



## Critical Discourse Analysis of Oprah Winfrey Speech at the 2018 Golden Globe

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### ARTICLE INFO

#### **Article History:**

Received: 15/5/2018

Accepted: 7/6/2018

Published: Summer 2018

Doi:

**10.25212/lfu.qzj.3.3.33**

#### **Keywords:**

*critical discourse analysis, social change, rhetorical strategies, Fairclough model, women empowerment*

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### ABSTRACT

This paper seeks to analyze the potential of change in Oprah Winfrey's speech at 2018 Golden Globe using the critical discourse analysis framework presented in Norman Fairclough's 1992 publication *Discourse and Social Change*. The model is reflected in the "three dimensional method of discourse analysis; Text analysis, discursive practices and Social practices. The research aims to identify linguistic strategies as well as discursive strategies and how they are conducted by Oprah and what are the social practices in which the discourse acquires its potentials for change. The study has concluded that Oprah use of the strategies was not of the manipulating type, because she is calling for conscious awaken change for all the woman around the world and not for personal interest .the research showed that Oprah employed the linguistic level in a way that back up the strategy of presenting her personal experience as a model to be inspired..

## **1. INTRODUCTION**

Language is integral to our daily life: we talk, we listen, and we read and write. (Woods, 2006:4). So the predominant resource for human communication is language. Discourses of languages are sets of mental representations shared by members of a given community and cultural cues they are reformed to adjust through the human mind flexibility (Hart, C.2010:185). Because change uses words, it means that it is a part of communication.

Jowett O'Donnell (2012:33) argued that change attempts towards specific attitudes or behaviors of an audience hence, the addresser is seeking a specific response from the audience. There are three different forms of response are; first, is response shaping. This is similar to learning, wherein the speaker is a teacher and the audience is a student. A speaker may attempt to shape the response of an audience by teaching them how to behave and offer positive reinforcement for learning. The audience has a need for positive reinforcement to be filled, and the speaker has a need for a desired response from the audience to be achieved.

Second, response reinforcing Perloff (2003: 19) stated that people have strong attitudes toward a variety of topics, and these attitudes are hard to change. Thus, many attempts to change are not only designed to convert people, but to reinforce a position they already hold. the persuader has only to remind them about the positive attitudes and stimulates them to feel even more strongly by demonstrating their attitudes through specified forms of behavior. Much persuasion in today's society is response reinforcing .In this kind of change, people emotional needs have to be aroused to.

Third, response changing interlay. It is also the most difficult kind because it involves asking people to switch from one attitude to another, to go from a neutral position to a positive or negative one, to change behavior, or to adopt a new behavior Perloff (2003: 19).

### **1.2 Questions of the research**

1. What are the linguistic strategies that Oprah used
2. What are the persuasive strategies that Oprah used
3. What are the social practices that may effects the potentials of the discourse to change?

### **1.3 The aims of the study**

The research aims to circle the discursive and linguistic strategies that Oprah made use of in her speech in the empowerment of women and also to shade light on the specific purposes behind each one of it. Also the study aims to reveal the grammatical, lexical, stylistic manifestation that made the language of the speech so moving and inspiring to so according (to the medias reaction) and finally to investigate the potential power of discourse in achieving social change.

### **1.4 The importance of the research**

This research is coping the circumstances that Oprah addressed "metoo movement" this speech will be analyzed under the umbrella of critical a discourse analysis. The research considers the power that a text may have to make a change linguistically, discursively and socially.

### **1.5 Limits of the study**

The research is not going to investigate the resistance of certain ideology of the dominant group and its norms and values rather it's going to trace the linguistic and persuasive manifestation of the concept of speaking up that need to be activate since it is already a fact that is socially shared and acknowledged but not utilize.

### **1.6 The statement of the problem**

Oprah winfrey's speech has received a lot of attention by the world and media according to Ang (2018) "'fiery acceptance speech that had social media abuzz with speculation that the iconic actress". Many contextual factors and changes contributed to make it so outstanding in the history of entertainment industry.as a researcher, my concern is about the linguistics, discursive and social properties. Also Oprah in her speech called women to speak up their stories about abuse.so the research tries to investigate the factors that may lead to achieve this call.

## **2Literature review**

### **2.1 Critical discourse analysis**

It would be fair to start by defining the term discourse: it is a set of statements that are systematically organized (Foucault, 1972). These statements are stated to express both the meanings and values of a certain institution. Discourse is essential part of social interaction between humans, and this property is mainly examined through pragmatic and conversation analysis (van Dijk, 2011).

