Tenor in Obama's Speech

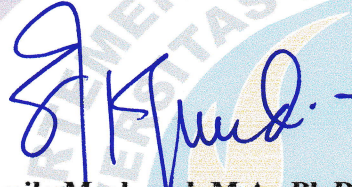Thirto Syahputra Manggo

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Abstract

This research aims to reveal the representation of Tenor namely personalization, standing and stance in Obama's speech. It uses the theory of Tenor by Mechura in non-interactive text. The objects of the research are speeches at University of Indonesia which is symbolized as *speech 1*, at Cairo University as *speech 2,* and at University of Malaya as *speech 3.* This research applies a qualitative descriptive method. The primary data is a remark of President that was taken directly from the website of US government www.whitehouse.gov. The researcher uses observation to collect the representation of tenor in each speech. The data are analyzed after finding and classifying the specific utterances that contained the representation of tenor. Based on the category of tenor, it is found that the representations of personalization in all speeches are dominated with the representations of "I". The aim is to create an intimacy during the speech by telling the impression and personal feeling. Next, Obama possesses more expertise in standing of *speech 1* and *speech 3,* but uses more respectable source in *speech 2.* All the representations of standing aim to persuade audience to do an action about the topic and issues discussed in each speech. Furthermore, the representations of stance in all speeches contain positive attitude and the level commitment contains more use of certainty.

Keywords: tenor, personalization, standing, stance, speech, obama

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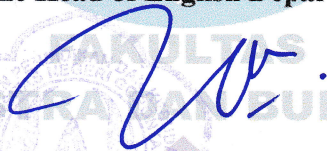
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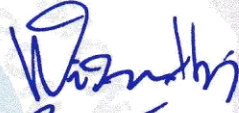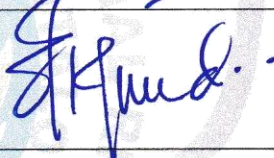
Legalization Sheet

Date   :   Wednesday – January 7th 2015

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