CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

When someone is writing a text, that person must have a certain purpose that may be shared to others. There are various purposes of texts, for example, to entertain, to inform, or to persuade people. Consequently, when someone is making a written speech and delivering it, that person also has a certain purpose. Speech is "a formal talk that a person gives to an audience" (Hornby, 2010, p. 1431). In this thesis, I choose a speech as the data source of the analysis.

In a presidential campaign, it is very common for a candidate to deliver a speech to share certain ideas. The main purpose of the speech is logically to increase their possibilities to win the election. They arrange the speeches in various ways so that the audience will vote for them.

The United States of America held a presidential election at the beginning of November 2016. Each party had their own candidates and they were doing their campaigns actively. There is a Republican Party's candidate, Donald Trump, who has caught my attention. Among the speeches that he has delivered, I am

Universitas Kristen Maranatha

interested in his speech on fighting terrorism. The speech was delivered on August 15, 2016. In this speech, it is said that America is facing a new kind of terrorism, which is Radical Islam.

Speech is also divided into various genres. Since Donald Trump's speech on fighting terrorism is a form of his presidential campaign, the main purpose is to persuade people to vote for him and become the president of the United States. The genre of this kind of speech is a hortatory exposition. According to Gerot and Wignell (1995), a hortatory exposition is "a type of spoken or written text that is intended to persuade the reader or listener that something should or should not be the case" (p. 209). In his speech, Donald Trump tells people what they should do in order to fight terrorism. Then, he also wants to persuade people by telling what they should do to restore the safety in America, and the action that people can take is voting for Donald Trump.

This thesis contains an analysis of the self representation and other representation in Donald Trump's speech on fighting terrorism. This analysis will show how Donald Trump positions the other parties positively or negatively. In the speech, Trump mentions three other parties, which are Radical Islam, Hillary Clinton, and President Obama. Radical Islam is considered a threat and Hillary Clinton, together with President Obama, is said to be related to the rise of Radical Islam. Donald Trump, the one who delivered the speech, is the self. Radical Islam, Hillary Clinton, and President Obama are the other.

The area of linguistics that I use to analyse Donald Trump's speech is Discourse Analysis. The theory that I am going to use is Critical Discourse Analysis (CDA) by Teun A. van Dijk. According to van Dijk, CDA is "a type of

2   **Universitas Kristen Maranatha**

discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context" (as cited in Saadabad & Kasmani, 2014, p. 61). According to Fairclough, CDA is divided into three levels of analysis, which are the macro level, the meso level, and the micro level (as cited in Behnam & Mahmoudy, 2013, p. 2197). The analysis in this thesis will be focused on the micro level analysis, which includes the macrostructure, microstructure, and superstructure analysis.

I believe that Donald Trump's speech on fighting terrorism is significant to be analysed. It is because we can be more critical when we read or listen to this speech or other texts that we find. As human beings, we have to be critical about everything that happens around us in order to be able to react correctly and make the best choice. Through this analysis, we can also understand more about the writer's or the speaker's purposes in making a text or delivering a speech; we can see how the writer or the speaker positions the other positively or negatively. Through the analysis of his speech, we can see Donald Trump's ways to persuade American people to vote for him. In conclusion, this analysis is significant, especially to make us more critical in responding to everything that is happening in our society.

(723 words)

1.2 Statement of the Problem

The problems that are going to be analysed in this thesis are:

1. How are the self and the other represented in the text in the macrostructure aspect?

2. How are the self and the other represented in the text in the microstructure aspect?

3. How are the self and the other represented in the text in the superstructure aspect?

1.3 Purpose of the Study

The purposes of this study are:

1. To find out the representation of the self and the other in the text in the macrostructure aspect.

2. To find out the representation of the self and the other in the text in the microstructure aspect.

3. To find out the representation of the self and the other in the text in the superstructure aspect.

1.4 Method of Research

First, I read the text that was going to be analysed. Second, I searched for more information about the text. Third, I searched for the theories that could be used to analyse the text. Fourth, I analysed the text. The last step, I wrote the research report.

1.5 Organization of the Thesis

This thesis is divided into four chapters. Chapter One consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two consists of the theoretical framework that I am going to use to analyse the text. Chapter Three consists of the analysis of self representation and other representation. Chapter Four consists of my personal opinion of the research findings. At the end of this thesis, I also include Bibliography and Appendices.

Universitas Kristen Maranatha