Social theorists, analysts and linguists use the term Discourse as a type of classification for any investigation deals with language as social practice, in which it is always related socially and historically to its context. This means that language has the potential is not only socially shaped but socially shaping and its use is constitutive of social identities, social relations and knowledge, giving rise to complex discourse practices and creating interdiscursivity and intertextuality at textual level. And this explains the need for not only linguistic but also intertextual analysis, which Fairclough call critical discourse analysis, to shed light on relationships between discourse practices, and show how they are influenced by social processes.(Fairclough, 212:2004 ) .Critical Discourse Analysis (CDA) is a kind of discourse research which studies the enactment of dominance, social power abuse, and inequality through text and talk, in the political and social contexts. Critical discourse analysts try to understand and resist social inequality. Critical Discourse Analysis is obviously not a homogenous model, nor a school or a paradigm, but at most a shared perspective on doing linguistics, semiotic or discourse analysis. (Van Dijk 1993: 131 cited in Dastpak &Taghinezhad, 2015, 15)

To sum up critical discourse analysis is that interdisciplinary approach that deals with all aspects effecting the text from the minute it is produced through the medium it was evoked through and finally

to the stage of perception and interpretation. CDA is interdisciplinary nature it has to study the logical relations between the text and outside the text that may be hidden and need to be revealed.

## **2.2 Oprah Winfrey**

Oprah Winfrey changed the talk show market with her unique and natural style and rose to become the host of the most watched daytime show on television, which boasts 22 million viewers daily mostly of them are women. She is the first African American to own her own TV studio. The multitalented Winfrey is also a millionaire businesswoman, a talented actress, owner of a movie production company, and committed philanthropist (bio true stories. 2011).

Oprah Gail Winfrey was born January 29, 1954, in Kosciusko, Mississippi. After a troubled adolescence in a small farming community, where she was sexually abused by a number of male relatives and friends of her mother, Vernita, she moved to Nashville to live with her father, Vernon, a barber and businessman. She entered Tennessee State University in 1971 and began working in radio and television broadcasting in Nashville (Kelly, K. 2010: 3, 4).

In 1976, Winfrey moved to Baltimore, where she hosted the TV chat show, *People Are Talking*. The show became a hit and Winfrey stayed with it for eight years, after which she was recruited by a Chicago TV station to host her own morning show, *A.M. Chicago*. Her major competitor in the time slot was Phil Donahue. Within several months, Winfrey's open, warm-hearted personal style had won her 100,000 more viewers than Donahue and had taken her show from last place to first in the ratings. Her success led to nationwide fame and a role in Steven Spielberg's 1985 film, *The Color Purple*, for which she was nominated for an Academy Award for Best Supporting Actress (Business Leader Profiles for Students, 2002).

In recent years, the Oprah Winfrey show has focused on issues of self-improvement, spirituality and self-help. Diet has notable deal with Oprah since she has successfully lost a lot of weight. Her successive diet book sold millions of copies. Oprah Winfrey has supported many spiritual books, that was dealing with the serious step a person must make to change his life by changing the way he look at his life (Pettinger, 2013).

The power of Winfrey's opinions and endorsement to influence public opinion, especially consumer purchasing choices, has been nicknamed "The Oprah Effect" according to Carlos, (2011). One of the most influential projects Winfrey has tackled is literacy. The on-air reading club she started in September 1996, "Oprah's Book Club," boosted book sales so dramatically that Winfrey quickly became the most important book marketer in any communications medium. Books featured on her show have often been catapulted to the top of the best-sellers list (cited in Business Leader Profiles for Students, 2002).

### **2.3The metoo# movement**

On October 5th, the New York Times published a report investigated sexual assault and harassment from actresses, executives and assistants. During three decades the accusations appointed towards Hollywood powerhouse Harvey Weinstein. In their investigation, the authors note that there had been a policy of legally enforced silence practiced upon employees with in Weinstein Company contracts including clauses that limited the employee’s ability to criticize the company’s leaders in a way that would “harm its business reputation” or “any employee’s personal reputation”. Weinstein also had a history of forbidding women from speaking out by making them sign confidentiality clauses (Dean& Taghon, 2017).

