CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

A presidential election is an important event for democratic countries such as the United States of America. During a presidential election, there are campaigns conducted by the candidates. A campaign is "a series of planned activities that are intended to achieve a particular social, commercial or political aim" (Hornby, 2010, p. 211). One of the activities that are often done during the campaign is speeches presented by the candidates. In the opinion of Gately (2016), a campaign speech is a speech that is intended to entice the voters to elect the candidate. Furthermore, according to Hornby (2010), a speech is "a formal talk that a person gives to an audience" (p. 1482). From the definition above, it can be understood that a campaign speech is a formal talk that a candidate gives to an audience in order to entice the voter to elect him or her. As claimed by Palazzolo and Theriault (1996), the content of a campaign speech must fulfill four things. First, candidates declare what their aim is in running for office. Second, candidates try to prevent other candidates from running. Third, candidates have to inform the audience why they are running for office. Fourth, candidates use the speech to proclaim the topic of their campaign (p. 350).

During the speech, the speaker is actually representing the topic he or she is talking about. How the representation is made is up to the speaker. When

talking about people, a speaker has the power to differentiate who are to be on his/her side (self) and who are not (others). What is more, the speaker can decide whether he or she wants to represent other(s) positively or negatively.

The data that I am going to analyze is Michelle Obama's speech, which was delivered on October 13, 2016 in New Hampshire. In 2016, when the speech was delivered, there was a presidential election in the United States of America. In the speech that Michelle Obama delivered, she mentioned two important people. They are Donald Trump and Hillary Clinton.

In Donald Trump's political careers, he has changed his political party for five times (Chasmar, 2015). In 1987, Donald Trump was first time registered in the Republican Party. Later on, he changed his party into the Independence Party in 1999. Soon after, he registered in the Democratic Party in 2001. Eight years later, in 2009, he changed his political party into Republican again. Then, in 2011, he claimed he did not belong to any party. Later, in 2012, he returned to the Republican Party. In 2012, his career in politics became more intense and he publicly announced his intention to be a president in January 2013, which he does later on by becoming a candidate for president of the United States of America in 2016.

In addition, Hillary Clinton was the first lady in 1993-2001 when Bill Clinton was the President of the United States. Hillary Clinton has several political careers. She is a women's rights activist. Besides, she was the U.S. senator and the secretary of the state. In 2015, she officially announced her intention to be the U.S. president candidate.

The speech I am going to analyze was intended for people in the United States of America. The topic of the speech is about the two candidates in the presidential election of 2016. They are Hillary Clinton and Donald Trump. The political party of Hillary Clinton is Democratic, while the political party of Donald Trump is Republican. As Michelle Obama is the wife of former U.S. President Barack Obama, who is in the same party as Hillary Clinton, Michelle Obama sides for Hillary Clinton. Therefore, Hillary Clinton is considered the self, whereas Donald Trump is considered the other.

The theory that I am going to use is Critical Discourse Analysis (CDA) by Teun A. van Dijk. CDA is a method that focuses on analyzing misuse of authority by the exclusive group to influence the knowledge of hearers or readers through text or talk (van Dijk, 1995, p. 24). In the theory, van Dijk mentions that there are three levels to analyze the discourse. They are macro level, meso level, and micro level. In this analysis, I will limit the scope of my research by only using the micro level analysis, which includes the macrostructure, microstructure, and superstructure analyses.

Since a speech can give knowledge to the hearers or readers, it is important to inform the hearers or readers that they have to be more analytical when they receive a speech. The findings of this research can make the hearers or readers become more analytical by knowing how the speaker represents the self and the other. As a result, the hearers or readers can analyze the purpose of the speaker in delivering the speech.

(800 words)

1.2 Statement of the Problem

There are several problems that I am going to analyze in this thesis, they are:

1. how are the self and other representation revealed in the speech through the macrostructure analysis?

2. how are the self and other representation revealed in the speech through the microstructure analysis?

3. how are the self and other representation revealed in the speech through the superstructure analysis?

1.3 Purpose of the Study

There are several purposes of this analysis; they are:

1. to find out the self and other representation from the speech through the macrostructure analysis.

2. to find out the self and other representation from the speech through the microstructure analysis.

3. to find out the self and other representation from the speech through the superstructure analysis.

1.4 Method of Research

In making the analysis, at first, I found the data which is the speech transcript from a reliable source to make sure that my analysis is valid. After that, I read the speech thoroughly. Subsequently, I searched for information about

America's presidential election in 2016, Michelle Obama, Hillary Clinton, Donald Trump, and Donald Trump disparaging women's issue that Michelle Obama mentioned in the speech to help this analysis. Afterwards, I made the theoretical framework in order to acknowledge the readers about the theory used. In the end, I wrote up the analysis of the findings using the theory used.

1.5 Organization of the Thesis

The first chapter of this thesis is Introduction, which contains Background of the Study, Statement of the Problem, Purpose of the Study, Research Method, and Organization of the Thesis. The second chapter is Theoretical Framework which contains the theory used to analyze the data. The third chapter is the analysis of the findings. The fourth chapter is Conclusion, explaining my points of view of the findings. At the end of this thesis, there are also Bibliography and Appendices.