



Analiza sadržaja –
praktična primjena

Zašto govori političkih lidera?

- ▶ Politički lideri nalaze se u centru izučavanja politike
- ▶ Verbalno ponašanje političara kao ključni pokazatelj političkih trendova
- ▶ Jezik i komunikacija su fundamentalni za uspostavljanje veze između vođa i građana
- ▶ Jedni od najstarijih izvora podataka za politikologe

“State of the Union”

- ▶ Godišnje obraćanje predsjednika pred Kongresom
- ▶ **Cilj:** (1) *sumirati “stanje nacije”* i (2) *dati jasne naznake zakonodavne agende i državnih prioriteta*
- ▶ Najasniji izraz prioriteta administracije
- ▶ Govor je pripremljen unaprijed, nakon detaljnih pregovora oko sadržaja
- ▶ Obraćanje se održava u Januaru, na početku “zakonodavne godine”
- ▶ Govori dostupni na: <http://www.presidency.ucsb.edu/sou.php>

Bush vs. Obama

- ▶ Govori od 2002. do 2015. godine (Bush 2002-2008; Obama 2009-2015)
- ▶ Dvije najvažnije teme u 21. vijeku: **rat protiv terorizma** (War on Terror) i **ekonomske reforme**
- ▶ Retorički pristup – ambivalencija/oklijevanje vs. sigurnost
- ▶ Metod: kompjuterizovana tematska analiza sadržaja
- ▶ Nivo analize: govori (podaci dostupni i na nivou paragrafa i rečenica)
- ▶ Kodiranje na nivou riječi/termina

Hipoteze

- ▶ **H1:** *U poređenju sa Obamom, retorika rata protiv terorizma će biti značajno dominantnija u govorima G.W. Buša.*
- ▶ **H2:** *U poređenju sa Bušom, retorika ekonomskih reformi će biti značajno dominantnija u govorima Obame.*
- ▶ **H3:** *Buš će biti manje ambivalentan od Obame.*
- ▶ **H4:** *Dominantne teme kod obojice predsjednika će biti posebno izražene u govorima u godini izbora.*

Rječnik: *Rat protiv terorizma*

- ▶ Kategorija sadrži termine koji se odnose na vojsku kao takvu, ljude koji služe u njoj (+ titule i akcije), vojne prijetnje, terorističke grupe.

- ▶ **Sadržaj:**

Vojska, militarizam, armija, vojna snaga (force), vojnik, salutiranje, trupe, borci, oružje, marinci, regrutacija, kadeti, saborci, rat, veterani, heroji, borba, komadant, konflikt, sukob, maršal, bojno polje, bataljon, neprijateljstvo, služenje, napad, legija, teror, terorizam, prijetnja, sigurnost (vojna), čuvati (guard), Irak, Afganistan, Al Kaida, Osama bin Laden, 11-ti Septembar, 9/11.

Rječnik: *Ekonomska reforma*

► Sadržaj:

Banka, bankari, bankrot, pomoć (ekon.), budžet, biznis, teret (ekon.), kupovina, kupovci, potrošači, prodavci, kapitalizam, keš, korporacija, konkurencija, cijena, trošak, kredit, valuta, dug, deficit, suficit, inflacija, potražnja, tržište, depresija (ekon.), dolar, zarada, ekonomija/ski, fond/ovi, (ne)zaposljenost, izvoz, uvoz, finansije, fiskalno, trgovina, dobitak, BDP, rast (ekon.), reforma (ekon.), prihodi, siromaštvo, industrija, interest, investicije, posao, pozajmica, tržište, novac, pare, monopol, hipoteka, proizvodnja, gubici, penzija, profit, prosperitet (ekon.), recesija, redistribucija, bogatstvo, rizik (ekon.), štednja, glad, subvencije, blagostanje (ekon.), porezi, benefiti, kompanije....

Rječnik: *Ambivalentnost*

- ▶ Kategorija sadrži termine koji upućuju na oklijevanje, nesigurnost, nemogućnost ili manjak želje.

- ▶ **Sadržaj:**

Navodno, zamalo, umalo, približno, moguće, oklijevati, možda, potencijalno, nejasno, nesigurno, moglo bi, ponekad, trebalo bi, čini se...

Primjer kodiranja tema

"...We gather tonight knowing that this generation of heroes has made the United States safer and more respected around the world. For the first time in 9 years, there are no Americans fighting in Iraq. For the first time in two decades, Usama bin Laden is not a threat to this country. Most of Al Qaida's top lieutenants have been defeated. The Taliban's momentum has been broken, and some troops in Afghanistan have begun to come home.