On these grounds, the actress Alyssa Milano started the Twitter trend on Sunday afternoon. “Suggested by a friend: if all the women who have been sexually harassed or assaulted wrote ‘me too’ as a status, we might give people a sense of the magnitude of the problem,” she wrote. People reaction has been crushing. More than 500,000 people tweeted the hashtag within 24 hours. Among the tweeters the actresses Rose McGowan, who has been a victim of Hollywood producer Harvey Weinstein. Evan Rachel Wood, Gabrielle Union and Lady Gaga have also used it. #MeToo has trended worldwide, including in the USA, the UK, India and Pakistan; it shows that sexual harassment is everywhere (The day, 2017)

### **2.4Golden Globe2018**

The history of establishing the Golden Globe dates back to October 1943, when a group of journalists formed the Hollywood Foreign Correspondents Association, the forerunner of the current HFPA. The group adopted the slogan “Unity without discrimination of religion or race.”. Somebody with in the group members came up with the idea that they could boost their profile by honoring the best film work of the year. The HFCA changed its name to Hollywood Foreign Press Association in 1954 and over the decades, the group has been honored. The show acknowledges film and television work from the past year, as well as an annual recipient of the Cecil. B. DeMille Award, for the person’s contributions to the entertainment industry. DeMille was the first honoree and winners since then have ranged from Ingmar Bergman

and Walt Disney, to Jodie Foster and Meryl Streep. (Hollywood Foreign Press Association, 2018)

### **2.5 Context of the speech**

On Sunday night, 8<sup>th</sup> Of January 2018 Oprah Winfrey awarded the Golden Globes’ Cecil B. DeMille Award for outstanding contributions to the world of entertainment.. Oprah is the first black woman to receive the award since it was first given out, to DeMille himself, in 1952(Berman, 2018)

This year’s ceremony was unique one all actress and actresses dressed up in black as a response for Reese Witherspoon and Eva Longoria had previously called on celebrities to join them in wearing all

black to protest the culture of sexual harassment that's been increasingly exposed in every industry, particularly entertainment, media, food and sports. Also ,to support the Times Up initiative that actors, writers and media moguls have founded to raise legal funds for victims of workplace sexual harassment. Hollywood heavyweights such as Meryl Streep, Susan Sarandon and Emma Watson also accompanied activists of #MeToo founder Tarana Burke and (Pesce , 2018)

Winfrey in her acceptance speech, dedicated the award to “all the women who have endured years of abuse and assault,” ranging from domestic workers to highly compensated tech employees (Ang, 2018).

### **3 .Methodology**

The research is going to examine the speech of Oprah Winfrey while accepting the Cecil B. DeMille Award at the 2018 Golden Globes ceremony. The speech was downloaded from YOUTUBE. The research work is done through the realm of critical discourse analysis. Due to that nature of critical discourse analysis of being discourse is, by default, ‘a multidimensional social phenomenon’ (van Dijk, 2009: 67) an eclectic model that meets the need of this research has been followed. The general frame is adapted from Fairclough 3D. Fairclough model has three levels: description, interpretation and explanation level.

- 1) Description stage, (text –related focus) this level deals with linguistic choices that made in the text. In this level linguistic description is going to be made (transitivity, tense, pronouns, mood,) the linguistic tool used in this level is derived from Halliday and Mattiessen, 2004
- (2) Interpretation stage, (discursive practices) which is concerned with the relationship between texts and interaction.in this level rhetorical strategies are going to be accounted as form of discursive practices that aimed to make a change which they are: Intertextuality, storytelling, vocative, appeals to authority and logic, lexical strategy, metaphor, body language.
- (3) Explanation stage, (social practices) which is concerned with the relationship between interaction and social context. In order to understand how a change might actually happen we need to discuss the addresses willingness to change in the terms of emotional motivation for action that pave the road for social change. Randall Collins interaction ritual theory provide good account to explain the potential's of Oprah's demands to "speak up" to be achieved

### **4 The analysis**

In this section, the speech will be analyzed according Fairclough model. First, the research going to start with the first level of the model which is the textual level in which the most dominated linguistic tools

will be revealed .in the second level, rhetorical strategies will be taken out. These strategies will be treated as discursive practices. In the last level the analysis will be focused on the social practices that inhered both previous levels to give the text the potential to change.

#### **4.1 Text level analyses**

##### **4.1.1Transitivity**

This level is going to be analyzed with in terms of Transitivity introduced by Halliday and Mattiessen( 2004: 26). He further divides process types into six; three major ones (material, mental, relational) and three minor ones (behavioural, verbal or existential) .Each of these processes has a different meaning and represents participants as having varying degrees of agency/power. .

