

## CHAPTER I

### INTRODUCTION

This chapter discusses the background from my research. This chapter elaborates the background of research, statement of problem, research question, purpose and significances of research, conceptual framework and organization of writing.

#### 1.1 Background of research

Language is a communication tool which is used by human to convey something. In politic, language has the features itself. That features is adjusted by people`s psychology condition, society condition, and imaginary condition. In order to the goal from speech can be achieved. Such as before convey his speech, a politician has to be positioning himself and his speech with seeing people`s psychology condition, society condition and imaginary condition.

According to Saussure (1915:9) “Language is a structure, a functioning whole in which the different parts are determined by one another.” Language has important function when it is related with communication. It has the same meaning with the Chomsky said:

“When we study human language, we are approaching what some call the “human essence,” the distinctive qualities of mind that are, so far as we know, unique to man and that are inseparable from any critical phase of human existence, personal or social. (Chomsky, 2006 : 88).

So, based on the definitions above, the researcher takes conclusion that language is a system of sign which has function as communication tool and express idea.

Language is the distinctive characteristic of human beings. Without it we could not symbolize: reason, remember, anticipate, rationalize, distort, and evoke beliefs and perceptions about matters not immediately before us. With it we not only describe reality but create our own realities, which take forms that overlap with each other and may not be mutually consistent.

Besides that in politic, language is always used in speech. Speech many also reflected the social relations between the speaker and addressee, most particularly the power and solidarity manifested in that relationship. „Power“ is self-explanatory, but solidarity is harder to define. It concerns the social distance between people-how much experience they have shared, how many social characteristics they share (religion, sex, age, region of origin, race, occupation, interest, etc) how far they are prepared to share intimacies, and other factors (Hudson, 1980:122)

This point is important in showing that power-solidarity relations between speaker and addressee may be considered as a special case of a more general phenomenon, concerning the speaker`s relation of power and solidarity with the world at large. It seems that language often encourages, or even forces, us to define our relations with what we talk about.

The modern word „political“ derives from the Greek politikos, „of, or pertaining to, the polis“. (The Greek term polis will be translated here as „city-state“. It is also translated as „city“ or „polis“, or simply anglicized as „polis“. City-states like Athens and Sparta were relatively small and cohesive units, in which political, religious, and cultural concerns were intertwined. The extent of their similarity to modern nation-states is controversial.), Aristotle's word for „politics“ is politikê, which is short for politikê epistêmê or „political science“. It belongs to one of the three main branches of science, which Aristotle distinguishes by their ends or objects. Politics is a practical science, since it is concerned with the noble action or happiness of the citizens (although it resembles a productive science in that it seeks to create, preserve, and reform political systems). Aristotle thus understands politics as a normative or prescriptive discipline rather than as a purely empirical or descriptive inquiry (Miller, 2012:3).

Besides that, Weber understands by “power” the chance of the man or number of men to realise their own will in a communal action even against the resistance of others who are participating in the action (Weber 1978; 181). And Also, he separate notion of power and authority: when the exercise of power was regarded by people as legitimate, it became authority (institutionalised power, as it Parsons called). Besides, alongside with fundamental technical inventions, new forms of government and especially increased role of education and knowledge, new technology of exercise of power also emerged. As Foucault argues, it is evident in increased

“significance of methods like school discipline, which succeeded in making children’s bodies the object of highly complex systems of manipulation and conditioning” (Foucault 1986; 67).

According to Jones and Peccei, language can be said to provide a framework for our thoughts, and that it is very difficult to think outside of that framework. If we look at this argument within the context of politics and ideology, we can see that it might be possible to use language to manufacture an ideology which could steer the way people think. Politicians throughout the ages have owed much of their success to their skilful use of rhetoric, whereby they attempt to persuade their audience of the validity of their views by their subtle use of elegant and persuasive language. Language can be said to provide a framework for our thoughts, and that it is very difficult to think outside of that framework. If we look at this argument within the context of politics and ideology, we can see that it might be possible to use language to manufacture an ideology which could steer the way people think. Politicians throughout the ages have owed much of their success to their skilful use of rhetoric, whereby they attempt to persuade their audience of the validity of their views by their subtle use of elegant and persuasive language.