These achievements are a testament to the courage, selflessness, and teamwork of America's Armed Forces. At a time when too many of our institutions have let us down, they exceed all expectations. They're not consumed with personal ambition. They don't obsess over their differences. They focus on the mission at hand. They work together.

Imagine what we could accomplish if we followed their example. Think about the America within our reach: a country that leads the world in educating its people; an America that attracts a new generation of high-tech manufacturing and high-paying jobs; a future where we're in control of our own energy and our security and prosperity aren't so tied to unstable parts of the world; an economy built to last, where hard work pays off and responsibility is rewarded...."

Primjer kodiranja tema

"...We gather tonight knowing that this generation of **heroes** has made the United States **safer** and more respected around the world. For the first time in 9 years, there are no Americans fighting in **Iraq**. For the first time in two decades, **Usama bin Laden** is not a **threat** to this country. Most of **Al Qaida's** top **lieutenants** have been **defeated**. **The Taliban's** momentum has been broken, and some **troops** in **Afghanistan** have begun to come home.

These achievements are a testament to the **courage**, selflessness, and teamwork of America's **Armed Forces**. At a time when too many of our institutions have let us down, they exceed all expectations. They're not consumed with personal ambition. They don't obsess over their differences. They focus on the mission at hand. They **work** together.

Imagine what we could accomplish if we followed their example. Think about the America within our reach: a country that leads the world in educating its people; an America that attracts a new generation of high-tech **manufacturing** and **high-paying jobs**; a future where we're in control of our own energy and our **security** and **prosperity** aren't so tied to unstable parts of the world; an **economy** built to last, where hard **work pays** off and **responsibility** is rewarded...."

Primjer kodiranja tema

"...We gather tonight knowing that this generation of **heroes** has made the United States **safer** and more respected around the world. For the first time in 9 years, there are no Americans fighting in **Iraq**. For the first time in two decades, **Usama bin Laden** is not a **threat** to this country. Most of **Al Qaida's** top **lieutenants** have been **defeated**. **The Taliban's** momentum has been broken, and some **troops** in **Afghanistan** have begun to come home.

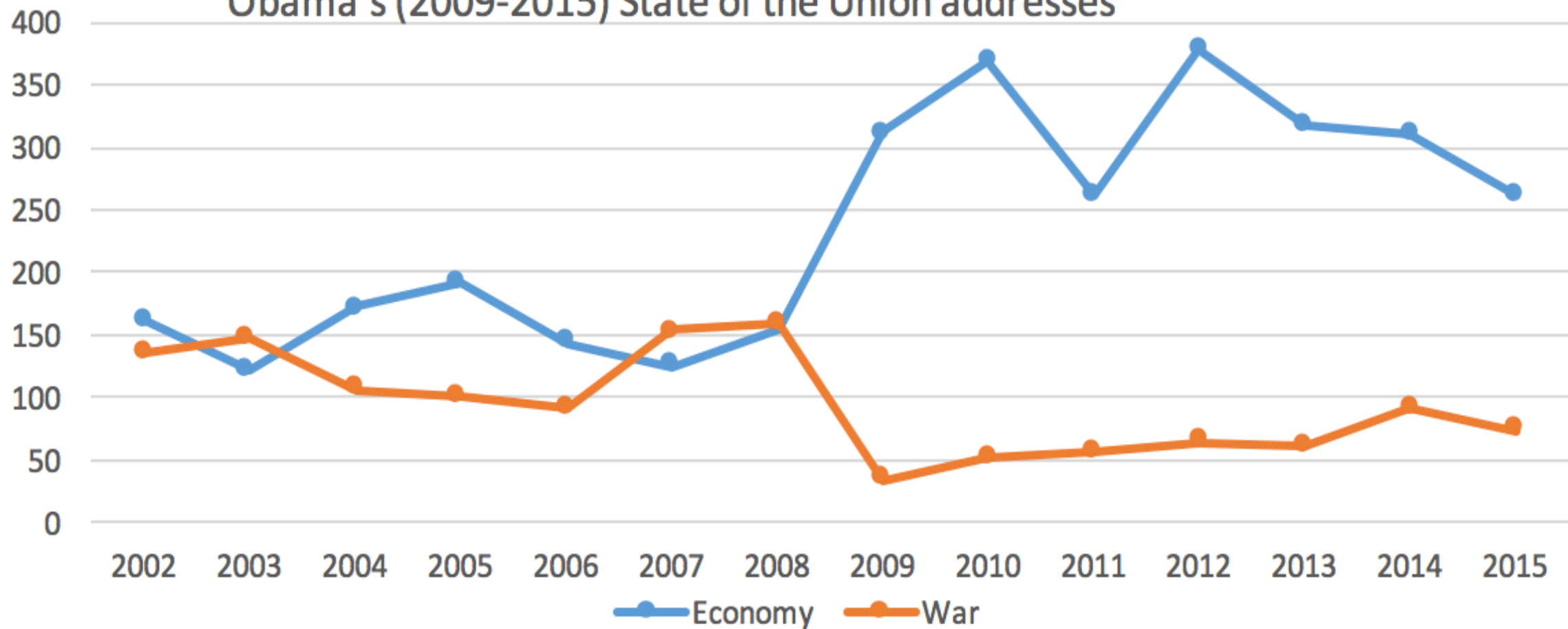
These achievements are a testament to the **courage**, selflessness, and teamwork of America's **Armed Forces**. At a time when too many of our institutions have let us down, they exceed all expectations. They're not consumed with personal ambition. They don't obsess over their differences. They focus on the mission at hand. They **work** together.