1. Material processes; these processes are expressed by an action verb (e.g. eat, go, give), an Actor (logical subject) and the Goal of the action (logical direct object, usually a noun or a pronoun).
2. Mental processes express such mental phenomena as “perception” (see, look), “reaction” (like, please) and “cognition” (know, believe, convince)..
3. Relational processes can be classified into two types: Attributive and Identifying. The former expresses what attributes a certain object has, or what type it belongs to, for example, the temperature is high. The latter expresses the identical properties of two entities. For example,
4. Verbal processes are those of exchanging information. Commonly used verbs are *say, tell, talk, praise, boast, describe*, etc. In these processes the main participants are Sayer, Receiver and Verbiage.
5. Behavioral processes refer to physiological and psychological behavior such as breathing, coughing, smiling, laughing, crying, staring, and dreaming, etc.
6. Existential processes represent that something exists or happens. In every existential process, there is an Existent.

**Table 4.1 Transitivity processes**

Material processes	Mental processes	Relational processes	Verbal processes	Behavioral processes	Existential processes
50	21	43	3	3	29
33%	14%	29%	2%	2%	19%

The article is dominated by material (action) processes and women are the top actors in terms of involvement case 40%. Material processes offer the reader a closer look at who is taking action and who is the object of action. They represent the strongest agency in comparison to other processes.

Also we can notice that relational actions comes in the second place ,this due to the motivational nature of the speech that’s need to inhere tots of facts to indicate the possibility of making impossible as these facts came true .since Relational processes are processes of ‘being this indicates facts because they conceive change as taking place without being induced by particular force.

As it has been proved earlier woman agency represented40% Oprah seemed to occupy 13% of this agency in her speech, because she introduce herself as an ideal that represent achieving impossibility as she was the first woman who received this award

Men were represented as actors of martial processes in there different ways

1. A man represents as ideal for achieving possibilities
  2. Negative way Men who are the the main actors that stood aginst social change and do sexual harassment
  3. Positive way many who can help woman to make the change
- Men and woman or people were also actors in most Oprah sentence .....this indicates that not only woman who are responsible to make this change but also men. She socialized the problem and made it a public concern..

**4.1.2 Use of Pronoun**

**Table 4.2 pronoun use**

First person sg reference pronoun(I,my,me)	32	62%
Second person pronoun(you, your)	2	4%
1st person pl reference (We, us, our)	17	33%

Data compiled under Table3.2 gives us the clear implication that Oprah reference to her 62% of pronoun usage this gives us the evidence that she employed her personal experience s as an ideal to follow. She didn’t make use of the second person references instead she addressed the audience mostly with the reference to the 1<sup>st</sup> plural reference in that she integrated her identity and the audience identity as one it as a strategy of inclusion to motivate her audience to speak up

**4.2 Discursive practices of strategies that seeks to change**

In this level we are going to deal with the persuasive strategies Oprah used to convey her message as discursive practices. A brief definition will be given for each strategy then we shall go over the text



sentence by sentence to circle out those sentences that match the same strategy shedding light on its potential for change through the audience instant reaction.

**4.2.1 Intertextuality**

The intertextuality of a text is the presence within it of elements of other texts (and therefore potentially other voices than the author's own) most common and pervasive form of intertextuality is reported speech. Reported speech may or may not be attributed to specific voices, and speech can be reported in various forms, including direct (reproduction of actual words used quoting) and indirect report (summary). it deals how out of the text is linked and integrated in the other text how the other incorporate, recontextualize and dialogue with other texts. It can be released by many linguistic realizations such yet if we look at the text in terms of reconceptualization, and in particular in (Fairclough 2004: 55, 54, 53,144)

At the write begging of her speech, Oprah quoted form Ann Bancroft "the winner is Sidney Poitier". Also Oprah made another direct quoting but it was Sidney's words this time "Amen, amen, amen" Oprah contextualize these quotes totally explicitly by mentioning their real voices to give her speech reliability and validity. They were evidence of the possibility of change as Sidney was the first black man who received the Cecil B. DeMille award and this happened again as she is the first black woman who received the same award.

