CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

It is clear that persuading is one of the basic ways of how people can influence other people to do what they want or simply to believe in what they believe. When someone persuades others, of course there is at least one intention that is driven from inside of that person, which can only be fulfilled by other people. Thus, strategies are needed.

The strategies depend on the target: traditional, cultural, and ideological. These strategies have to adjust to the condition of the target. For example, what becomes the crucial issues spread in the society targeted to be informed, what kind of culture this target has in its generations, and how the target believes in its ideologies which control and develop the mind of the target. Thus, it is very important to deliver the important message, for example in a speech, through a very powerful person and it is challenging to find the persuasion which is implicitly conveyed in the speech.

Furthermore, I am interested in examining how important persuasion is and it drives me to take a speech of Bush to analyze how he persuades American people to believe what he believes. Thus, I come up with this topic, "Text Analysis of Positive Self-presentation in Bush's Farewell Speech: 'This is a Moment of Hope and Pride'" The goal of choosing this topic is to examine the detail of the speech to reveal the positive self-presentation of Bush, which will help the reader to understand more deeply in every possible detail about the speech itself. This speech will be examined with the suitable area of linguistics, which is Text Analysis and specifically in the theory of van Dijk.

In his theory, van Dijk (2004) once mentions about how important ideology is. He says, "ideologies not only may control what we speak or write about, but how we do so"(p. 28) for ideologies are the fundamental beliefs of a group and its member. This thesis is going to be dealing with how the American ideology affects Bush's diction to speak out his mind and to explicitly or implicitly perform his representation. Through the theory of van Dijk I analyze how the speech will lead people to do what Bush wants in order to make people believe in his ideology.

The data source, "This is a Moment of Hope and Pride" is taken from the international media, CNNPolitics.com, which has explicitly been publishing the important developments of countries all around the world. This speech consists of forty-eight paragraphs, every paragraph of which is significantly popping out an idea of how President Bush intends to create an opinion about himself in the eye of Americans. All the achievements he has accomplished are mentioned with a

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strategy of involving the entire society in America so that it will sound as if he has successfully led the nation towards a brighter future.

In this speech, there are some proofs stated in a number of paragraphs about the ideologies belonging to America which are implemented and announced by Bush in this particular speech to again assure the American people that he has done a good job in leading the country and its nation. Aside from that, this speech also talks about some American figures who have built their country through anything they are good at. This speech also states how Bush has overcome the tragedy of 9/11, the problem of HIV/AIDS, and even the war against Iraq. These major events mentioned in his speech will certainly add up the data in order to reveal how successful Bush's performances are as the president in those two periods.

In my analysis I am going to examine and reveal the presentation which lies beneath Bush's speech and what he tries to conclude to be the encouragements for his people. Furthermore, I believe this speech can be useful for the readers as they will be critical in comprehending the details of the text. Besides, they will understand how to judge Bush's self presentation, and they will be able to see how this kind of text has very strong influence towards people in general or to be specific, American people. Slightly, it can be seen that Bush is wants to drive American people's mind to believe in him, in what he has done, and in his success.

Bush also shows his humility in welcoming as well as wishing the best for the president-elect Barack Obama, who is going to take over the government and lead the nation to fight for their country, America.

757 Words)

1.2   Statement of the Problem

From the data source I have presented, the problems I would like to discuss are as follows:

1. Based on the macrostructure analysis, how does the global topic of the speech show the positive self-presentation of Bush ?

2. Based on the microstructure analysis, how do lexicon and topic selection help reveal the representation of Bush ?

3. Based on the superstructure analysis, how is the information of the representation of Bush organized in the speech ?

1.3   Purpose of the Study

The purposes of this analysis are as follows:

1. to find out how the global topic of the speech shows the positive self-presentation of Bush based on the macrostructure analysis.

2. to find out how lexicon and topic selection help reveal the representation of Bush based on the microstructure analysis.

3. to find out how the information of the representation of Bush is organized in the speech based on the superstructure analysis.

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1.4 Method of Research

First I chose an area of linguistics to focus on, namely Discourse Analysis. Following that step, I searched for the text to analyze. After that I analyzed the text based on the theory used. 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 consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of the Research, and Organization of the Thesis. Chapter Two contains Theoretical Framework. Chapter Three is the analysis of the data. The last chapter, Chapter Four, is the conclusion of all the analysis. I put Bibliography and Appendices at the end of my thesis.