

ABSTRACT

Viliana, Detik. An Analysis of the Use of Personal Pronoun, Modality and Evaluation as the Persuasive Device in President George W. Bush's Speeches Compared to Prime Minister Blair's at the Time of September 11th Attacks in America. A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of the English Department, Faculty of Letters, Airlangga University, 2006.

This study focuses on analyzing the use of personal pronoun, modality, and evaluation as a means of persuasion in political speeches concerning to September 11th attacks delivered by Bush and Blair. The objective of this study is to find the aim of each speech and specifically to find the differences between two leaders in their use of personal pronoun, modality and evaluation and their purpose of using them to achieve their ends.

The data of this study is analyzed by personal pronoun, modality and evaluation theories. In this way, this study uses qualitative approach since it analyses the politicians intended meaning and purpose behind their speeches which is seen from critical point of view. For instance, "*The limits on the numbers they kill and their methods of killing are not governed by morality*" (Blair, September 14th, 2001) From this, it can be seen that Blair gave his evaluation which has intended purpose. In this way, he gave value assumption that terrorist's act was similar to barbarism who neglected the rule of war. The corpus of this study is two speeches delivered by each leader, George W. Bush and Tony Blair, at the time of September 11th attacks based on the target audience which is divided into two, those are: the nation and the Joint Session of Congress (USA)/the House of Commons. These data are gotten from officially recognized two sources in the internet: White House website (<http://www.whitehouse.gov>) and British government website (<http://www.pm.gov.uk>). Then, concerning to the technique of data analysis, the technique is by classifying the data based on the underlying theories of personal pronoun, modality and evaluation. Afterward, the data is analyzed based on the underlying theories mentioned previously.

As a result from the data analysis, there are several findings in this study. First, Bush's is different from Blair's regarding to their aim of speech. Bush through his speeches, is mainly to persuade the nation to be calm in facing the tragedy, to find support from the nation, government and the world in banishing terrorist in the future and to persuade them not to give up. Blair however, he aims to find support from British people and government to support his decisions to support America in their war against terrorism. Second, they also differ in their use of personal pronoun specifically in the use of 'I', 'you' and 'he'. However, it is found out that their similarities in their use of 'we' which are mainly used by both of them are to play important role in persuasion since it reveals their solidarity as an insider group against outsider group (as it is usually marked by 'they') which is considered the enemies. In their use of modality, they mainly differ in their use of deontic and epistemic 'will'. They also differ in their use of affective mental process verb. In this case, Blair does not use this type of evaluation through his speeches. Then, regarding their purpose of using personal pronoun, modality and evaluation, they are in general sense, have the same purpose in using them to construct their personal identity and stance in order to persuade their target audience.

Keywords: *Persuasive device, Personal pronoun, Modality, and Evaluation.*