**4.2.2 Lexical strategy**

The lexical sense of ‘change’ and urging woman to speak out is obvious at Oprah's Discursive practices at the level of vocabulary. Oprah's textual indicators referring to them are chosen among a host of options the language. It was so smart because it was well-targeted to the question also rested on emotional end experienced triggers

**Table 4.3 Nouns ,verbs and adjective that has a recall for change and empowerment in according to the their context.**

Noun	Verbs	Adjectives	
History,amen ,girls journey,dedication, toyrants,corruption, injustice,justice, secrets,victims,laies story,abuse assault,truth,power,	Made,Mean,given,uncovering	Positive	Negative
	,navigate, speakup,turning, affecting,transcends,	Insatiable,	Complicate d
	express,endured,sought ,destroy, shy,heard,believed,	powerful'	Strong
	tormented,tried,experience,love ,	Inspired Best Brighter,	Broken Ugliest

<p>decision,shame ability,hope,dawn, leaders</p>	<p>overcomerage,fail,retreat, maintain,withstood</p>	<p>Magnificent Phenomena   Empowered</p>	<p>Destroyed Cheap blind</p>
<p><b>Total: 23    37%</b></p>	<p><b>25    40%</b></p>	<p><b>8    12%</b></p>	<p><b>7    11%</b></p>

As table (3) shows the recall for change was dominated by verbs (40%) .This is an evidence for the genuine intention of Oprah to urge women to speak up. Oprah seemed to spend more time in portraying happy images (12%) than negative ones(11% )though the difference in percentage is not that of big deal this may due to the motivational nature of her speech.

Lexical strategies may include also the use of metaphor in which Oprah highly used.

#### **4.2.3 Metaphor**

The use of metaphor is represented by the use of language not in its essential but rather the meaning is going to be changed according to the context for experiencing one kind of thing in terms of another. That is to say that the hearer is made to see an unfamiliar object and its qualities in an object that is quite familiar. Kovecses (2010:4) states: “A conceptual metaphor consists of two conceptual domains, in which one domain is understood in terms of another.” The central claim of the proponents of the conceptual metaphor theory is that metaphor is grounded on more basic kinds of experiences (cited in Otieno, M. 89:2015).

Oprah used metaphor it in occasions and that helped to give her speech attractiveness and the gentle tough

- 1, "...who have sustained me and made my journey.."
2. "...Gayle, who's the definition of what a friend is..."
3. "...and said five words that literally made history.."
4. "...the absolute truth that keeps us from turning blind eye to corruption and injustice..."
- 5".....to maintain hope for brighter morning, even during the darkest night.."
- 6."....a new day is in the horizon..."
- 7."...some of the ugliest things life can throw at you..."

#### 4.2.4 Vocatives

When audience members are addressed directly by vocatives, they are made to feel as part of the dialogue that is taking place between them and the speaker. Getting, or keeping, the audience on the side of the speaker is the central purpose of persuasion, and vocatives aid this purpose by alerting the audience that the speaker is addressing their needs. In fact, deploying a vocative has become conventionalized characteristic of the openings of (Halmari, H.2005:124)

Oprah used vocatives in many occasions of her speech:

1. "...woman who are tormented..."
2. "...every woman who chooses to say "me-too..."
3. "...all the little girls watching here..."
4. "...lots of men and women whom are here..."
5. "...all woman who have felt strong enough..."
6. "...they are domestic workers, farm workers, they are working in the factories and they work in the restaurants and they are in academia and engineering and medicine and science. They are part of the world of tech and politics and business .they are our athletes in the Olympics and they are our soldiers in the military...."

Apparently Oprah addressed feminist audience mostly .She intended to mention every field a woman may work in as sign that women of these fields are directly addressed from the golden Glop stage.

#### 3.2.5 Storytelling

For Johnston (2008:248) the use of story is another powerful strategy for persuading. It involves creating analogies between prior situation and a current one. The analogies in the form of proverbs and maxims can work as attempts to persuade too. Storytelling can touch hearts, change moods, and alter emotions. The hearers will feel as if they were involved in the story, and they would like to attain the same happy ending as that in the story.

Oprah mentioned tow stories the first one is derived from her personal experience and the other is about an African woman who was raped by six white men inhered her personal experience as story to be told. As Oprah not standing only on the stage but on the top of her success as she is the first black woman received the award, this authorized her to employ her personal experience as a story to motivate "women" and "little girls" to speak out. The second story is also personal experience but of

another women. It was told who is "just shy of her 98<sup>th</sup> birthday "as she was raped a half century ago. The second story was a clear call to stop sexual harassment "but their time is up".

