## CELEBRITY INVOLVEMENT IN PEACE NEGOTIATION: CRITICAL DISCOURSE ANALYSIS ON ANGELINA JOLIE'S SPEECH AT UNITED NATIONS PEACEKEEPING MINISTERIAL 2019

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Abstract War and conflict are issues that happened in the past few years, they affect many sectors and the most one is the refugees of women and children. Therefore, this paper will examine Angelina Jolie's strategy for promoting women's involvement in peace negotiations. Transnational Advocacy Networking Theory has been chosen for this article. The method of qualitative and library research was chosen to collect various pertinent data, the data itself was obtained from Scopus, Google Scholar, and the speech video from YouTube. The data will be processed by Nvivo 12 application and divided into three data (Word Cloud, TreeMap, and Word Tree). Word Cloud data will show the most spoken words by Angelina Jolie in her speech, Tree Map data will display the frequency of words that bin used by Angelina Jolie to the lesser ones, and the Word Tree data will show the sentences that can be associated with the words Angelina Jolie uses frequently. The results indicate that Angelina Jolie as United Nations Ambassador of refuge uses her ability in entertainment and profile to leverage her lobbying for women's involvement in peace negotiations. Jolie also to be more directly involved in the field, stepped down as United Nations Ambassador and joined the private sector.

**Keywords:** Peace negotiation, Angelina Jolie, critical discourse, transnational advocacy, Nvivo 12.

### INTRODUCTION

In the international news are significant conflicts such as the struggle for control of the northern city of Kunduz or the bombing of a wedding in Kabul. The ongoing small-scale fighting in Afghanistan, mostly involving Afghan forces and the Taliban, is a real and deadly struggle there. The rationale is that the Taliban continued to attack while the peace negotiations were ongoing, and US-led forces responded by increasing their nighttime bombings. The results show that despite 18 years of difficult negotiations for the withdrawal of American troops, the continuing violence affects almost the entire country of Afghanistan (BBC News Indonesia, 2019).

People are on the move all around the world these days. They are fleeing poverty, seeking better chances, or fleeing violence and catastrophe in their own countries. Women account for over half of the world's 244 million migrants and 19.6 million refugees (Schubert, 2007). Not only that, in Africa there is also the same problem. The WHO's Position on Migration Inside and beyond state borders, in the African region, is both voluntary and coerced.

In 2017, the World Health Organization the African area housed 1.2 billion people, 22 million of whom were foreign migrants, including 6.3 million refugees. Most African migrants stay inside the continent. More than 80% of African migration happens inside the continent, with intraregional emigration in Sub-Saharan Africa being the world's greatest south-south flow of people (Region, 2018).

According to UNHCR, more than 1.5 million children were born as refugees between 2018 and 2021, equating to around 380,000 children every year. This is a more than 300,000-child increase over the number of births recorded by or reported to UNHCR. Because this imputation is based on a number of broad statistical assumptions, the findings should be taken as approximations (UNHCR, 2023).

Other wars have erupted and continue across the world, such as in the Middle East's Iraq and Yemen, as well as sections of Sub-Saharan Africa's Democratic Republic of the Congo and South Sudan. After being forced out of Myanmar's Rakhine state following a military operation, many Rohingya refugees fled to Bangladesh in late 2017. In 2018, more than 1.5 million Ethiopian people were newly displaced, with 98% of them domestically displaced, more than double the previous year's figure (BBC, 2019).

The strategy of "counting women" in peace negotiations continues and has begun to be used as part of the study. Two years following the Secretaryreport, General's UN Women issued a detailed paper on the participation of women in peace processes. Like the Secretary-report, the General focuses on the low amount of women's participation in peace processes and strategies to increase them. The authors examined 31 significant peace procedures between 1992 and 2011, discovering that women made up around 4% of signings, 2% of senior mediators, and 9% of negotiators (Paffenholz, 2018). The current situation is possible as actors, Hollywood insiders, and even reality TV personalities engage in some of the most interesting discussions of 2015, showcasing various bargaining talents (Katie Shonk, 2016).

