

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Humans, as social beings, cannot live on their own. They need others in this life. It means that they should socialize with one another and this can be done by communicating. Socializing and communicating help them to get what they need, which cannot be fulfilled by themselves alone.

People communicate in two ways, i.e. by verbal communication and non-verbal communication. Verbal communication is communication which involves words; while non-verbal communication is communication by using body language, facial expressions, or the tone of voice.

People can use text as a medium in communicating. Texts can be categorized into various types of genre, such as narrative, descriptive, and recount. Which genre a text is depends on its purpose.

Persuasive text is an interesting type of genre. According to one definition, *persuasive* (adjective) means “able to persuade somebody to do or believe something” (Hornby, 2010, p. 1094). Therefore, a persuasive text is powerful, as it draws the attention of the readers or the hearers of the topic being delivered and it persuades people to agree with the arguments in it.

An example of a persuasive text is speech, which I would like to analyze in this thesis. *Speech* (noun) is “a formal talk that a person gives to an audience” (Hornby, 2010, p. 1431). A speech is usually delivered by people who have power or are in a higher level than the audience, who hear the speech. The speaker tries to influence the audience to think or behave in a particular way (Watt & Barnett, n.d.).

In this thesis I choose a speech by George W. Bush, the 43rd President of the United States of America, who is also called the wartime President in the aftermath of the airborne terrorist attacks on September 11, 2001. I choose his speech because I wonder how he, as a wartime President, could persuade the American citizens to put hopes on the government under his power and to believe that the attacks by the terrorists can be stopped and that the American citizens can be relieved when his government brings the terrorists to justice.

George W. Bush’s speech that I choose for this thesis is his speech delivered on September 6, 2006 in Washington DC entitled *Trying Detainees: Address on the Creation of Military Commissions*. The purpose of this speech is to persuade people to support the program that the United States has in facing the terrorists. I think this speech is interesting because as we know, the terrorists’ attack on America on September 11, 2001 has shocked the American people and made them realize that they have to face a new enemy. Therefore, after reading this speech, I want to learn more about what program it is that Bush explains in this speech, how this program can save lives and face the terrorists, and how Bush persuades the American citizens to support the program.

In this thesis I would like to analyze Bush’s speech in the form of written text, which is easier to analyze than in the form of audio text because in analyzing a written text, we can go back to the text repeatedly anytime we need

to take a closer look at any part of the speech. To analyze this speech, I have decided to apply Discourse Analysis by using van Dijk's theory of Critical Discourse Analysis.

Van Dijk is "one of the most prolific and influential writers in critical discourse studies" (Tileaga, 2011). There are three approaches to van Dijk's Critical Discourse Analysis, which I will discuss further in Chapter Two. In this thesis, I will use Micro-Level Analysis approach in van Dijk's theory. I will focus on getting the positive self-presentation and negative other-presentation from Bush's speech by using Micro-Level Analysis. It can be seen from how George W. Bush conveys the speech so that I can draw the positive self-presentation and the negative other-presentation.

The speech that I choose for this thesis involves two sides, which are the United States of America and the terrorists. In this speech, besides giving his arguments about the program the United States has, Bush also describes the two sides differently. He describes the United States of America positively; while the terrorists negatively. This final result of this analysis is the representation of the self, in this case the United States of America, and other, the terrorists. From my analysis about the presentation of the United States of America and the terrorists, people who read my study will know how to analyze a speech so that they will see the presentation of self and of other. This study also will help them to increase their sensitivity in critical thinking, which is the first reason why the topic of this thesis is significant.

The second reason is that by reading my thesis, the readers will learn more about speech. In delivering a speech, elaborating information or arguments, and persuading the audience, the speaker also has an opportunity to tell the hearers about his positive image. Therefore, the readers will become more aware

and develop their critical thinking while listening to or reading a speech.

(851 words)

1.2 Statement of the Problem

The problem in this study is formulated in the following questions:

1. How does the macrostructure analysis reveal the presentation of the self and other in Bush's speech?
2. How does the microstructure analysis reveal the presentation of the self and other in Bush's speech?
3. How does the superstructure analysis (schemata) reveal the presentation of the self and other in Bush's speech?

1.3 Purpose of the Study

The following is the purpose of this study:

1. to analyze how the macrostructure analysis reveals the presentation of self and other in Bush's speech.
2. to analyze how the microstructure analysis reveals the presentation of self and other in Bush's speech.
3. to analyze how the superstructure analysis (schemata) reveals the presentation of self and other in Bush's speech.

1.4 Method of Research

In writing the thesis, the first step I took is choosing the linguistic area to discuss, which is Discourse Analysis. After that, I selected the data sources and I decided to analyze a speech. I chose George W. Bush's speech, entitled *Trying*

Detainees: Address on the Creation of Military Commissions which was delivered on September 6th, 2006. Then, to analyze the speech, I used Micro-Level Analysis as the approach and I related the theory of Van Dijk's Discourse Analysis to the speech. The next step is I did the analysis. It starts with doing the macrostructure analysis, the microstructure analysis, and the superstructure analysis. Finally, I wrote the research report.

1.5 Organization of the Thesis

The thesis consists of four chapters. It starts with Chapter One, which is Introduction. Introduction itself consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two is Theoretical Framework, which explains the linguistic area and the approach used in writing this thesis. Chapter Three is the presentation of the data analysis. This Chapter includes the macrostructure analysis, the microstructure analysis, and the superstructure analysis of the speech. Chapter Four, Conclusion, contains personal comments on my findings. Finally, the thesis ends with Bibliography and Appendices.