### **3.2.6 Reason and logic and authority**

The art of logical discussion is the core of rhetorical use hence it is not surprising that in both state of the .a systematic, and logical organization of the use of an argument is developed gradually with reasoning to support each main point ideas – a strong appeal to logos, which yet *implies* the premises rather than states them explicitly. (For definitions and examples of enthymemes (Halmari, H.2005:124) Messages are more persuasive when they give more cogent reasons for an action or belief, when they raise someone’s interest in listening to the message, and when they are phrased in a way that allows easy understanding (Knowles and Linn, 2004: 120).

Regarding the Appeals to authority efficiency of this principle lies in that a message will be more effective when delivered by a more expert or trustworthy source.

Information from an accepted authority is often seen as a valuable cue for deciding how to act as it saves time and cognitive energy. A credible source is perceived as trustworthy and as possessing relevant technical expertise (Cialdini, 2007: 159).

Oprah is appealing to the audience’s logical thinking. Starting by an appeal to the authority of her personal experience as evidence to back up her call to speak out in two positions:

1. "...in my career, what I've always tried my best to do whether on TV or through films, is to say something about how man and woman really behave to say how we experience shame, how we love, how we rage, how we fail...."
2. "...what I know for sure is that speaking up your truth is the most powerful tool we all have...."

She also addressed the logic of all the girls behind the screen when she gave them the reason behind the change that will happen in the near future. By this move, she is both informing the girls about the future and urging men and women to commit their selves to make this day really happens

"....I want to all the girls watching here and now to know that a new day is on the horizon! And when that day finally dawns it will be because of magnificent woman ,many of whom are right here in this room tonight , and some pretty phenomenal men fighting hard to make sure that they become the leaders who take us to the time when nobody ever has to say "me too "again."

Addressing logic is also clear in this rhetorical question;

"...and I tried have tried many, many, many times to explain what a moment like that means to a little girl to..."

### **3.2.7 Nonverbal Vocal Communication**

The importance of nonverbal behavior lies in “paralanguage,” that’s include nonverbal aspects of speech (e.g., speaking tempo, pauses, and intonation) that help to communicate social meaning and

emotion. This kind of communication happens naturally and reflects people's basic need for social integration ( Kalkhoff and Gregory, 2008:39)Oprah's pauses were not randomly happening it was as if she were trained she gave the her listeners clues as to when one phrase one sentence, or one paragraph ends, and the next began also these pause helped her to convey the right emotions downloaded in her words....it really gave her speech a rhythm that would stuck in the head the most noticeable pauses she made are in which logic was addressed. Oprah put a lot stresses and pronounced it louder than usual in here are the most stressed words were adjectives describing women either positively for motivating them or negatively for reminding them with the harsh reality. Her speech acquired attractive rhythm because of this unusual stress

Concerning intonation Oprah used a lot of raising intonation at the end of most her sentences and high pitch...

1. "...Speaking your truth is the most powerful tool we all have...."
2. "...There time is up..."
3. "...that a new day in the in the horizon..."
4. "...women who have endured years of abuse..."

In narrating stories in her speech, she used slow intonation with low pitch and falling tone at the end of each sentence with falling tone.

Body language is one of the vital elements of nonverbal communication. Some people relate positively to actions, and body language should specifically match with the words coming out of mouth.(Lee, 2007:28)

Oprah highly used body language as a mean to evoke her message deliberately She used a lot of hand motions. Eye contact was so clear and sharp and distributed to all parts of the audience and not centered.

#### **4.3 The description of Social practices towards a social change "speak up": the potential for the " new day in the horizon" to dawn".**

This section is seen through the lens of a sociological theory; interaction theory produced by Randall Collins. It is a microsocial theory about the emotional energy that is created, mainly unconsciously, during face-to-face interaction The central concept in IRT, rituals, is defined as the "mechanism of mutually focused emotion and attention producing a momentarily shared reality, which thereby generates solidarity and symbols of group membership" Collins states, "The person who dominates the microsituation has the possibility...of gaining recognition in the larger group context" In other words, power rituals can be a mechanism of social influence and mobility (Collins 2004: 122)

According to Summers-Effler (2002: 58) explaining the potentials for social changes are best discussed by tracing the role of emotions in motivating behavior. Collins (2004:102) identified two types of emotion; first, transient emotion such as emotions of joy, fear, anger. They are dramatic and instantly changed by the give-take in life. Second emotional energy that are long –term emotional tone in which deduced from accumulative experiential situations in life such as personal strength, enthusiasm,

willingness, a sense of social affiliation. This emotional energy is increased in two ways: solidarity experience gained through ritual interaction or in interactions of hierarchical nature where the more powerful person gains emotional energy and the less powerful one loses energy.

