

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Background of the Study**

Persuading is quite common in our daily life. Usually, people like persuading others. There must be one kind of goal that comes from persuading, which is to make the people who are persuaded do what the persuader wants them to do. Each person can use their own way to persuade people.

There are many kinds of strategies to persuade people, each of which depends on the condition, the listener, as well as the status of the people involved. Speech is an effective way to persuade people, especially if the speech is delivered by an important person. According to Gwynne (1999), speech “offers the audience an orientation, a way of thinking about a phenomenon.” Based on the statement, it can be implied that the individual who delivers a speech might have certain ideas or want to persuade people to agree with him. Considering this phenomenon, I am interested in analyzing the way people persuade others, especially when they use a speech.

Image in politics and society is a substantial point for the citizens to consider their choices. A good image can bring a politician to glory, while a bad image on their opponent can bring their rival down. We can see these good and bad images built in their speeches. In early November 2016, United States had a presidential election which would determine the 45th President and 48th Vice President of the United States.

There were two candidates that participated in this presidential election, Donald Trump was one of them. He delivered plenty of speeches to the American people. One of them was his campaign speech. He wanted the American people to know that he, together with the American people, had plans to make America's future better. He was confident that he was the best candidate to be the next President of the United States, not Hillary Clinton. Donald Trump and Hillary Clinton were rivals for the 2016 presidential election in the United States.

I have decided to analyze Donald Trump's speech because he has often used controversial statements in delivering his speech. Usually, a public figure will use the best choice of words. He or she will try to build a good image by selecting their words. Different from other candidates, Donald Trump likes to express his feelings and thoughts by using some controversial words. He tends to say things blatantly, which is something intriguing.

Before we analyze a text, we have to know the genre of the text. There are several kinds of text genres. Donald Trump's campaign speech is an analytical exposition. Gerot and Wignell (1995) say that "the function of an analytical exposition is to persuade the reader and listener that something is the case" (p. 197). An analytical exposition contains three parts of structures, which include

thesis, arguments, and reiteration. The details of the three parts of the structures will 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 the language” (Tannen, 2012, par. 1). Since I am going to reveal the use of language in Donald Trump’s speech, Discourse Analysis is the right approach to use in analyzing the speech. In discourse we learn about the emphasis on the good things of the self and the bad things of the other, as well as the de-emphasizing of the self’s bad things and the other’s good things (van Dijk, 2006, p. 373). There are some ways to analyze a text or a conversation in Discourse Analysis, one of which is by using van Dijk’s theory. In this thesis, I will in particular focus on using van Dijk’s theory to analyze Donald Trump’ speech.

There are three levels in van Dijk’s theory, namely the macro level, the meso level, and the micro level. Yet, I decide to analyze the micro level, which includes the macrostructure, microstructure, and superstructure analysis. In this thesis, I will analyze the positive self-representation of Donald Trump and negative other-representation of Hillary Clinton.

By 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 himself positively and the other negatively. Besides, we can get to know the kind of expressions that the writer uses in delivering the speech, whether it is to persuade people or just to give information or ideas.

(742 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 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 analysis?
3. How are the self and the other represented in the text in the superstructure analysis?

## **1.3 Purpose of the Study**

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

1. how the self and the other are represented in the text in the macrostructure aspect.
2. how the self and the other are represented in the text in the microstructure analysis.
3. how the self and the other are represented in the text in 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 by searching on the Internet and by doing a library research. After I learnt the theory, I collected the data. Since I was interested in analyzing Donald

Trump's speech, I tried to find one that was really suitable to be analyze in my thesis. Finally, I wrote the research report.

### **1.5 Organization of the Thesis**

This 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, and while Chapter Three contains the analysis of the data. Finally, Chapter Four is conclusion and it is followed by Bibliography and Appendices.