The researcher’s view, language has the power to influence someone. It is argued that influence is a process where an individual changes his or her intentions and actions on the basis of the likely reactions of others. Even power is understood as the capacity to effect action. In political speech, that power can be called as ideology which can influence people’s thought. That is

like Sidnell's says (1997:299), "ideologies of language have the power not only to shape the way people talk and interact generally, but also to naturalize relation power and privilege." According to Marx, ideology is veils pulled the economic base in order to prevent people from seeing it's inherit injustice.

"Politics is concerned with power: the power to make decisions, to control resources, to control other people's behaviour and often to control their values (Thomas, 1999:36)." The features of political language can be purposes from his speech. Where politicians interact with society generally their purposes may be to persuade voters with a party loyalty to turn out to vote, to move a floating voter's party allegiance, or to make us adopt general political or social attitudes, so we support a given policy.

On the other words, also a political speech has explicit meaning which is conveyed directly to the audiences and implicit meaning which is conveyed indirectly to the audiences. It is can be understood by speaker and it is the other goal from that speech. Implicit in Levinson (1983) and explicit in Levinson (1988, 2000) is an equation of „what is said“ (the explicit) with sentence semantics and of „what is implicated“ (the implicit) with pragmatics.

"Pragmatics is concerned with the study of meaning communicated by a speaker (or writer) and interpreted by a listener (or reader). It has, consequently, more to do with the analysis of what people mean by their utterances than what the word or phrase in those utterances might mean by themselves. Pragmatics is the study of speaker meaning (Yule,1996:3)."

“The relation has been held by some to be one of identity: linguistic meaning (semantics) gives you explicit content, and the residue of utterance meaning (pragmatically derived) is the implicit import (implicatures) of the utterance (Carston, 2002:95).”

“Pragmatic would then be the field which studies how hearers fill out the semantics structure with contextual information (for example, work out who the speaker is referring to by pronouns, etc) and make inferences which go beyond the meaning of what was said to them (for example that *I'm tired* might mean *Let`s go home*) (Saeed, 1997:19).”

So, based on those definitions above, the researcher takes conclusion that implicit meaning is what is implied meaning in a sentence. It is concerned with the study of meaning communicated by a speaker (or writer) and interpreted by a listener (or reader).

Before the researcher did this research, in 2009 Juis Marlina from Education Indonesian University had done a research about politics. The title from that research is *The Subjective Portrayal of Public Figures: A Critical Analysis of Obama and McCain`s Election in a Newspaper Column*. The result of that research is transitivity agenda-setting theory can be elaborated and used as a basis for examining the position of Scoble`s article of the political issue in the US election through the portrayal of the opponent of John McCain in more negative ways. It was proved by 14 sentences which seemed to take sides with this Republican`s candidate, where there were only two

sentences taking sides to his opponent. It reveals that the author attempted to influence of convince the public that McCain has better and more sensible ideas than his opponent Barack Obama. This negative portrayal by the author, however did not seem to work well since Obama was finally elected as the president of USA in 2008.

In this research, the researcher will research other side from Obama`s political speech as addition of research from preview study. That is the features of political language in Obama`s political speech which has the power to influence people`s thought and then the implicit meaning from that political speech which is the other goal from that speech. The researcher chose Obama`s political speech as my object because Barack Obama is the first African-American become a president of the Harvard Law and he is a man who knows what it's like to overcome racism and rise up to become the president of the United States. President Obama has already succeeded against the odds. He has shown the world that you don't have to be white to lead a diverse Western nation. He has been frequently opposed by born-again pro-family politicians. In addition, the rich Republicans are against him and because Obama`s policies are working better than the failed policies of Bush.

