CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

A presidential election is one of the most essential events especially in a democratic country since it will determine who will be the next leader in that country. Before the election day, each of the candidates will do several political campaigns. A political campaign is a communication process to deliver a message continuously to the target group of voters (Azu, 2013, p. 12). Therefore, during a political campaign, persuading the voters is a substantial thing.

According to Library of Congress (n.d.), in doing a political campaign there are several strategies that can be done to persuade the voters such as advertising, theme songs, stump speeches, and negative campaigning. Speech is the most widely used strategy to be used in a presidential campaign. According to Hornby (p. 1500), a speech is "a formal talk that a person gives to an audience". It can be known, through a speech, a speaker can convey their own messages to the audience in spoken words. Hence, a speech helps the candidates to communicate their messages easily. In addition, a speech might be an effective way for the

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candidate in a political campaign to gain a lot of support from the citizens since a speech is intended "to express the addresser's viewpoints on things in the world, to elicit or change the audience's attitudes and to arouse the audiences' passion to share the same proposal of the addresser" (Ye, 2010). It can be concluded that a person who delivers a speech might have certain thoughts or ideas to be conveyed in order to persuade the audience to agree with them.

During the presidential campaign, through the speeches, each of the candidates conveys their thoughts or ideas through some promises, visions, missions, and strategies in order to gain the citizens' trust. Besides, in delivering a speech, they also try to build both their opponents and their own image. According to Strachan and Kendall (2004), the goal of a political image is to generate, maintain, sharpen, and strengthen favorable perceptions among members of the public to affect their political attitudes in decision-making (as cited in Lalancette & Raynauld, 2019). It can be known that image is a substantial thing for a presidential candidate since it influences the citizens' decision to vote for them. As a result, the candidates tend to create a positive image for themselves since it will lead them to political glory and gain a lot of support. On the other hand, a negative image of their rival is created in order to make their opponent down. Hence, I choose a speech as I am interested in analysing how presidential candidates persuade the audience through a speech and how they build an image to create a representation for themselves and also their opponents.

In November 2020, America held a presidential election to determine who would be the next president. There were two presidential candidates to be elected;

they were Donald Trump and Joe Biden. Donald Trump, who was the incumbent at that time, was a candidate from the Republican Party, while Joe Biden was a new candidate from the Democratic Party. In this thesis, I decide to analyse Joe Biden's speech. I am interested in analysing Joe Biden's speech because of several reasons. The first reason is that he is very experienced in politics. He started his career in politics by being a U.S. senator in Delaware from 1973 to 2009. He became the fifth-youngest senator in history as well as the longest-serving senator in Delaware. Next, he earned the trust of Obama to become a vice president for two periods. He served Obama from 2009 until 2017. Then, if Trump is known as a controversial figure in which his policy mostly became social conflict and social inequality (Rohmah, 2018), Joe Biden is known as a figure who dares Trump bravely. It can be seen through his statements in which he gives harsh criticism to Trump's performances blatantly. In addition, according to NBC News (2020), Biden is seen as a figure who is brave enough to push back Trump's criticism. Considering these qualities, I believe Joe Biden's speech is intriguing to be analysed further.

The theory applied to analyse Joe Biden's speech is van Dijk's Critical Discourse Analysis (CDA). 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 and political context" (van Dijk, 2001, p. 352). Thus, CDA is the right approach to be used in this research since I will analyse social and political issues through one of Joe Biden's political speeches.

van Dijk's CDA is divided into three major approaches, namely macro-level analysis, meso-level analysis, and micro-level analysis. However, I will limit the analysis of my thesis only to the micro-level analysis which consists of macrostructure analysis, microstructure analysis, and superstructure analysis. In the micro-level analysis, I will focus my research on finding the positive self-presentation of Joe Biden and negative other-presentation of Donald Trump as Joe Biden's political opponent.

I believe this research is significant as it can help people to think critically about the information given by political figures, especially how they represent themselves positively and others negatively. Besides, I hope this research can also give significant benefits to further research in the same field.

(885 words)

1.2 Statement of the Problem

In doing this research, the problems that I would like to discuss are:

1. How are the self and other represented in the speech based on the macrostructure analysis?

2. How are the self and other represented in the speech based on the microstructure analysis?

3. How are the self and other represented in the speech based on the superstructure analysis?

1.3 Purpose of the Study

By doing this research, I would like to find out the following things:

1. the representation of the self and other in the speech based on the macrostructure analysis;

2. the representation of the self and other in the speech based on the microstructure analysis;

3. the representation of the self and other in the speech based on the superstructure analysis.

1.4 Organization of the Thesis

This thesis will be divided into five chapters. The first chapter is Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the Study, and Organization of the Thesis. The second chapter is the Literature Review. The third chapter is the Methods of Research, which includes Research Design, Data Collection Technique, Framework for Analysis, and Data Analysis. The fourth chapter presents the analysis of my data, Positive Self-Presentation and Negative Other-Presentation in Joe Biden's Speech on 20 August 2020 in Democratic National Convention. Then, the fifth chapter is the Conclusion, which is followed by References and Appendices.