For the development of emotional energy with in solidarity ritual Collins sets four requirements that need to be existed: face-to-face interaction, shared emotion, a shared focus of attention, and a mutual awareness of this focus. The last requirement moves the participant awareness from themselves to both of them or to the group. This "refocusing of attention on the group" plants the seeds for further emotional evolvments and emotional energy phase. These changes can be seen physically through facial expressions and body language .They are acts unconsciously happen for Collins ( cited in kenney,n.d.:2) there are four outcomes of successful ritual interaction: the temporal immediate shared emotion, longer-term feelings of solidarity toward the group, longer-term individually oriented emotional energy and an emotional-energy-loaded symbol of solidarity interaction. Whenever this symbol is recalled the emotional energy experienced in the solidarity interaction will present too.

Summers-Effler (2002:45) suggests that when a person is "subordinately positioned" and loses emotional energy they may react in three ways: 1. Resist positioning (2) avoid or minimize such interactions in the future or (3) keeps engaging in these interactions but managing their emotional response to their positioning internally. Summers-Effler(2002:46,47,48,49), see according to interviews that she has conducted with woman whom subordinately positioned ,the last option is the most reliable for a woman. In this, she will be dragging this social conflict within herself and all the time managing her emotion the price is low emotional energy, lack of awareness and depression.

For Collins (2004:90,193,382) one can find the light for these miseries, once they realized that such experience is not personal problem. Sharing experience within solidarity rituals can expand identity consequently larger social dynamics will be activated in such a process which is "collective identity" in exercising collective identity, emotional energy and social mood will be increased. The "we" of the group became essential to the individual more than his personal problem. .this shared mood unleash lots of competing feeling driven out by the group. This raised emotional energy by solidarity is responsible for creating the "collective identity" of similarly positioned people.

Hope in such interactions is required to be evoked for informing that the struggle will produce positive results rather than making the situation worse. It is emotional energy that can emit the hope to overcome the risk of speaking up.

Summers-Effler, E. adds (2002:42) In such interactions, people are appealed by charismatic person whom she called "energy sinks" and "a charismatic leader" she defined him/her as a person that has the power to face the dominant group but not one of them...he has high emotional energy ,he is a symbol of a high solidarity

#### **4.3.1 Social descriptions of the speech**

Oprah as an expert interviewer who has been running a talk show for 25 years also as a women who had experienced sexual abuse personally is seen as reliable source follow or in Collins terms "energy sink" or charismatic leader to a high emotional Energy . Oprah is totally aware of this fact, the clear

evidence for that is 40%percent reference to the 1<sup>st</sup> person reference (I, my, me). She employed her linguistic choices as well as her discursive practices to serve this purpose the.

Oprah in her speech as face to face interaction along with me-too# movement contribute to great social structure a woman needs to speak up. They provide the environment for shared emotions, and a shared focus attention mutual awareness these factors that increase their collective identity for this purpose Oprah use of plural 1<sup>st</sup> reference (we, us, our )was 33% whereas the reference 2<sup>nd</sup> reference pronoun didn't mentioned important percentage 2%

Creating collective identify low the barriers for woman to challenge their individual environment and instead of blaming themselves their emotional energy that push them eventually to speak up their stories of abuse . Oprah evoked hope feelings" anew day in the horizon". The audience showed immediate physical reaction to Oprah's word represented by standing ovation, clapping screaming, whistling as well as facial expressions of many actress and actors captured by the camera.

## **5. Conclusion**

Oprah employed linguistic and discourse strategies to motivate woman to speak out. Oprah relayed most in narrating her personal experience as an ideal for success woman who overcome many obstacles in her way of success but here she is receiving the award as the first black woman. In doing so she employed the linguistic level mainly (transitivity and personalization) to support her in producing her texts also the discursive strategies was woven in a way that serve this perspective . Being personally a victim of sexual harassment,

Addressees were treated as one unit with Oprah. There was socially shared emotion and awareness represented by the metoo#movement.in that night Oprah according to the Collins terminology was " charismatic leader" this characteristic reflexed in her linguistic choices as well as the discursive practices. All these features gained the speech the power to change. Oprah use of both linguistic and discursive strategies was not maneuvering one this due to the genuine intention to empower women to speak up

Oprah nonverbal communication contributed highly to give the discourse its attractiveness to be listened attentively till the end.

