CHAPTER ONE

INTRODUCTION

Background of the Study

Language is a means of communication with which we can understand others, interact with someone, express our thoughts, give our opinions, share our feelings with one another, and also give information. We use language in two different forms; the first one is written and the second one is spoken. Language in the written form can be found in books, magazines, brochures or posters, while in the spoken form, we can find language by listening to the radio, TV shows, or people's speeches on TV.

In the political world, language can be used as a means of gaining trust from the public, to build a good image of someone or a certain group of people. However, language in the political world can also be used to mislead people's perception about something, which may not be as good as the image they build in public. They will do anything in order to reach their goal.

When using language to mislead people's perception, one is said to practice doublespeak. Doublespeak, according to Lutz, is a language that turns something bad to good, something harsh to tolerable, the negative image to positive one, the unpleasant impression to attractive one, and something simple

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to complex (Lutz, 1990, p. 1). Doublespeak is something common in our life; however, people are sometimes not aware of it. They do not notice doublespeak and even worse, people always get misled by it. Actually, we can easily spot doublespeak in many fields of life. However, for this thesis I would like to analyze doublespeak in a political speech.

Tuesday, November 8, 2016 was the day of the United States presidential election. The world put their eyes on this memorable event. For months, the two main parties, the Democratic and Republican parties had been working the presidential campaign subject of the two candidates of the next America's president. The candidates are Hillary Clinton from the Democratic Party, and Donald Trump from the Republican Party. It is common for the candidates to deliver speeches in their campaigns all over the United States. Every speech that they deliver has one basic purpose, which is to gain the people's trust and vote for them. I find two speeches of Hillary Clinton's presidential campaign that attract me. I choose to analyze the speech she delivered in DNC, Philadelphia when she was nominated as the candidate from the Democratic Party. The speech was delivered on July 28, 2016 and it has become controversial and popular on the Internet. The other speech that I choose is a campaign rally speech which was delivered on July 13, 2015. The reason why I choose two speeches for my data is to see whether in the speeches that were delivered in 2015 and 2016 Hillary Clinton talks about the same topic and has the same intention in order to gain the audience's trust and vote.

The reason why I choose Hillary Clinton is because she is the first woman who is running for the United States President. I choose Hillary Clinton's

speeches because in the speeches she is against a lot of Donald Trump's statements about racism, the fact that immigrants must be deported, and about the fact that he alone can manage America. Clinton turns over Trump's statements by using doublespeak. That is why, in my thesis I would like to spot and analyze the use of doublespeak in the speech to know how Clinton can get through the people's hearts to gain their trust and vote for her on the election day. It is quite challenging because in her speeches, Clinton tries to build a good image. She tries to build the American people's mindset that a woman can also lead such a big and superpower country.

To analyze Hillary Clinton's speeches, I use Pragmatics as the approach for the reason that it deals with speakers' intention and meaning as well as with the contextual meaning. I have to know Clinton's contextual meaning when using doublespeak in her particular statements and I must be aware of her intention in using doublespeak in her speeches.

Considering that doublespeak is very often used by many politicians in their political speeches, I am sure that through my thesis, I will be able to help people who listen to or read political speeches become more aware of and critical about the speakers' intention. It is an important thing for people to be aware of political speeches that contain doublespeak because the political speeches they read or listen to have the purpose of misleading them. If the people are more aware of the use of doublespeak, they will not be too easily influenced and manipulated.

(779 words)

Statement of the Problem

In this thesis there are three problems that are going to be analyzed, namely:

1. Which utterances in Hillary Clinton's speeches are categorized into doublespeak?

2. What kind of doublespeak is used in Hillary Clinton's speeches?

3. What does Hillary Clinton use doublespeak for?

Purpose of the Study

This thesis aims:

1. To find out the utterances that are categorized as doublespeak in Hillary Clinton's speeches.

2. To find out the types of doublespeak used in Hillary Clinton's speeches.

3. To find out what Hillary Clinton uses doublespeak for.

Method of Research

In writing this thesis, I follow some steps. First, I search for the theory of doublespeak from the Internet and in the library. Second, I read the theory and try to understand it. Third, I look for a good data source. Fourth, I analyze all the data that contain doublespeak, and answer all the statements of the problem. Finally, I write the research report.

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Organization of the Thesis

My thesis is divided into four parts. The first part is Chapter One, which is Introduction. It contains Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. The second part is Chapter Two, Theoretical Framework. It contains the elaboration of the theory that I use to analyze the data. The third part is Chapter Three, the analysis of the data. It contains the answer to the statement of the problem. The fourth part is Chapter Four, Conclusion. It contains the conclusion of my thesis after analyzing the data. Bibliography and Appendices follow the last chapter. Bibliography contains the sources and references used in the thesis, and Appendices contains the complete data that I analyze in my thesis.