Jolie has been on humanitarian missions since 2001 and met with refugees from 20 countries, including Sierra Leone, Tanzania, Cambodia, Pakistan, Thailand, Ecuador, Kosovo, Kenya, Namibia, Sri Lanka, North Caucasus, Jordan, Egypt, New Delhi, Costa Rica, Chad, Syria, Iraq, and recently visited war victims in Ukraine to help victims of that conflict (Look To The Stars, 2023). She also begins an alliance with NATO. This brief alliance with Jolie was crucial for NATO for two reasons. For starters, it was the alliance's most public involvement with the conflict-related sexual and gender-based violence (CRSGBV) problem to date.

NATO's earlier involvement with the Women, Peace and Security (WPS) agenda has marginalized CRSGBV to some extent. Second, despite the prevalence of celebrity endorsements and collaborations with international organizations, most notably the United Nations (UN) and its agencies, this was NATO's first involvement with a worldwide star. It, therefore, signified a substantial shift in the visual and verbal representation of NATO's self-narrative, particularly for an organization whose public diplomacy was described as "in the Stone Age" by its own Secretary General in 2007(Wright & Rosamond, 2021).

Besides Angelina Jolie, there are several female figures who also promote women's participation in peace efforts, in accordance with women's rights and security in October 2011, three women were jointly awarded the Nobel Peace Prize in appreciation of their battle for women's rights and security, as well as their efforts to encourage women's full involvement in peace-building actions and projects. Liberian President Ellen Johnson Sirleaf, Africa's first female elected head of state; Liberian women's rights and peace campaigner Leymah Gbowee; and Yemeni journalist and prodemocracy activist Tawakkul Karman were the winners(Finkel et al., 2012).

Women's involvement is critical since it will help to sustain the agreement or peace beyond the peace talks. According to the Security General's Report on Women, Peace, and Security 2015, "new data, provided through research commissioned for the project, clearly proves that the involvement of women led to more durable peace and increased preventative measures (Mardila, 2020). The dedication of Angelina Jolie to this and other humanitarian issues has not gone unnoticed.

She was the first recipient of the United Nations Correspondents Association's Citizen of the World Award in 2003, and in 2005, she received the Global Humanitarian Award from the United Nations Association of the United States and the Business Council for the United Nations for her work with refugees. With, Angelina Jolie has that privilege as a high profile awarded celebrity both in filmmaking and Humanitarian. She uses her role as celebrity such as influence other celebrity, fans, and she even build her own foundation called "Pitt-Jolie Foundation" (Look To The Stars, 2023).

She also granted Cambodian citizenship in the same year because of her substantial work in the Asian country that was plagued by civil war and repressive dictatorship from the early 1970s to the late 1990s. In 2007, the International Rescue Committee honored Jolie and UN High Commissioner for Refugees António Guterres with the Freedom Award for their efforts to the cause of refugees and human freedom (UNHCR Donor Relations and Resource Mobilisation Service, 2009). Angelina Jolie as special envoy at the United Nation High Commissioner for Refugee (UNHCR), as well as co-founder of the Preventing Sexual Violence in Conflict Initiative (PSVI). Delivering the keynote address at the General Assembly ministerial meeting on UN peacekeeping, actress, filmmaker and humanitarian, Angelina Jolie, on the 29th day of March 2019 at the 2019 UN-headquartered Peacekeeping Ministerial Conference.

Which Angelina Jolie asked that women's perspectives be considered in peace negotiations. In building on ongoing efforts to strengthen peacekeeping operations through the Secretary-General's Action for Peacekeeping (A4P) initiative and previous peacekeeping ministers and Summits in New York (2014), Leaders' Summits on Peacekeeping in New York (2015) and Paris (2016), London (2016), and Vancouver (2017).

