

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The United States of America is one country that has long been practicing the presidential election. After departing from the monarchy system of Britain, the founding fathers of America created a new system where they could elect their leader, which many years later takes place every four years. In 1789, under this new more democratic system the first President of America, George Washington, was elected, although back then not everyone could elect the president because only white men had the privilege to elect (Presidential Elections, 2010).

After some periods with George Washington as the president, in 1796 the first contested presidential race occurred between John Adams versus Thomas Jefferson and so, the Federalists versus the Republicans. Almost a hundred years later when the Civil War occurred, the tension between the North and the South also brought a new president to appear, the famously known Abraham Lincoln that was appreciated as one of the greatest presidents because of his service towards the liberty of slavery (Presidential Elections, 2010).

The stories of the USA presidential elections then continued until the point when they elected their first African-American president, Barack Obama in 2009, which is quite controversial. His reign ended when Americans had to choose their new leader at the latest presidential election in 2016, in which Hillary Clinton, the former first lady of USA and Donald Trump, a real estate tycoon, were the final candidates of the election.

In this thesis, I would like to analyze the election process of the latest US presidential election. Although the result has already been known, I would like to emphasize more on the campaign process, because to become a president, a candidate has to do a rally of campaigns to make sure that as many citizens as possible will vote for them. Usually a candidate will say anything in those campaigns to persuade people to vote for them and one candidate usually will portray themselves positively while the rival negatively. Therefore, in this thesis, I am interested in analyzing one of the two final candidates' remarks, which is Hillary Clinton's at Pasco-Hernando State College East Campus in Dade City, Florida on November 3rd, 2016. The text is one of her later campaigns, just before the election that occurred on November 8th, 2016.

I choose the remarks to be analyzed because the latest US presidential election in 2016 was one of the biggest events for the US citizens. There were over one billion tweets sent to Twitter, a social media, regarding the election since the primary debates began in August 2015 (Coyne, 2016). This shows the citizens of the USA respond to these two candidates enthusiastically. Besides, since the remarks must have been Hillary Clinton's effort to persuade people to vote for

her, I would like to know how Hillary Clinton represents herself and how she presents Donald Trump in the text.

The field of analysis of my thesis is text analysis. According to Nordquist (2017) a text is “a coherent stretch of language that may be regarded as an object of critical analysis” and to analyze the text, I would like to use Critical Discourse Analysis theory, which is derived from Discourse Analysis theory. Discourse Analysis itself is “a method of analyzing the structure of texts or utterances longer than one sentence, taking into account both their linguistic content and their sociolinguistic context; analysis performed using this method” (Hornby, 2010). Through this analysis we might find out whether there is a representation beyond the text.

According to van Dijk, Critical Discourse Analysis has three approaches: macro level analysis, meso level analysis, and micro level analysis. However, in this thesis I would like to limit my analysis on the micro level analysis only. Micro level analysis concerns about three aspects: macrostructure, microstructure, and superstructure. Through the analysis of the three aspects I would like to unveil the representation of Hillary Clinton and Donald Trump in the text.

Finally, this thesis is significant as the readers would be aware of the useful knowledge of discourse analysis that discourse analysis has a deeper meaning and we can dig more to it by using the theory I have mentioned above to know how someone is represented in a discourse. (700 words)

1.2 Statement of the Problem

There are three problems that will be discussed in this thesis:

1. What is the representation of Hillary Clinton and Donald Trump in the text based on the macrostructure analysis?
2. What is the representation of Hillary Clinton and Donald Trump in the text based on the microstructure analysis?
3. What is the representation of Hillary Clinton and Donald Trump in the text based on the superstructure analysis?

1.3 Purpose of the Study

There are three purposes of this thesis, they are:

1. to find out the representation of Hillary Clinton and Donald Trump in the text based on the macrostructure analysis.
2. to find out the representation of Hillary Clinton and Donald Trump in the text based on the microstructure analysis.
3. to find out the representation of Hillary Clinton and Donald Trump in the text based on the superstructure analysis.

1.4 Methods of the Research

I began my research by searching for the discourse to be analyzed from the Internet. After I found the discourse, “Hillary Clinton Remarks at Pasco-Hernando State College East Campus in Dade City, Florida on November 3rd 2016”, I analyzed the genre of the text based on Gerot and Wignell’s theory. After defining

the genre of the text, I looked for Teun A. van Dijk's theory about Critical Discourse Analysis. Then I analyzed the data and finally wrote the report.

1.5 Organization of the Thesis

I divide my thesis into four chapters. Chapter One is Introduction, consisting of five parts: Background of the Study, Statement of the Problem, Purpose of the Study, Methods of Research, and Organization of the Thesis. Chapter Two is Theoretical Framework, which contains the explanation of the theory used for the analysis. Chapter Three contains the analysis of the discourse. The last chapter, Chapter Four, is Conclusion. At the end of the thesis, there are Bibliography and Appendices.

