

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Verbal communication is “the use of sounds and language to relay a message. It can be used to inform, inquire, argue and discuss all of kinds of topic” Hanes (2015). There are many kinds of verbal communication that produce a discourse. Speech is one form of verbal communication that is also used as a means of producing a discourse. According to *Oxford Dictionary* (2010), a speech is “a formal talk that a person gives to an audience” (p. 1482). A speech also has the purpose of persuading the audience and delivering information.

A political speech is an example of verbal communication and it can contain people’s representation. Verbal communication in the political context can be in the form of a campaign speech, which is an important tool for politicians to express their feelings and opinion to people so that people will agree with them.

I am interested in one of the campaign speeches that was delivered by Michelle Obama for Hillary Clinton rally in North Carolina. This speech is interesting to be analyzed because in this speech Michelle Obama conveys her support for Hillary

Clinton to be the U.S. president. In the speech Michelle Obama proposes some arguments that Hillary Clinton will be able to lead America to have a better future.

Michelle Obama is Barack Obama's wife who belongs to the same party as Hillary Clinton. Michelle Obama's speeches are easy to follow. The words in her speeches are simple and there are also some rhetorical tools that make it more ear-catching (Gallo, 2016). The way she delivers the message of her speeches is well organized so that most probably the ideas are quite easily understood and remembered by people. Besides, Michelle Obama has the same vision as Hillary Clinton that they fight for the rights of citizens, especially women's and children's rights. In the speech Michelle Obama wants to tell us about why she thinks Hillary Clinton will become a good leader.

Hillary Clinton is the first woman in the U.S. history to become the presidential candidate of a major political party. There are a lot of positive sides of Hillary Clinton. She has a promising vision in which America can be better than before. She also has many experiences in the governance. Furthermore, she has been a lawyer, a law professor, First Lady of Arkansas, First Lady of the United States, U.S. senator, and Secretary of State. I am deeply impressed by her vision and experiences as she opens people's eyes that there is nothing impossible if they are willing to try and fight for what they wish. With her experiences, she will easily form America to have a better future.

There are some kinds of text genre that we have to know before we analyze a text. Michelle Obama's speech is a hortatory exposition. According to Gerot and

Wignell (1995), the aim of hortatory exposition is to persuade the reader or listener that something should or should not be the case (p. 209). It can be seen in the speech that Michelle Obama is persuading Americans to find a good leader that can lead America and to vote for Hillary Clinton to be the next U.S. President.

In my thesis, I am going to analyze the text to find out the representation of Hillary Clinton. The area of linguistics that I decide to use is Discourse Analysis. Discourse Analysis is a study and analysis of the uses of language (Tannen, n.d., p. 1). In doing the discourse analysis, I decide to use van Dijk's theory because it is systematic and thorough. In van Dijk's theory, there are three levels that can be analyzed: the macro level, the micro level, and the meso level. However, I decide to analyze only the micro level, which includes the macrostructure, microstructure, and superstructure analyses.

I believe that this topic is significant for the reason that we can be more critical in understanding a text. I hope my analysis can be useful and contribute something positive in the study of text analysis. By being critical readers, we can see whether the ideas are positive or negative and we can understand better the writer's real intention in writing the text.

(706 words)

1.2 Statement of the Problem

The problems that I will analyze in my thesis are as follows:

1. Based on the macrostructure analysis, how is Hillary Clinton represented?
2. Based on the microstructure analysis, how is Hillary Clinton represented?

3. Based on the superstructure analysis, how is Hillary Clinton represented?

1.3 Purpose of the Study

This study is done :

1. to find out how Hillary Clinton is represented based on the macrostructure analysis.
2. to find out how Hillary Clinton is represented based on the microstructure analysis.
3. to find out how Hillary Clinton is represented based on the superstructure analysis.

1.4 Method of Research

First, I searched for the source of data that I wanted to analyze for my thesis. Then, I chose the suitable theory to analyze the data source. Next, I analyzed the data. Finally, I wrote the research report.

1.5 Organization of the Thesis

This thesis is divided into four chapters. The first chapter is Introduction, which contains 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. Chapter Three is the analysis of the data. Last, Chapter Four is Conclusion. I also present Bibliography and Appendices at the end of the thesis.