The gathering presented an opportunity to discuss and generate the specific capabilities needed for contemporary UN peacekeeping, with a particular focus on uniformed capabilities, performance, and protection of civilians. The aim is for ministers from around the world to reaffirm their commitment to UN peacekeeping and discuss concrete ways their countries will work to strengthen the capability, performance, and protection of uniformed civilians in UN Peacekeeping. Minister of Peacekeeping 2019 will build on discussions from preparatory meetings held in Montevideo on training and capacity building, The Hague on protection and performance, and Addis Ababa on women's right, peace, and security (United Nations, 2019).



Figure 1 VOS Viewer

Before this topic was chosen by the writer, the writer used VOS viewer to see the novelty from the aspect of "women" and "peace negotiation", through data collected from Scopus as many as 158 documents. The data is processed using the VOS viewer application in the form of csv. The results of the VOS viewer application are in the form of images that can be seen in Figure 1, namely in the form of the network visualization above, in this image there are many discussions and linkages to the topic "women" and "gender". There is also a connection that has begun to be widely researched on the contribution of women in "peace negotiations". So, there is more research on women's topics related to gender rights and equality, so it can be concluded that there is no link between celebrity and women and peace negotiations.

### THEORETICAL FRAMEWORK

In this research the authors use the theory of Transnational Advocacy Networking, to examine the strategies undertaken by Angelina Jolie in the 2019 United Nations Peacekeeping Ministerial.

#### Transnational Advocacy Networking

Transnational Advocacy Networking is important in bringing countries together across this divide. To date, scholarship has focused primarily on how these networks use liberal norms and institutions within the international community to advance gender justice programs (Velasco, 2022). Transnational Advocacy Networks are a popular concept in the world of international relations. In TANs, non-state actors are the main objects and subjects that are the center of study, because they do not have their interests, but for the common good (Yubel & Reuspatyono, 2022).

In this case, TANs also have an important role in increasing international community awareness, because TANs promote an issue involving individuals. These individuals will later make advocacy efforts to the government and related parties so that changes in a policy occur (Crowley-Vigneau & Baykov, 2020). The actions taken by these non-state actors are in the form of advocacy or demonstrations to apply pressure, these actors can be NGOs, the media, IGOs, and individuals part of the executive body or ministries of a government (Keck & Sikkink, 1999).

So TAN is a group of actors who are relevant to an issue and work together globally to help this issue become known to the international community and make a difference (Bocse, 2021). With its function to strategically convey information of interest to the international public. This is what will generate pressure to benefit greatly from organizational and governance strengths. Because TANs themselves represent a certain type of transnational activism with principles and values playing a very important role in motivating network actors.

Especially in controversial areas such as human rights, the environment, and women's rights. So, it is with normative and policy changes in the international system (Keck & Sikkink, 1999). Transnational networks seek influence in many of the same ways that organized political groups or social movements do, but because they lack traditional power, they must rely on the power of their information, ideas, and strategies to change the information and value context in which states make policies. Although most of what networks perform may be classified as persuasion, the concept is too vague to be of any theoretical value. We have created a more complex taxonomy of network techniques. Among these are:

- *a)* Information Politics, or the capacity to get politically useful knowledge to the right people at the right time.
- *b) Symbolic Politics,* or the ability to invoke symbols, acts, or tales to make sense of a situation or assertion for a distant audience (Brysk, 1995).
- *c) Leverage Politics*, or the capacity to enlist powerful players to intervene in a situation in which lesser members of a network are unlikely to make an impact.
- *d) Accountability Politics*, or the effort to oblige more powerful actors to act on vaguer policies or principles they formally endorsed.

## METHODOLOGY

This study uses a qualitative method approach in presenting the data that will be used in writing this study. In analyzing the data used in this study, the Critical Discourse Analysis approach was used to analyze the video of Angelina Jolie's speech using the Nvivo application which produces data in the form of Tree Map, Word Tree, and World Cloud.

### Qualitative Method

Data analysis is seen as an important and active process for identifying and assembling the content of academic works, core ideas, or connotationbased components. Perhaps the data analysis is the most challenging element in qualitative research methodology and academic discourse, has not received much attention, according to Thorne (Thorne, 2000). The amount of data collected, the responsibility of the researcher to perform a thorough dissection, and how concisely but thoroughly and logically the conclusions that are presented all influence how complex qualitative content analysis can be.