And then the researcher chose a Obama`s political speech, that is a President Barack Obama`s speech at the Democratic National Convention on Sept. 6, 2012, the researcher chose this speech because in this speech, Obama wants continuing his working with becoming America as The Great of State. In this speech also, he conveyed America`s progress as long as he becomes as

president. It is so interest to be researched, because in this speech, Obama used other way in other to his vision and mission can be accepted back by Americans. But he still uses the formula such as positioning, differentiation, and branding as in the first his speech in 2008.

In this research, the researcher want give more information about the features of political language which is used by a politician in his speech in front of the audiences and influence as effect from power in language of politic. So that power and influence of language not only used in conversation interaction, but also used in a political communication. And then the researcher want to show that in political speech many implied meaning which is the other goal from that speech. The researcher`s view that this research is important because with the result of this research we can know that a political communication has essence of language which has a implicit meaning and it will make some effects, such as psychology condition, social condition and imaginary people. And those effects can be called as power. It`s argue that power is understood as the capacity to effect action.

## **1.2 Statement of Research**

The people in every state have the difference of psychology condition, society condition and imaginary condition. And that is all can influence the difference features of political language which is used by politician. The political language can give impact to people`s psychology, society, and



imaginary. That impact is the power from political language which also has implicit meaning to influence people's thought.

Furthermore, the main problem should be searched here, that is the analyses of the language and power in President Obama's speech. On the other word, this research can be formulated into several problems in the form of questions bellow:

- 1 What are the features of political language used by Obama?
- 2 What are the implicit meanings in Obama's Speech?

### **1.3 Research Objective**

The study language and power in Obama's political speech will be wished as follow:

1. To find out the features of political language is used by Obama.
2. To find out the implicit meanings in Obama's speech.

### **1.4 Significance of Research**

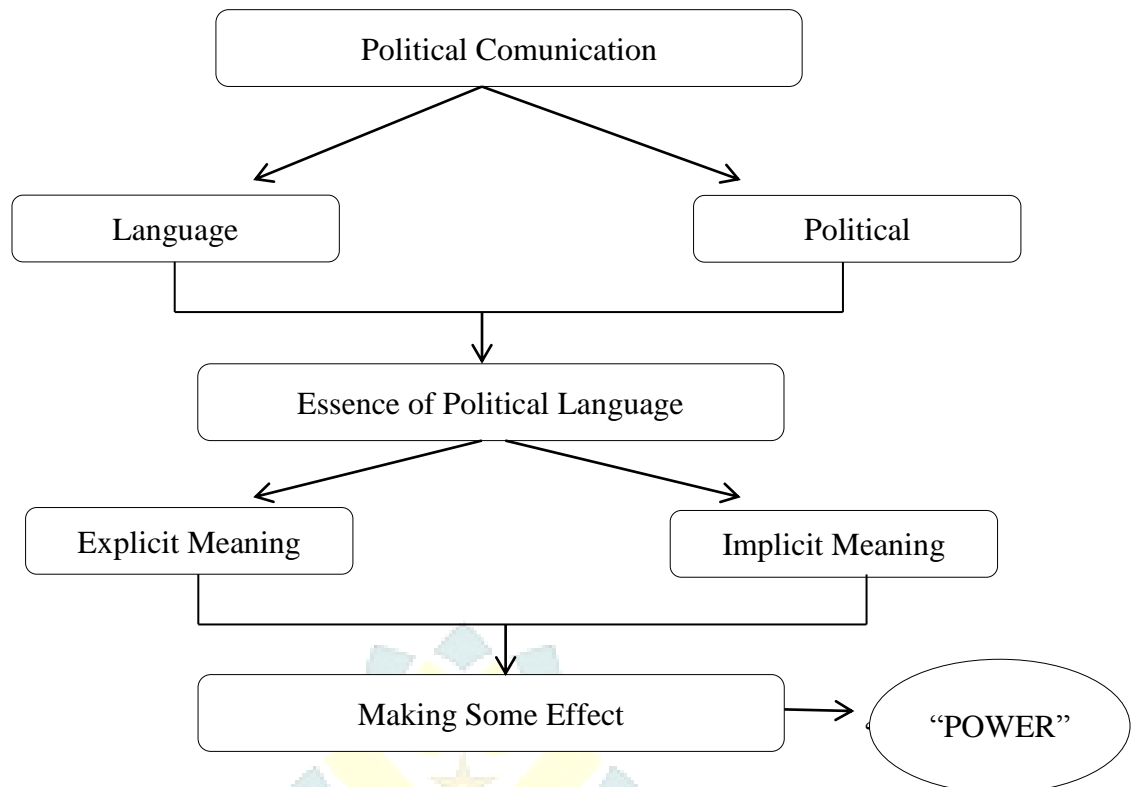
The significance of the research is finding out the power of political language in Obama's political text which can influence the people's behavior directly. Where, with that power of political language, we also can find the

