CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Communication is something that human beings need in daily lives. As social beings that cannot live by ourselves, we can say that communication is a basic human need. It is "a tool with which we exercise our influence on others, bring out changes in our and others' attitudes, motivate the people around us and establish and maintain relationships with them" (Communication Theory, 2017). People communicate in two ways, verbally and non-verbally. Verbal communication is communication which uses language, whereas non-verbal communication is communication which uses facial expressions, body language or tone of voice.

One of the types of verbal communication is a speech. According to Hornby (2010), a speech is "a formal talk that a person gives to an audience" (p. 1431). When people talk or communicate through a speech, they have certain purposes such as to inform, entertain, inspire, and persuade other people or audience. It is especially true when the head of a country delivers a speech; they always have a certain goal to achieve.

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In my thesis I would like to analyze the speech of the current president of the United States, Donald Trump, in Saudi Arabia, which happens to be his first foreign trip since taking office. The speech was delivered in the Arab Islamic American Summit to 55 Muslim countries' leaders. In the speech, Donald Trump, as the representative of America, talks about his goodwill to strengthen ties with Saudi Arabia (Muslim countries). Trump also addresses the problem of Islam extremism and terrorism, and he invites the leaders to unite together to fight these extremist groups.

There are various types of speech genres. The genre of the speech that Donald Trump gives is a hortatory exposition. According to Gerot and Wignell (1995), a hortatory exposition is "a type of spoken or written text that is intended to persuade the reader or listener that something should or should not be the case" (p. 209). In his speech, Donald Trump tells Muslim countries that they should work together with America to fight extremism that brings disaster for both countries. Then, he also tells people the actions that should be taken to keep the safety of both America and Muslim countries. Thus, it clearly shows that the main purpose of Donald Trump's speech is to persuade people to unite together with America and strengthen the friendship between America and Muslim countries to fight extremism.

This thesis contains a text analysis which will show how Donald Trump and America are represented in his speech by the theory of Critical Discourse Analysis (CDA) proposed by Teun A. van Dijk. CDA is "a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social

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and political context" (van Dijk, 2001, p. 352). Van Dijk divides CDA into three levels of analysis, which are the macro level, which deals with power, dominance, status, and any kind of inequality between social groups; meso level, which deals with the bridge between macro level and micro level; and the micro level which focuses more on the language use, discourse, verbal interaction and communication (p. 354). This thesis will be focused in analyzing the micro level, which contains the macrostructure, microstructure, and superstructure analysis.

Through my analysis about the positive representation of America using the theory of CDA, we will become more aware that people tend to have a certain purpose embedded in their utterances, and that they oftentimes insert their point of view on things, whether positively or negatively. This also happens with hortatory speeches, whose purpose is to persuade the hearer. Through the analysis of the speech, we are able to see that someone can give representation of themselves or others through the things they say. We can understand more about Donald Trump's purposes when delivering his speech in Saudi Arabia. Moreover, we can see Donald Trump's ways in persuading the Muslim country to unite together in fighting extremism. At last, this analysis will help us to become more aware of how people represent themselves and others in their utterances and it also helps us to increase our critical thinking while we are in the society or while listening to or reading a speech.

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1.2 Statement of the Problem

This thesis aims to answer the following questions:

1. How is the positive self-presentation of America revealed through the macrostructure analysis?

2. How is the positive self-presentation of America in Donald Trump's speech revealed by lexicon through the microstructure analysis?

3. How is the positive self-presentation of America in Donald Trump's speech explained through the superstructure analysis?

1.3 Purpose of the Study

The following is the purpose of the study:

1. to analyze how the macrostructure analysis reveals the positive self-presentation in Donald Trump's speech.

2. to analyze how the microstructure analysis reveals the positive self-presentation in Donald Trump's speech.

3. to analyze how the superstructure analysis (schemata) reveals the positive self-presentation in Donald Trump's speech.

1.4 Method of Research

Firstly, I searched for the data, which is a speech that would be the object of my thesis. Then, I also looked for some information which was related to the speech. Next, I gathered the theories about Discourse Analysis and I read it. Next, I started to do the analysis. Finally, I wrote the research report.

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1.5 Organization of the Thesis

The thesis contains four chapters. The first chapter is Introduction; it consists of 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 positive self-presentation of the speech. Chapter Four is the conclusion of all the analysis. I put Bibliography and Appendices at the end of my thesis.