Transcripts from open-ended questions, structured and semistructured interviews, observations, and exploratory focus groups are some of the ways to obtain qualitative information (Adedoyin, 2023). It is also using library research that uses books, journals, and other literature as it source of data (hadi). So, the method seeks to describe on how a celebrity has a role in women rights based on existing facts.

## Critical Discourse Analysis

Critical discourse analysis (CDA) is a style of analytical study that emphasizes utterances as a basis for investigating power abuse, domination, muted, indicated through texts, gesture, and dialogues in socio-political situations (Ewing, 2017). Because of that CDA focuses on the selection of grammar or words, used by the speaker in his or her speeches. As a comprehensive technique, CDA provides several perspectives in theory, analysis, and application across various sectors and levels. A key component of CDA is how it rejects the notion of value-free behaviour through knowledge and concern for what is happening in society.

The interaction between knowledge and society has an impact on CDA as well as being a component of it. The CDA used in this study is the CDA defined by Teun A. van Dijk. In his technical analysis, Van Dijk builds CDA at three levels: textual, discourse (interaction between text and practice), and sociocultural knowledge (Schiffrin et al., 2007). So, CDA can be used on how a speech created and be so manipulative in order to achieved something by the speeches, it can be a description and interpretation of the speech (Lafta et al., 2020).

CDA's also not only a study the uses of language, but also the pattern of body movement used by the orator in his or her speech. Sometimes several gesture were made in which have other meaning by the orator, weather intended or relevant in conveying the message of the speech (Gee, 2014). Because of that, the author can examine the purpose implied by Angelina Jolie's in her speech at the United Nations Peacekeeping Ministerial 2019.

Beside qualitative and CDA method, Nvivo 12 were also used to get more complete results and support this paper. Nvivo 12 application help the author to process the data analysis that has been obtained by the author. A software to code data effectively and efficiently, then the code data are process by the Nvivo 12 application in form of document that were collected from various credible sources. For the document itself, were the manuscript of the speech by Angelina Jolie. Then the Nvivo 12 will process or coding that manuscript into three data, those data will shows what words that frequently being used and what doesn't, but also the connection of that words with the sentence in the paragraph (La Trobe University, 2022).

# RESULT

Several results of this study were found using the Nvivo 12 application. The data that has been inputted into Nvivo 12 is from the manuscript of Angelina Jolie's speech. Various findings in the Nvivo 12 were divided into several coding data, such as World data, Tree Map, and Word Tree data. Each of the coding data will be presented in the form of a figure analysis. The figure can be seen below, and the author will also explain how all the data can be interpreted in the form of an explanation.

## World Cloud Data



Figure 2 World Cloud

World Cloud data shows various words that are being used by Angelina Jolie in her speech, there are three words that are frequently being used. The three words are "Women", "Rights", and "Peace", those words are chosen by Angelina Jolie in the effort to convey as an important message to the world leaders in Peacekeeping Ministerial 2019. The three words have meaning to change the perspective of women and children now must be included in peace negotiation and not just being the subject of the peace negotiation, because they were the one that become the victims of conflict. Beside those three words there are also other words that were used by Angelina Jolie, but the frequency was not big enough.

## Tree Map

wor	men	men	people	conflict	peacekeeping	defense	missions	way	gender	live	majority	me	ət
				country	time	equal	need	children	negotiations	stability	standard	ls tog	gether
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								civilians	serve		areas be	elieve	best
righ	nts	peacekeepers	still	often						without			
					come	governments	war	freedoms	sexual	affected	ask c	apable	ecommu
										anected			

Figure 3 Tree Map

For Tree Map data, it really shows how frequently the words that were used by Angelina Jolie in her speech. It's different from World Cloud data, because Tree Map really shows how big the difference of the frequently used words, with the usual one. So, it could be said that the more words are on the left, it is used frequently, and will decrease to the right if it is not often expressed. Can be seen in Figure 2.

