

CHAPTER I

INTRODUCTION

1.1 Background of Study

The phenomena of speech are not something new. Looking back at history, speech, which is also known as rhetoric, has developed thousands of years ago in Greece and Rome. In the old days, the speech was used by people relating to social, political, and economic matters. The functions were to preserve social groups, coordinate behavior, construct change, and spread knowledge (Valenzano and Braden 2015). At present, speech is used by many prominent figures to deliver their ideas and the ideas may influence the public. The list includes the 45th U.S President, Donald John Trump, Nobel Peace Prize winner, Malala Yousafzai, and the 7th Indonesian President, Joko Widodo, etc.

Speech is elucidated by the Oxford Dictionary as “the expression of or the ability to express thoughts and feelings by articulate sounds.” Speech refers to a sound production that arranges words and sentences. Besides, speech aims to procure the means of communication that are to persuade, to inform, and to entertain the audience. Hadinegoro (2013) stated that through the speech, the audience is expected to know, understand, accept, and carry out what is conveyed to them. Thus, speech has to be well organized to obtain the goals of communication and draw attention from the audience. One example of such speech is political speech.

According to Duhaime's Law Dictionary, political speech is "expressions which comment on government action, including criticizing the conduct of an official acting under color of law." It includes debates on uncounted subjects such as taxes, religion, race, immigration, and candidates for office. Moreover, political speech can be exceptionally smooth-talking, intellectual, and courteous as well as in Martin Luther King's speech entitled "I Have a Dream" and Shepherd Fairley's speech "Hope." Nevertheless, it is also possible that the speech is hateful, rough, and offensive such as in Barack Obama's speech.

In the context of political speech, people agreed that Obama is an excellent speaker on politics (Fleishman 2017). Obama could convey his idea effectively even though he did not write down all of his speeches. Because of his excellent speech competence, he had won the majority of the popular vote for two periods. Furthermore, there were three reasons that make him an excellent speaker. First, Obama often contrasted problems and solutions in delivering speeches to represent his intelligence (Vocal 2016). By doing the technique, he wanted to show to the U.S. citizen that he knew the solutions of problems occurring in the U. S. The kind of ability had gained the reliance of audience to elect him as the 44th president of the U. S. Second, According to Gallo (2012) Obama often applied repetition in his speeches. Etheridge (2019) explained that repetition is a device that speakers use to emphasize ideas or important information. The use of repetition makes the listeners pay attention to the words that have been repeated, remember the meaning of the words, and feel the conviction of the speakers. Third, Obama could control the volume of his speech effectively (Gallo 2012). Sometimes, he used a lower volume

to anticipate the reaction of the audience and high volume to emphasize the significant point of his speech.

On September 7th, 2018, Obama conveyed a speech at the University of Illinois. His speech has received huge attention from the world since it had been his initial political speech after leaving the White House since 2017. Previously, Obama always avoided criticizing and mentioning his successor, Donald Trump. However, on the occasion, Obama did the opposite. He attacked President Trump for the first time by calling him “a symptom, not a cause.” He stated that Trump has undermined the U.S National politics by relying on the rhetoric of racism. He also mentioned the Republican Party for his powerlessness in controlling Trump. He denounced that the Republican Party did not dare to go directly against the policies created by Trump. Moreover, the 44th president of the U.S. regarded that Congress did not conduct decent checks and balances. Besides, Obama expressed his support for Democrats to take control the Congress. Furthermore, he encouraged youths, mainly the students of the University of Illinois, to involve in a democratic system by voting in the fall’s midterm election since democracy depends on it.

Obama’s speech is a kind of discourse that is spoken discourse. Spoken discourse is a method to deliver messages through the speaking process (Mulyana 2005). Speech is highly constructed to obtain the means of communication (Lucas, Lazaros and Juanita 2008). The speech has to be constructed systematically to let the speakers into better comprehension. Before delivering his speech, Obama had looked carefully at the structure of his speech to obtain the unity of information.

Therefore, it made the audience easy to understand the knowledge and reduce confusion in understanding the information which was delivered to them. One way that Obama did to produce good spoken discourse was through the use of cohesion.

Halliday and Hasan (1976, 10) claimed that “cohesion refers to the range of possibilities that exist for linking something with what has gone before.” Cohesion is used with the intention of building links among texts and sentences. In other words, cohesion functions to relate one word to another word and one sentence to another sentence to help the audience follow the sequence of sentences in speech. Consequently, it builds unity and creates a better understanding and a particular meaning of the information that is delivered. An example of cohesion is found in one of Obama’s speeches in 2018. Obama says that “*there are only citizens, who through their elected and temporary representatives, determine our course and determine our character*”. From that statement, it can be understood that the word “*their*” refers to “*citizens*”. Thus, the use of cohesion in Obama’s political speech is essential to show the continuity between one part of a sentence to other parts. Besides, it makes the speech coherence. Hence, the audience could understand the whole message that was intended by the speaker and they can avoid the misunderstanding in interpreting each sentence in the speech.

In their book entitled *Cohesion in English*, Halliday and Hasan (1976, 5) claimed that “cohesion includes grammatical cohesion and lexical cohesion.” Grammatical cohesion associated with how the grammatical element is bounded across the boundaries of sentences. It comprises substitution, ellipsis, reference, and

conjunction. Whereas lexical cohesion deals with the relationship between vocabulary and part of a text to achieve unity of the whole text. It includes reiteration and collocation.

