CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Public speaking can take several forms, one of which is through delivering a speech. A speech is made to persuade, to entertain or to send messages to certain audience. According to Hornby (2010), "a speech is a formal talk that a person gives to an audience and serves different functions" (p. 1431). When a speech is made and delivered by someone of power or a higher status than the audience, it serves a function to persuade and convince the audience about something (Keraf, 2001, 23).

In this thesis, I am going to analyze a speech in terms of discourse analysis. Paul Baker (2006) defines discourse as a term used to refer to particular contexts of language use. In other words, discourse is defined as the use of spoken or written language in a social context (p. 3). As for discourse analysis, van Dijk (1997) states that it is a broad term used for the study of the ways language is used in texts and contexts. It has a purpose to interpret a discourse in various communication messages, one of which is speech (p. 96).

Specifically, the theory I am going to use for my analysis is Critical Discourse Analysis (CDA) by Teun van Dijk. According to van Dijk (2001), CDA

is "a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted and reproduced by text and talk in the social and political context" (p. 352). In addition, CDA is divided into three levels of analyses, they are macro level, meso level, and micro level analyses.

In my thesis, I am going to specifically focus on an analytical exposition. Analytical exposition is the kind of text which has a social function to persuade the readers or listeners that something is the case (Gerot & Wignell, 1994, p. 197). In other words, analytical exposition is meant to draw the attention of the readers or listeners and persuade them to agree with the arguments presented in the speech.

I choose to analyze a speech by President Barack Obama, the 44th President of the United States of America, who also became the first African American president in the superpower country. The speech I choose for this thesis is titled *President Obama's Speech on Combating ISIS and Terrorism.* It was delivered on September 11, 2014 in Washington DC. In this text, it is stated that America has to face a terrorist group known as ISIS. From the description that Obama has given inside the text, ISIS is a terrorist organization formerly known to affiliate with al Qaeda in Iraq. ISIS is also committed to do great harm and criminal acts to the world including America. One of their criminal actions is the execution of the American journalists, called Jim Foley and Steven Sotloff. Therefore, in his speech, President Barack Obama has a purpose to persuade American people to support the strategies that the United States has made in degrading and destroying the terrorists from the world. In addition, Obama also wants to persuade American people to support his leadership in carrying the mission. After reading the speech, I decide to

know more about how Obama proposes the strategies to combat terrorism and how he persuades the Americans to support his strategies in his speech.

This thesis contains an analysis of the self representation in President Barack Obama's speech on combating ISIS and terrorism. This analysis will focus on how President Obama positions America. In the speech, Obama also mentions other parties involved in this combat, which are American's friends and allies. They are considered the self-group presentation as they stand by Obama and the Americans to banish terrorism from the world.

From my analysis about the representation of the United States of America, I hope that we can be more critical when we read and listen to a speech. We can also see how a speaker positions himself or certain parties within the speech he delivers. In the particular speech, we can specifically see how Obama endeavors to persuade the Americans to fight ISIS and the way he presents himself and America positively while simultaneously depicting ISIS negatively. The significance of the analysis is also to make us more aware and critical of the things happening in our surroundings and society.

730 words

1.2 Statement of the Problem

The problems that are going to be analyzed in this thesis are:

1. how is the self (the Americans, Obama, and their allies) represented in Obama's speech on combating ISIS and terrorism in the macrostructure aspect?

2. how is the self represented in Obama's speech on combating ISIS and terrorism in the microstructure aspect?

3. how is the self represented in Obama's speech on combating ISIS and terrorism in the superstructure aspect?

1.3 Purpose of the Study

The purposes of this study are:

1. to find out the representation of the self (the Americans, Obama, and their allies) in Obama's speech on combating ISIS and terrorism in the macrostructure aspect.

2. to find out the representation of the the self in Obama's speech on combating ISIS and terrorism in the microstructure aspect.

3. to find out the representation of the the self in Obama's speech on combating ISIS and terrorism in the superstructure aspect.

1.4 Method of Research

In writing this analysis, the first step is I choose a linguistic area to discuss, which is Discourse Analysis. The second step is I read the whole text to be analyzed. Here, I choose President Barack Obama's speech, entitled *President Obama's Speech on Combating ISIS and Terrorism* which was delivered on September 11, 2014. Then, I search for the theory to be used to analyze the text. I use Micro-level Analysis theory from van Dijk's Critical Discourse Analysis (1993). Next, I do the analysis. The last step is I write the research report.

1.5 Organization of the Thesis

This thesis is organized into four chapters. Chapter One is Introduction. This chapter is divided into five parts, which are 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 explains further the linguistic area and the approaches that I use in doing the analysis. Chapter Three presents the data analysis of the self representation. Chapter Four consists of my personal opinion of the research findings. At the end of this thesis, I also include Bibliography and Appendices.