### Word Tree

For the Word Tree data, it presents what things the speaker said regarding the most used words such as those in the Word Cloud and Tree Map. In other words, Word Tree is the result of data processing that detailed specific things that are part of the words that are used most often. In the context of Angelina Jolie's speech, the author uses the three frequently used words based on Word Cloud and Tree Map data to present the Word Tree data, namely "Women", "Rights", and "Peace".



Figure 4 Word Tree (1)

The first that will be detailed is the word "women", it is the main aspect of the speech that Angelina Jolie tried to convey. Now, women must be included in peace negotiation and not just as the subject of the peace negotiation, because the women and children that are most infected by conflict or war. Jolie shows that women also contributed to risking their life to get peace, like becoming representation, peacekeepers in militaries, human right defenders, and so on. Women also born free and equal as men, so the need of commitments to include women in peace negotiation is massive and a must. It is the most important thing that she wanted to echo the message to world leaders and peace representatives.



Figure 5 Word Tree (2)

The second word is "rights", in this Word Tree, it explained what the word "rights" connect to other sentences. Women also have and need rights in the matter of peace and freedoms, but in the field, women are always the subject of violations, threatened, and attacked or killed in conflict. Through this word, Angelina Jolie tried to inform that women also have those freedoms to be guaranteed of protection. Celebrity Involvement In Peace Negotiation: Critical Discourse Analysis on Angelina Jolie's Speech At United Nations Peacekeeping Ministerial 2019



Figure 6 Word Tree (3)

The last word "peace" is the word that becoming the end of the purpose of convey the issues of women must be included in peace negotiation. Peace is the end goal of Angelina Jolie speeches, because in peace, women and children will not be the victim of war crime and so on. Women are also contributing to peace negotiation, but the size of it still not massive enough. Jolie's also address those women and child as representation in peace, also need guaranteed of protection in being the negotiator for peace negotiation with foreign minister and diplomats.

So it can be said that for this result, Angelina Jolie use words that have something or meaning in other to preserve her interest. She use her connections and privilege as high profile celebrity, that's why the UN choose her to be the Ambassador of refuge. She's dedicated her life to help women and children refuge of war and conflict, to not be the victim of crime and all.

#### DISCUSSION

Excerpt 1. "We live at a time of blatant, disregard for the laws of war that forbid attacks on civilians whether it is missile strikes on schools or hospitals. Families bombed in their home's neighborhoods gassed with chemical weapons besieged areas deprived of a mass rape of women children and men we seem incapable of upholding minimum standards of humanity in many parts of the world that this comes at a time when humankind is richer and more technologically advanced than ever before is even more painful." This first quote takes a few sentences from the contents of Angelina Jolie's speech regarding the problem of conflict or war where there are many violations of the rules in war in the form of not being allowed to kill civilians, both men and women, both children and adults. In addition, it is not permissible to destroy or attack health and education facilities. However, this is often found in current conflicts, such as the conflict between Palestine and Israel or between Russia and Ukraine.

Seeing this, Angelina Jolie carried out a humanitarian movement against countries that were being hit by conflict to fight for the rights that should be obtained by those who are entitled to them. War crimes are the intentional targeting of people, buildings such as homes or schools, and infrastructure such as water supply or sewage systems. Punishing someone for the actions of another person, including family members, is also prohibited, as is killing or wounding someone who has surrendered or is no longer capable of fighting. Military objectives such as facilities and stockpiles must not be in or near population areas; attacks may only be carried out against military objectives (Joanne Lu, 2018).

Excerpt 2. "The international community's silent response is alarming to say the least there can be no peace and stability in Afghanistan or anywhere else in the world that involves trading away the rights of women is worse. Still, we see impunity for crimes committed against women and girls during conflict or when women human rights defenders are attacked or killed or imprisoned too often, whether or not we confront these human rights violations depends not on the law and universal standards, but on how much our governments think that their business or political interests in that country might be affected. This is as harmful to our long-term security and stability, as it is unacceptable on a human and moral."