Researchers have conducted studies on the use of cohesive devices on political speech. As an example, Meirizka (2010), the student of Universitas Airlangga, analyzed the speech performed by Soekarno, the first president of Indonesia, entitled “Pancasila”. In her study, she focused on the conjunction. Comparing to Meirizka’s study, the present study is different for several reasons. First, the previous study analyzed speech delivered using the Indonesian language while the present one analyzes the speech delivered in English. Second, Meirizka focused only on one category of grammatical cohesion whereas in the present study, the main focus is on all categories of grammatical cohesion devices and lexical cohesion devices since all of them are essential to build the unity of the information that is delivered by the speakers.

Other than Meirizka (2010), Al-Majali (2015) examined the lexical cohesive devices that occurred in political speeches delivered by three ousted Arab Presidents during the Arab Spring Revolution. The ousted presidents were Tunisian president, Zain Al-Abideen Bin Ali, Egyptian president, Hosni Mubarak, and Libyan president, Muammar Al-Gaddafi. The study revealed that the three ousted presidents mostly used lexical cohesion such as repetition, synonymy, hyponymy, and collocation. The lexical cohesion was used by the presidents to obtain different political strategies such as menacing the protesters.

Another study of cohesive devices was also performed by Pratiwi (2019). Pratiwi examined the cohesive devices that occurred in the speeches of Nikki Haley, Trump's United Nations Representative. The finding of the study showed that demonstrative reference and repetition were the most dominant of cohesive devices. Besides, substitution, nominal ellipsis, verbal ellipsis, hyponymy, meronymy, and collocation were not used in the speeches since the audience was not only originated from native English countries. Moreover, Pratiwi's study is quite similar to the present study. Even though the object of the two studies is speeches delivered by native English speakers, Pratiwi's study and the present study analyzed different speeches from different people and different occasions. The data of the previous study were Haley's speeches delivered during the U.N. Security Council meeting in which they were used in debate situations among the other elected members of the U.N. Security Council. Whereas the object of the present study is Obama's speech and it is a kind of political speech delivered in front of young people, the students of the University of Illinois on September 7th, 2018.

Based on the explanation above, it comes to the conclusion that the present study analyzes Obama's political speech delivered at the University of Illinois in 2018 using grammatical and lexical cohesion. The result of the present study may be different from the previous ones because Obama's political speech is delivered to the audience who are mainly American people. In analyzing the data, the writer applied the theory of cohesive devices proposed by Halliday and Hasan (1976) as well as Renkema (2004) as the supporting theory. Furthermore, the present study used a qualitative approach since it is based on the data that do not use the statistical

procedure (Mackey and Gass 2005). In this case, the writer used Obama's speech transcript to ease the writer in analyzing the text. Through the transcript, the writer classified the data based on the types of grammatical and lexical cohesion from the theory described by Halliday and Hasan (1976) and Renkema (2004).

1.2 Statement of the Problem

1. What grammatical cohesion is found in Obama's speech delivered at the University of Illinois 2018?
2. What lexical cohesion is found in Obama's speech delivered at the University of Illinois 2018?
3. Which of those two kinds of cohesions is frequently found in Obama's speech delivered at the University of Illinois 2018?

1.3 Objectives of the Study

1. To list grammatical cohesion found in Obama's speech delivered at the University of Illinois 2018.
2. To list lexical cohesion found in Obama's speech delivered at the University of Illinois 2018.
3. To identify the types of grammatical and lexical cohesion that are frequently found in Obama's speech delivered at the University of Illinois in 2018.

1.4 Significance of the Study

This study is expected to contribute theoretically and practically. For the theoretical contribution, this study is expected to provide knowledge on cohesive devices used in political speech, particularly the U.S. political speech. Moreover, the study may contribute to the study of discourse analysis about cohesive devices proposed by Halliday and Hasan (1976) as well as Renkema (2004). For practical contribution, this study is expected to be a reference for readers, especially the students of Universitas Airlangga, who want to conduct research related to cohesive devices that are grammatical and lexical cohesion found in the U.S. political speech. Furthermore, the study is expected to increase the readers' awareness of the significance of using cohesive devices in their speech to build the unity of information.

1.5 Scope and Limitation

This study focuses on cohesive devices found in Obama's political speech. Thus, the study uses data from Obama's speech discussing U.S. politics. However, the study is limited at one speech that is Obama's speech at the University of Illinois in 2018. It is for the reason that it was his first political speech after retiring from the presidency. Moreover, the study uses cohesive devices theory proposed by Halliday and Hasan (1976) and Renkema (2004) as the supporting theory. It concentrates on the grammatical cohesion and lexical cohesion since they are important to build the unity of information. The grammatical cohesion includes

substitution, ellipsis, reference, and conjunction. Meanwhile, the lexical cohesion includes reiteration and collocation.

1.6 Definitions of Key Terms

- 1. Cohesive Devices:** devices that create unity within the text. The devices link things together, within a sentence to sentence or paragraph to paragraph. They consist of grammatical cohesion and lexical cohesion (Halliday and Hasan 1976).
- 2. Barack Obama's Speech:** a speech delivered by the former president of the U.S., Barack Hussein Obama II.