

Chapter 1

Introduction

This chapter provides the basic information of this research. It expresses things that become the background of this research, including signifying the selection of research topics. This chapter is divided into some headings such as the background, the research question, the aim of research, the significance of research and the delimitation of research

Background

Language is widely known as a medium for communication. It is able to show people's expression about their feelings, ideas, and concerns. Language is not only for collaborating information, but it is also to establish and maintain relationships with other people. As a communication tool, language stands as an indicator to measure intellectual and social development of people. The higher the intellectual and social development of people, the greater also those people will use language for their own purposes like manipulating or influencing the others.

In communication, it is important to know about the context of situation. When people speaks or writes, it is necessary to adjust the words to fit with the situation or context in which communication occurs (Gee,1999). This is like explaining how addressers construct linguistic messages for addressees and how addressees work on linguistic messages in order to interpret them. Different situations and different purposes require different language use.

The process of communication based on its platform can be differentiated into spoken discourse and writing discourse. The examples of spoken discourse are conversations, dialogues, spoken monologue. Meanwhile, the examples of writing discourse are in written texts, such as essays, news, political speeches. Analysing those examples will discover how language works, to improve our understanding of an important kind of human activity as well as to discover meanings which are not obvious on the surface. The simple illustration is

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analysing a politician's speech. In this term speech is typed of writing discourse. In addition, the using of the manuscript of the speech stands as the platform to record the language into a written form. The term of analysing manuscript is named as content analysis.

Furthermore, the politician's speech or political speech is different with other types of speech as this activity of speaking in public or giving their opinions, or giving an idea, contain political messages. The messages in this process of communication are related to power, government, and government policies. In this sense, political speech is not new thing. It also can be understood as communication between the "ruling" and "ruled". In addition, it is interesting to see the social relationship between the participants, their roles and statuses in life that are able to affect the language used in the speech. This term of seeing the social relationship between what kinds of person the speaker, and the audience as well as the message related to their relationship is named as tenor (Mechura, 2005)

Tenor is part of register where the lexical and grammatical choices depending on the context of situation. The example of analysing tenor in non-interactive text such as speech is to find the indication of *personalization*, *standing* and *stance* through the text (Mechura, 2005). Personalization is to see the position of the speaker and audience in language used in the speech. It can be seen through the use of personal pronoun. For example is the use of "we" in a statement "*We are, and always will be, the United States of America*". This example gives an illustration that the speaker positions him/herself as the same as and the audience which is presence in the text. Furthermore, standing is to see the amount of the reliable sources used in the speech delivered by the speaker. For example "*According to the majority of Nobel prize winners...*" is the speaker builds a standing, and using the very respectable source "Nobel Prize" for supporting the idea in the text. Meanwhile, stance is to see how convinced the speaker makes the audience to believe what he/she is saying is true. Furthermore, Stance is divided into two namely attitude and modality.

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To make it more motivating, the example of speech to be analysed is the Speech of President Obama at some universities in the world. President Obama is selected because of his position as the president of the United State of America. It is known that U.S is a super power country. As the president of the most powerful country in the world, his speech contains many important messages. The speech of U.S President is always awaited by many experts in varieties of field like politic, economy, environment including education like linguistic. This surely guarantee that the every speech of the President Obama is fascinating for linguistics research

As a person, with his complete name Barack Hussein Obama, he is best known as a genius orator. His informative and persuasive way of talking is always being discussed especially for language researchers. The fact that he is the first African American to be elected as U.S President and trusted by U.S citizen for leading the country for two presidential periods, are proved that he is respected and loved by his people. He is also positioned as second rank for *The World's Most Powerful People* in 2013 by Forbes Magazine and twenty fourth for *The Most Influential Person in The World* in 2013 by Time Magazine.

Seeing these facts, it is really interesting to see how President Obama plays with words in delivering his messages. This tenor analysis in a discourse is able to examine their relationships each other between The President and the audience through the use of his language. The audience is restricted and only invited people who are able to attend the event. Moreover, the context of situation between the places where the events are held, and United State of America as well as the relationship of both is required to be mastered as well in order to comprehend the better analysis.

The previous research about tenor in the speech delivered by President Obama was already conducted by Agus Priyanto, a lecturer of linguistics at English Department at Sebelas Maret University, Solo. His research was published at *Kongres Internasional*

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Masyarakat Linguistik Indonesia in 2009. The difference of this research is the used of source of data which took Indonesian version of manuscript to be analysed. The context of situation is also different as the location where the President Obama delivers his speech was at Al-Azhar University Cairo, Egypt. This research is more focus on the translation of how the appraisal in the source text is maintained in the target text.

Research Question

Based on the background of the research above, the research question will be;

1. How is the personalization in the speech delivered by President Obama?
2. How is the standing in the speech delivered by President Obama?
3. How is the stance in the speech delivered by President Obama?

Aim of Research

The aims of this research are;

1. To reveal the representation of personalization in the speech delivered by President Obama
2. To reveal the representation of standing in the speech delivered by President Obama
3. To reveal the representation of stance in the speech delivered by President Obama

Significance of Research

Based on the discipline of a study, this research should have significances. It could be theoretically and practically like the explanation below:

Theoretical significance.

The theoretical significance is related to the development of knowledge, in this case to the development of a study in linguistic. The result of this research is expected to find the representation of tenor in speech especially delivered by President Obama.

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Moreover, it is also expected that this research can enhance sources in analysing tenor.

Practical significance.

For the practical significance, it is expected that the findings and discussion of this research are able to contribute as a resources for teaching in linguistics field. It is also expected that this research can be used as a reference in the same study with different object of the research.

Delimitation of Research

This research is limited only on finding out the tenor analysis in speeches delivered by the US President Obama by using a technique of analyzing tenor by Mechura. Tenor is divided into three namely personalization, standing and stance. This research takes some speeches to be analysed. The manuscripts of the speech were taken from the original website of US government, www.whitehouse.gov. The delimitation is only for three speeches were delivered at some remarkable universities in three countries. They are speech at University of Indonesia, Indonesia, a speech at Cairo University, Egypt, and a speech at University of Malaya, Malaysia. However, in the speech delivered at University of Malaya, Malaysia, there is a question and answer session after the speech. Yet, this research is not included into that session as the main object to be researched, is in non-interactive text. The reasons of choosing these speeches are because the same background of the university and the country. These universities are leading universities in each country with full of excellence staffs, lecturer and students. Moreover, these countries are known for the most majority Muslim population with more than 50% of the total population.

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Definition of Terms

To ease the process of understanding this research, below is the collection of the terms applied in the research. The terms are from the theory of Tenor and its category from Mechura (2005).

- *Tenor* : what kind of person the participants are (status, power), their relationship that effects the quality of the message
- *Personalization* : the contribution of the participants in the text, symbolized by personal pronoun "I", "You" and "We"
- *Standing* : the author's dependence on expertise and authority
- *Stance* : the author allows the reader or listener to agree or disagree with the content as well as the level of commitment to convince their content is true.