

# **CHAPTER ONE**

## **INTRODUCTION**

### **Background of the Study**

In the political world, politicians use all efforts in order to achieve their goals. For example, during an election some politicians use posters, billboards, etc. in order to promote their party. They also make some political statements during their campaigns. These statements are about their policies and actions. Those politicians are very effective in using words in order to keep their good image in front of their supporters. They try to get the trust and sympathies from their audience or readers.

Some politicians use some tricks in their statements to promote their party and to get the sympathies from the general public. They also try to make justification of their actions or policies. In my opinion, political world is full of manipulations. In the political world, politicians have to be innovative in making political statements in order to get the sympathies from their supporters and get more people to vote for them.

After the tragedy of World Trade Centre of 11<sup>th</sup> September 2001 in New York, the political world is getting much attention. That tragedy became a terrible blow for the USA, for the simple reason that the USA is well-known as 'The Super Power'. After the World Trade Centre tragedy, Bush became very aggressive in pursuing the terrorists, in particular Osama bin Laden. First, Bush

started his invasion of Afghanistan in order to chase and capture Osama bin Laden. Then, he continued his invasion to Iraq after he received information that Osama bin Laden was there. He also started his pursuit of Saddam Hussein, the president of Iraq at that time, claiming that Saddam Hussein has been hiding nuclear weapons in his country. Bush stated that Saddam Hussein was planning to do something terrible using the nuclear weapons which, still according to Bush, would be of great danger to human kind.

Some people approve of this invasion, but many are against it. To justify his moves, Bush made a lot of political statements concerning the attack in Iraq. Most of Bush's political statements are related to U.S Military missions in the Middle East generally and of Iraq specifically. It is generally known that since then Bush has been trying to get the sympathies from people all over the world using his political speeches and statements. His other intention is that he wants to maintain the good image of the USA as a country which respects human rights. He does this by stating that his attack to Iraq is actually a humanity action, and so this invasion is truly an action of defending human rights.

Concerning the language, there is one approach in Linguistics which can be used to analyze Bush's political statements. I use Pragmatics as my approach for the simple reasons that in analyzing Bush's political statements; I deal with the speaker's intention. And Pragmatics is very helpful in analyzing Bush's statements because pragmatics, according to Grice, is speaker meaning. Speaker meaning not only deals with the speaker's intention but also allows a distinction between two kinds of meaning. (Schriffin, 1994: 191).

In Pragmatics, when one uses language to deceive others, it is called 'Doublespeak'. As William Lutz puts it, doublespeak is "language that pretends to

communicate but it really does not. It is language that conceals or prevents thought; rather than extending thought, doublespeak limits it.” (Lutz, 1990: 1)

As I have already said, the topic of my thesis, Doublespeak, is about speaker’s intended meanings, so it belongs to Pragmatics. Using Pragmatics as an approach helps one to analyze the speaker’s intention when someone speaks. For this reason I use Pragmatics in analyzing the doublespeak used in Bush’s political statements. Besides some facts and opinions which I find in the Internet, Pragmatics is very helpful in interpreting Bush’s real intention when he delivers his political speeches.

### **Statements of the Problem**

In this thesis, I would like to discuss:

1. Which statements in Bush’s speeches contain doublespeak?
2. What kind of doublespeak occurs in Bush’s political statements?
3. What are the hidden purposes behind Bush’s speeches?

### **Purpose of the Study**

In this thesis, I would like to show:

1. The statements in Bush’s speeches which contain doublespeak.
2. The kind of doublespeak occurring in Bush’s political statements.
3. The hidden purposes behind Bush’s speeches.

## **Methods of Research**

In writing this thesis, I use library research. First I browse the Internet to search for the theory of doublespeak and to collect some speeches to be used as the data. I also search for some books which can support my analysis in faculty's library. Second, I read the speeches and select the statements containing doublespeak. Third, I classify them into four major categories of doublespeak. Fourth, I analyze the purpose of using doublespeak.

## **Organization of the Thesis**

This thesis is divided into four chapters. Chapter One consists of the Background of the Study, the Statement of the Problem, the Purpose of the Study, the Methods of Research, and the Organization of the Thesis. Chapter Two consists of the Theoretical Framework, which is the explanation of the linguistic area and the doublespeak approach used in analyzing the data. Chapter Three is the discussion on the use of doublespeak in Bush's speeches and political statements. In the last chapter, Chapter Four, I draw a conclusion of my analysis. Then, I end my thesis with the Bibliography and the Appendices.