background and detail), syntax (sentence structure, coherence, and pronouns), stylistics (lexicon), and rhetoric (expressions), with social cognition shaped by knowledge, opinion, attitude, and ideology, and the social context dimension, further influenced by media coverage, significantly impacting the discourse at the 42nd ASEAN Summit. Moderately divergent from the results of this study Dewi et al. (2023), the microstructure analysis of the text, using Teun Van Dijk's Critical Discourse Analysis (CDA) approach, identifies opening and closing sections and extends to an examination of semantics, syntax, stylistics, and rhetoric, while the linguistic analysis focuses on grammar—encompassing transitivity, modality, and aspects—and coherence, which involves the use of pronouns and conjunctions. Even though several previous studies exposed almost similar to the CDA dimensions (macrostructure, superstructure, and microstructure), elucidating new movement aspects portrayed in the social cognition and social context is beneficial as the novelty in this study.

Conclusions

Through critical discourse analysis, it was found that the Neo-movement idea promoted by the HeForShe campaign was the idea that to achieve gender equality, a new, more inclusive, and collaborative approach was needed. This movement marks a paradigm shift in understanding the issue of gender equality by involving all parties in this struggle, both men and women. Gender equality, fought for by Emma Watson with the UN, is not only about basic rights for women but also freedom for every individual to express themselves and gender identity as a human right that might be accepted and respected by global society that orients towards the Western world and adheres to liberal ideology. The results of the present study have implications for the reader or academia to broaden knowledge and insight regarding learning CDA. However, the current study limits the investigation to only one theoretical framework and speech, which implies that the findings are ungeneralizable. Hence, for further research to gain a deeper understanding of CDA, future studies can examine various data sources and other frameworks.

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