

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Speech “offers the audience an orientation, a way of thinking about a phenomenon” (*Definition Speeches*). Based on the definition, it can be assumed that the individual who delivers a speech, for example a president, might have certain ideas and want to persuade people to agree with him. As the leader of a country, a president must have delivered many speeches in their period of presidency, whether it is to persuade his people or to inform that something is the case. For this reason, I would like to analyze a speech, specifically one of Barack Obama’s speeches.

Obama is the 44th American president and the first African-American who becomes the president of the United States. He had successfully gained the trust of the American people by winning the election in 2008 (*President Barack Obama*, par. 1). His spirit of not giving up is shown in how he is able to become the president despite his skin color. Looking at that spirit, I am impressed by

his struggle to overcome the problem and become the most important person in America. Obama has opened people's eyes that there is nothing impossible if they are willing to try and fight for what they wish. His success also proves that differences cannot prevent anybody from becoming someone greater.

Aside from his persistent personality, Obama is amazing in another way as we can see from his speeches. Obama's use of words in his speeches is admirable. He uses different pronouns and "a variety of rhetorical devices that made his speech come to life and connect deeply with his audience" (Loh, par. 31). This fact proves that the way he persuades, convinces and inspires people in his speeches should be given two thumbs up. "Barack Obama has become a political superstar in part because of his famous speeches. He is often considered the best orator in politics, and even his political opponents do not deny his incredible oratory ability" (How to Make Speeches, par. 1). Obama undoubtedly has the ability in getting and keeping his listener's attention. Therefore, I decide to analyze Barack Obama's speech.

Before we analyze a text, we have to know the kind of genre of the text. There are some kinds of text genre, but obviously Barack Obama's victory speech is an analytical exposition. Gerot and Wignell's theory says that the function of an analytical exposition is to persuade the reader and listener that something is the case (Gerot and Wignell 197). It can be seen in the speech that Obama is persuading Americans to make America's future brighter. According to Gerot and Wignell's theory, an analytical exposition contains three parts of structures: thesis, arguments and reiteration (Gerot and Wignell 197). The details of the three parts of the structures are going to be explained in the next chapter.

In analyzing the speech, the area of linguistics that I choose is Discourse Analysis. Discourse Analysis is a study and analysis of the uses of language (Discourse Analysis, par. 1). Since I am going to reveal the use of language in Barack Obama's speech, I think Discourse Analysis is the right approach in analyzing the speech. In addition, there are some ways of analyzing the text or conversation in Discourse Analysis. One of which is by using van Dijk's theory. In this thesis, precisely, I will focus more on using van Dijk's theory to analyze Barack Obama's speech.

There are three levels in van Dijk's theory: the macro level, the micro level and the meso level; yet, I decide to make a deeper analysis in the micro level, which includes the macrostructure, microstructure, and superstructure analysis. I analyze the positive self-presentation of Americans in Barack Obama's speech, with the reason that Obama has praised Americans a lot.

I believe the topic is significant because through reading a text analysis of a speech, we can be more critical in understanding the writer's use of language, how the writer positions himself in the society or how the writer describes the other positively or negatively. We can also get to know the kind of expressions that the writer uses in delivering the speech, whether the speech is to persuade people or just to give information or ideas.

(705 words)

1.2 Statement of the Problem

The problems that I am going to analyze in this thesis are stated in the following questions.

1. How is the global topic in Barack Obama's speech shown through the macrostructure analysis?
2. How is the positive self-presentation of Americans in Barack Obama's speech revealed by the local meaning and style through the microstructure analysis?
3. How is the organization of the information about the positive self-presentation of Americans in Barack Obama's speech explained through the superstructure analysis?

1.3 Purpose of the Study

From the problems that I have stated before, the study is conducted to reveal:

1. how the global topic in Barack Obama's speech is shown through the macrostructure analysis.
2. how the positive self-presentation of Americans in Barack Obama's speech is revealed by the local meaning and style through the microstructure analysis.
3. how the organization of the information about the positive self-presentation of Americans in Barack Obama's speech is explained through the superstructure analysis.

1.4 Method of Research

The theory that I used to conduct the research is text analysis. I tried to find the theory through searching the Internet and by using library research. After I learned the theory, I looked for the data. Since I was interested in analyzing Barack Obama's speeches, I tried to find one that was really suitable to be analyzed for my thesis. Finally, I wrote the research report.

1.5 Organization of the Thesis

The thesis consists of four chapters: Chapter One, Chapter Two, Chapter Three and Chapter Four. Chapter One is Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. Chapter Two presents the theoretical framework whereas Chapter Three contains the analysis of the data. Finally, the conclusion is put in Chapter Four and afterwards the Bibliography and Appendices are presented.