In this second quote, it can be seen that Angelina Jolie is often active in humanitarian matters due to the massive silence perpetrated by the international community towards violence experienced by people affected by conflict. The large number of women who often become victims makes this the center of the problem which cannot be considered as an ordinary problem, because human rights are things that must be given in their entirety to these individuals. According to a statement from the Geneva-based organization, Jolie informed UNHCR that she would donate the fund to help Afghan refugees in neighboring countries which have taken in more than 3.5 million refugees. These countries include Pakistan and Iran. Jolie has also been supporting UNHCR initiatives for refugees in Africa and Asia over the last year (United Nations, 2001).

Excerpt 3. 'Increase the number of women in the ranks of peacekeeping missions and having met some formidable female peacekeepers this morning I think that this change cannot come soon enough for the effectiveness and impact of peacekeeping missions and of course we cannot call for more women to serve without making it safe and viable for them to do so including ensuring that they themselves are not vulnerable to sexual harassment or abuse new actions by your governments in all these areas can make a huge difference but they I believe must be accompanied by commitments to ensure that women's representation in peace negotiations to be consistent in the defense of women's rights in all places and to address the deep seated societal reasons for inequality and violence against women".

This last quote explains Angelina Jolie's strategy in promoting women to be active in humanitarian missions: peace negotiations and women's rights, in order to minimize violence and sexual harassment. Of Afghanistan's 35 million people, women make up 50% of the population. As a result, Afghan women should enjoy the same rights as other Afghan citizens. Jamila Saadat's hopes and expectations are to provide safety, peace, justice, and social welfare, as well as women's access to employment and education, more female involvement in judicial matters, and a society free from violence (Amnesty International, 2019).

Furthermore, in the first quote above, Symbolic Politics, a story to understand the situation or a statement for a distant audience where in her speech Angelina Jolie carried out a humanitarian movement against countries suffering from conflict to fight for the rights that should be obtained by those who are entitled to them. Which the speech aims to generate awareness through the 2019 ministerial conference at the UN. In this second quote, it can be seen that Angelina Jolie is often active in humanitarian affairs as a result of the massive silence by the international community regarding the violence experienced by people affected by the conflict. Jolie has also supported the UNHCR (Utilizing Politics, or capacity to ask powerful players to intervene) initiative for refugees in Africa and Asia over the past year. The last quote is linear with the TAN theory, which is Angelina Jolie as a non-state actor in an effort to convey Political Information (by the involvement of women in peace negotiation processes), or the capacity to gain knowledge (United Nations Assembly) that is politically useful to people the right people (war victims) at the right time (during the 2019 Minister of Peacekeeping conference).

### CONCLUSION

The conclusion of this study is that choosing a strategy for celebrity participation, namely Angelina Jolie, is the right choice, considering the credibility that is owned both in the world of film and in the humanitarian world. This is a very interesting topic discussed regarding the involvement of celebrities in an effort to invite and influence the international community to participate in voicing an issue, in this topic, namely the participation of women in the formulation of peace agreements. The celebrity chosen is Angelina Jolie through her speech which can influence various parties, both representatives at the 2019 United Nations Peacekeeping Ministerial, considering that the event was attended by world leaders, celebrities and activists.

Angelina Jolie, who is a high profile celebrity, has leverage due to her status as a world celebrity, her voice is able to have quite a good influence on the international community. Angelina was also able to invite other celebrities to participate in voicing women who also contributed to the formulation of peace agreements, both as peace representatives, state delegates, and like Angelina Jolie as a non-state actor who has no separate interests.

But we want a change in the things that have happened and even continue to happen, that women have always been victims of war crimes and are not included in discussions on matters relating to women themselves. There are several criticisms voiced by Angelina Jolie either directly or with sarcasm. Angelina voiced that international cooperation and understanding between countries must be carried out immediately. So, the profile owned by Angelina Jolie is very helpful for raising awareness and campaigning to the international public so that women now must be included for peace negotiations and just not be the subject of the topic, because they were the one that affected by these circumstances.

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