essence of political language and the important purpose which can accepted either good or bad things by people or audience as linguistics.

### **1.5 Conceptual Framework**

In political communication, language is the important tool in doing interaction in order to be formed the best public opinion about a politician or party. In political language are many goals which are conveyed by a politician either explicitly and implicitly. So, in finally that political language has essence of language which has implicit meaning and explicit meaning and can make some effect to people or audience and those effects can be called as power. Base on the fact that Language is a system of sign which is used as communication tool and express idea. So, language is a powerful tool in politics and politicians are its most superfluous users, both for good and bad purposes. Politics is concerned with power to make decisions, to control resources, to control other people's behavior, and to control their values. In a speech, politician always choose their words carefully because they believe that the power of language can influence someone's thought. So, politician always adjust the features of political language which they use with psychology condition, society condition and imaginary condition. As in figure

1.4.1



To relate this research, the researcher tries to relate it to the theory of political communication where it will be related to another theory which can support it. The researcher chooses the theory of language and politic because it will relate with the features of language politic which is used by Obama in his speech.

Talking about the theory of language and politic, it is simply talking about political communication. It will relate with the meaning of sentence which is in politic texts either implicitly or explicitly. Because the political language can give impact to people`s psychology, society, and imaginary. That impact is the power from political language which also has implicit meaning to influence people`s thought.

Political communication is the way of conveying solving in social problem to people with using political language. As Nimmo said that:

*“Politik, seperti komunikasi, adalah proses; dan seperti komunikasi, politik melibatkan pembicaraan. Ini bukan pembicaraan dalam arti sempit seperti kata yang diucapkan, melainkan pembicaraan dalam arti yang lebih inklusif, yang berarti segala cara orang bertukar symbol – kata-kata yang dituliskan dan diucapkan, gambar, gerakan, sikap tubuh, perangai dan pakaian.” (2005:8)*

The same meaning is also said by a politico, Mark Roelofs (1967)

“Politic is discussion or talks; or more appropriate, a political activity is talk.”

## 1.6 Organization of Writing

The writing of this research is arranged into five chapters. The first is *Introduction*. This chapter comprises background of research, statement of problem, purpose and significance of research, conceptual framework, methodology, and organization of writing.

The second chapter is entitled *Language, Power and Politic*. This chapter comprises brief review of language, power, politic, and the relationship between both of them.

The third chapter is *Research Method*. This chapter contains the research methods in conducting the research. It also describes the stages in conducting the research. Those stages are as follows: research design, data,

techniques of collecting the data, population and sample, and techniques of analyzing data.

The fourth chapter is *Findings and Discussion*. This chapter presents findings and the discussions in relation to the questions of the research. This chapter is a result from analysis of features of language politic which is used by Obama. Furthermore, it also analyses implicit meaning in transcript of Obama`s political speech which is the other goal of his political speech.

The Fifth chapter is *Conclusion and Suggestion*. This chapter concludes the whole analysis and provides suggestions.

