

CHAPTER I

INTRODUCTION

1.1 Background of the study

Political speech is known as a speech which concerns political issues as its main topic. According to Dedaic (2006), political speech is a persuasive discourse orally delivered as well as publicly produced by a representative of a political group. There are many kinds of political speech which have many purposes and different places in which they are delivered. For example, the campaign of presidential election has a purpose of gathering supports and votes from those who listen to. Another example is that the leader of the party speaks in annual party conference to make sure that all members of the party have the same goal as what they agreed previously. Although there are variations of purpose and place in which political speeches are delivered, the main purpose of political speech itself is to persuade the audiences.

Politicians choose to use speeches as a part of their political activities because of their roles as representatives of society. Remer (2008) believes that to get the society's interests to what the speakers spoke, the essential facts of speech hold important roles in main message besides the speakers' way of delivering the speech or emotional appeals. He adds that by combining rational and emotional necessities, a speech could be better received by the audiences instead of only using facts in a whole speech. The other reason for which oratory is used in political speech is that

it directs to action, which is also the politics' focus. The speakers have to be able to encourage the audiences to make decision by themselves based on the facts that the speakers have delivered during the speech. This support shows that besides the emotional necessities, the text of the speech itself holds an important role in political speech to reach its purposes.

As political speech is considered as a text, the coherence of the speech is also important. Tanskanen (2006) states that in contributing the coherence of a text, either it is written or spoken, cohesion could occur as a signal. This supports the statement by Renkema (2004) that in order to achieve the quality of a text, there are seven criteria which should be fulfilled. These are cohesion, coherence, intentionality, acceptability, informativeness, situationally, and intertextuality. In other words, to create a meaningful political speech, cohesion has a role in the text unity.

The occurrence of cohesion is essential among sentences in a text. According to Allarcon and Morales (2011), cohesion is the linguistic features which could show the sequence of sentences in a text. It means that the appearance of cohesion among sentences in a text is as a linkage of one item to another to create a sequence of ideas. The occurrence of cohesion in political speech could help to improve the coherence of speech to create a meaningful message for the audiences. Cohesion is seen by the use of its specific items called cohesive devices. Cohesive devices are the items which show the connection between elements in a text. In other words, cohesive devices show cohesion. Wu (2014) stated the integration of a whole text could be seen from the use of cohesive devices.

The concept of cohesion which are mostly used in researches is the one proposed by Halliday and Hasan in their book entitled *Cohesion in English*. There are two types of cohesion which they present: grammatical cohesion and non-grammatical cohesion. The grammatical cohesion includes substitution, ellipsis, reference, and conjunction, whereas non-grammatical cohesion concerns with the cohesive devices appeared at the level of words (lexical cohesion). This type of cohesion is supported by Renkema (2004) and divided into reiteration and collocation. Reiteration is divided into five sub-types, there are repetition, synonymy, hyponymy/hypernymy, meronymy, and antonymy. The explanation of each type of cohesion as well as each of its example are elaborated in the chapter two which talk about the theories used in the study and the review of related studies.

Theresa May is an example of a politician who often gives speeches during her political activities. She was the leader of Conservative Party as well as the Prime Minister of United Kingdom from July 2016 to July 2019. During her administration, *Brexit* was the main issue. *Brexit* stands for *British Exit*, meaning the withdrawal of Britain from European Union. The withdrawal itself means that Britain will not be included in the cooperation which involves the countries of European Union members. *Brexit Plan* contains 12 negotiating plans which were presented by Theresa May when Britain successfully leaves European Union. Most of the plans are seen as the goals of Britain government to stand independently from EU in some aspects such as economics, education, and policy. Even though Theresa May is no longer the leader of Conservative Party and the Prime Minister of United Kingdom, *Brexit* process is still continued by the new leader of Conservative Party

and Prime Minister of United Kingdom Boris Johnson who was appointed on July 2019.

This study is a research regarding the cohesive devices occurred in the speech of Theresa May's Conservative Party Conference in 2017. The theories used in conducting the research are the theory proposed by Halliday and Hasan in their book entitled *Cohesion in English* which is used in analysing the grammatical cohesive devices and the one proposed by Renkema in his book entitled *Introduction to Discourse Studies* as the supporting theory to analyse the lexical cohesive devices.

There are four reasons for which the speech of Theresa May's Conservative Party Conference in 2017 is chosen as the subject of the study. First, the content of the speech itself is about *Brexit*, the program created by Britain government which become the world's attention as the decision in withdrawing from European Union could affect not only the cooperation among European countries but also the countries around the world. The second reason for which Theresa May is chosen is because she was leader of the Conservative Party and also the active prime minister of United Kingdom when the *Brexit* program was in the beginning of its process, so that it was her authority to deliver all the programs which are included in *Brexit*. Third, the Conservative Party Conference in 2017 is chosen because the *Brexit* program was in its early stage which was firstly announced to public in 2016, so the speech itself might contain important information of *Brexit* and the initial plans which would be executed and applied in the future. The fourth reason for which Conservative Party Conference is the event in which the speech took place is

because Conservative Party Conference is the formal event which has been held annually for only the members of Conservative Party. The message of the speech, the programs included in *Brexit*, is elaborately delivered by Theresa May to the members of the party as well as the goal of *Brexit* which needs to be achieved by the administration in-charge at the time.

There are many previous studies which were conducted regarding cohesive devices in a political speech. A study conducted by Olajoke (2015) aimed at analysing the lexical cohesive devices use in inaugural speech of Benue State House of Assembly speaker in Nigeria. Rullyanti and Sriwigati (2018) conducted a research regarding the occurrence of lexical cohesive devices in Donald Trump's inauguration speech "The United States will be The First". Ghofar (2018) conducted a study regarding cohesion found in Soekarno's speech which is entitled "Only a Nation with Self Reliance Can Become a Great Nation".

There are some research gaps between the presented previous studies and this study. The studies conducted by Olajoke and Rullyanti and Sriwigati only analysed lexical cohesive devices, whereas both grammatical and lexical cohesive devices were analysed in this study. There is also a difference between the study conducted by Ghofar and this study in terms of the theory used. Ghofar only used the theory proposed by Halliday and Hasan and the subject of the study is in Indonesian. This study also used the lexical cohesion theory proposed by Renkema and the subject of the study is in English.

1.2 Statement of the Problem

1. What are the most frequent cohesive devices found in the speech of Theresa May's Conservative Party Conference in 2017?
2. What are the functions of the most frequent cohesive devices used in the speech of Theresa May's Conservative Party Conference in 2017?

1.3 Objectives of the Study

1. To find the most frequently used cohesive devices in the speech of Theresa May's Conservative Party Conference in 2017
2. To find the functions of the most frequently used cohesive devices used in the speech of Theresa May's Conservative Party Conference in 2017

1.4 Significance of the Study

The findings of this research give contribution to the next research both in theoretical and practical ways. In theoretical way, this study could be used as a reference of linguistics studies, particularly in discourse analysis regarding the appearance of cohesion in a text.

In practical way, this study helps its readers to understand the kinds of cohesive devices which could appear in the texts around them. Another significance is that this study could provide information regarding the words and its categories in cohesion, as well as how it is used in the text.

1.5 Definition of Key Terms

Cohesion : Cohesion is linguistic devices that are used to connect one part to another in a text (Dastjerdi and Samian 2011)

Cohesive Devices : Cohesive devices is the items which have significant role in creating texture which is crucial of writing existence as a text (Ahmad 2020)

Political Speech : Political speech is a persuasive discourse orally delivered as well as publicly produced by a representative of a political group (Dedaic 2006).