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## Appendix

*Below is a full transcript of Winfrey's acceptance speech.*

*In 1964, I was a little girl sitting on the linoleum floor of my mother's house in Milwaukee watching Anne Bancroft present the Oscar for best actor at the 36th Academy Awards. She opened the envelope and*

*said five words that literally made history: "The winner is Sidney Poitier." Up to the stage came the most elegant man I had ever seen. I remember his tie was white, and of course his skin was black, and I had never seen a black man being celebrated like that. I tried many, many times to explain what a moment like that means to a little girl, a kid watching from the cheap seats as my mom came through the door bone tired from cleaning other people's houses. But all I can do is quote and say that the explanation in Sidney's performance in "Lilies of the Field":*

*"Amen, amen, amen, amen."*

*In 1982, Sidney received the Cecil B. DeMille award right here at the Golden Globes and it is not lost on me that at this moment, there are some little girls watching as I become the first black woman to be given this same award. It is an honor -- it is an honor and it is a privilege to share the evening with all of them and also with the incredible men and women who have inspired me, who challenged me, who sustained me and made my journey to this stage possible. Dennis Swanson who took a chance on me for "A.M. Chicago." Quincy Jones who saw me on that show and said to Steven Spielberg, "Yes, she is Sophia in 'The Color Purple.'" Gayle who has been the definition of what a friend is, and Stedman who has been my rock -- just a few to name.*

*I want to thank the Hollywood Foreign Press Association because we all know the press is under siege these days. We also know it's the insatiable dedication to uncovering the absolute truth that keeps us from turning a blind eye to corruption and to injustice. To -- to tyrants and victims, and secrets and lies. I want to say that I value the press more than ever before as we try to navigate these complicated times, which brings me to this: what I know for sure is that speaking your truth is the most powerful tool we all have. And I'm especially proud and inspired by all the women who have felt strong enough and empowered enough to speak up and share their personal stories. Each of us in this room are celebrated because of the stories that we tell, and this year we became the story.*

*But it's not just a story affecting the entertainment industry. It's one that transcends any culture, geography, race, religion, politics, or workplace. So I want tonight to express gratitude to all the women who have endured years of abuse and assault because they, like my mother, had children to feed and bills to pay and dreams to pursue. They're the women whose names we'll never know. They are domestic workers and farm workers. They are working in factories and they work in restaurants and they're in academia, engineering, medicine, and science. They're part of the world of tech and politics and business. They're our athletes in the Olympics and they're our soldiers in the military.*

*And there's someone else, [Recy Taylor](#), a name I know and I think you should know, too. In 1944, Recy Taylor was a young wife and mother walking home from a church service she'd attended in Abbeville, Alabama, when she was abducted by six armed white men, raped, and left blindfolded by the side of the road coming home from church. They threatened to kill her if she ever told anyone, but her story was reported to the NAACP where a young worker by the name of Rosa Parks became the lead investigator on her case and together they sought justice. But justice wasn't an option in the era of Jim Crow. The men who tried to destroy her were never persecuted. Recy Taylor died ten days ago, just shy of her 98th birthday. She lived as we all have lived, too many years in a culture broken by brutally powerful men. For too long, women have not been heard or believed if they dare speak the truth to the power of those men. But their time is up. Their time is up.*



*Their time is up. And I just hope -- I just hope that Recy Taylor died knowing that her truth, like the truth of so many other women who were tormented in those years, and even now tormented, goes marching on. It was somewhere in Rosa Parks' heart almost 11 years later, when she made the decision to stay seated on that bus in Montgomery, and it's here with every woman who chooses to say, "Me too." And every man -- every man who chooses to listen.*

*In my career, what I've always tried my best to do, whether on television or through film, is to say something about how men and women really behave. To say how we experience shame, how we love and how we rage, how we fail, how we retreat, persevere and how we overcome. I've interviewed and portrayed people who've withstood some of the ugliest things life can throw at you, but the one quality all of them seem to share is an ability to maintain hope for a brighter morning, even during our darkest nights. So I want all the girls watching here, now, to know that a new day is on the horizon! And when that new day finally dawns, it will be because of a lot of magnificent women, many of whom are right here in this room tonight, and some pretty phenomenal men, fighting hard to make sure that they become the leaders who take us to the time when nobody ever has to say "Me too" again.*