Imagine what we could accomplish if we followed their example. Think about the America within our reach: a country that leads the world in educating its people; an America that attracts a new generation of high-tech **manufacturing** and **high-paying jobs**; a future where we're in control of our own energy and our **security** and **prosperity** aren't so tied to unstable parts of the world; an **economy** built to last, where hard **work pays** off and **responsibility** is rewarded...."

Table 1. Raw frequencies of theme occurrence by years

<i>Year</i>	<i>Bush</i>			<i>Year</i>	<i>Obama</i>		
	<u>War</u>	<u>Economy</u>	<u>Ambival.</u>		<u>War</u>	<u>Economy</u>	<u>Ambival.</u>
<i>2002.</i>	135	161	13	<i>2009.</i>	34	312	13
<i>2003.</i>	148	122	24	<i>2010.</i>	52	369	32
<i>2004.</i>	106	172	13	<i>2011.</i>	57	262	28
<i>2005.</i>	102	192	11	<i>2012.</i>	64	379	14
<i>2006.</i>	92	144	21	<i>2013.</i>	61	318	20
<i>2007.</i>	154	125	22	<i>2014.</i>	92	311	14
<i>2008.</i>	159	155	16	<i>2015.</i>	73	262	21

Graph 1. Economy and War through time: Bush's (2002-2008) and Obama's (2009-2015) State of the Union addresses





Organizacija podataka – nivo analize/mjerenja

Predsjednik	Govor	Paragraf	Recenica	Rat protiv terora	Ekonomija	Ambivalentnost
Bush	2003	1	1	0	1	0
Bush	2003	1	2	3	1	1
Bush	2003	1	3	1	1	1
Bush	2003	1	4	1	0	0
Bush	2003	1	5	2	0	1
Bush	2003	2	1	0	3	2
Bush	2003	2	2	0	2	1
Bush	2003	2	3	1	1	0
Bush	2003	2	4	0	1	1
Bush	2003	2	5	1	2	1
Bush	2003	2	6	0	0	0
Bush	2003	2	7	1	3	2
Bush	2003	3	1	2	0	0
Bush	2003	3	2	3	1	0
Bush	2003	3	3	0	0	1
Bush	2003	3	4	1	0	0
Bush	2003	3	5	1	1	1

Predsjednik	Govor	Paragraf	Recenica	Rat protiv terora	Ekonomija	Ambivalentnost
Bush	2003	1	1	0	1	0
Bush	2003	1	2	3	1	1
Bush	2003	1	3	1	1	1
Bush	2003	1	4	1	0	0
Bush	2003	1	5	2	0	1
Bush	2003	2	1	0	3	2
Bush	2003	2	2	0	2	1
Bush	2003	2	3	1	1	0
Bush	2003	2	4	0	1	1
Bush	2003	2	5	1	2	1
Bush	2003	2	6	0	0	0
Bush	2003	2	7	1	3	2
Bush	2003	3	1	2	0	0
Bush	2003	3	2	3	1	0
Bush	2003	3	3	0	0	1
Bush	2003	3	4	1	0	0
Bush	2003	3	5	1	1	1