

CHAPTER I

INTRODUCTION

This chapter shows the overview of the research. It provides background of the research, research problem, research objective, research significance, definition of key terms, and organization of writing.

1.1 Background of the Research

Every person has a communication process to convey messages and information to others. In communication, there are two roles, namely speaker and listener. Each person expresses their intentions and acknowledges others through their utterances. With this, people can achieve their goals and respond to them properly. Language is a fundamental aspect to humans, serving vital roles beyond communication. It is deeply intertwined with human culture, cognition, and social dynamics. As discussed in Edward Sapir (1928), language not only shapes our perception of the world but also plays a crucial role in the human experience. Beyond mere communication, it enables the sharing of ideas, thoughts, and emotions, evolving over time to facilitate complex human interactions.

Language serves as a tool for communication, allowing individuals to convey information, ideas, and emotions between each other. It functions as a system where words are structured into sentences to facilitate this exchange. Through the use of language, people can enhance their understanding and learn about various topics. According to Cameron (2001:17), As a communication device, language essentially serves various functions based on individual needs. It acts as a means for self-expression, facilitates communication, helps organize and adapt to social environments, and functions as a tool for social control (Keraf, 1997:3).

A form of solo communication is speech, where an individual talks continuously for an extended duration. Listeners must process the information without interruptions. Every speech has a purpose behind its delivery. As the researcher cited from Nofrion, N. (2018), Speech as a form of conveying ideas and concepts to a large audience has various types. The researcher is intrigued by

studying speeches because they are monologues that typically do not necessitate frequent interruptions to comprehend the speaker's message. This differs from films or novels which often require repeated viewings to fully grasp the intended message conveyed by the characters.

In speech there are political messages, which is communicated and large-scale recruitment is pursued through political campaigns conducted via electronic media, print, or direct interaction with the community. During these campaigns, candidates for various political positions such as mayor, governor, president, and legislative seats present themselves as favourable and appealing figures. One unavoidable aspect of campaigning involves direct interaction with the public, often through delivering speeches to community members or constituents. In this context, language serves as a political tool, as described by Santoso (2003:1) as political language.

Meanwhile in election, according to Hahn (2003), campaign speech identity and identification play crucial roles in persuasion. Candidates aim to connect with the electorate by demonstrating their understanding of voters' needs, desires, and concerns. They seek to persuade voters that aligning with them is in the voters' best interest. Moreover, politicians can use their discourse to shape their identities, as well as their portrayals of opponents and audiences, in a way that serves as a powerful tool for persuasion, as stated by Pearce (2001).

Political discourse has long been a significant area of study for researchers due to its complexity and importance in the structure and governance of society. It involves the strategic use of language to influence and organize public opinion and behavior. Political language serves as a tool for exerting control over society, helping to shape and direct how people think and feel. Political speeches, in particular, function as a way to build and sustain social connections, communicate emotions, and promote ideas, policies, and political initiatives within any community. In pragmatics, one of the key concepts is politeness strategies. Especially if the person is older or not closely related to them. This also applies if the interlocutor holds a higher position.

Pragmatic is the study of meaning in speech contexts. It delves into various factors such as the speaker's context, goals, intentions, as well as the time and place of speech. According to Leech (1983), people always consider their intentions or meanings before speaking in any situation. Learning pragmatics offers several advantages, including the ability to analyse implied meanings in speech, understand the speaker's intended meanings, and recognize appropriate actions when interacting with different individuals. Therefore, the fundamental aspects of pragmatics encompass language, meaning, and context. According to Yule (2006), further elaborates that pragmatics explores deixis, implicature, presupposition, speech acts, and politeness.

Politeness serves as a tool to navigate interactions, facilitating cooperation and preserving individuals' dignity by avoiding potentially face-threatening situations. Moreover, politeness encompasses elements of formality and is integral to daily interactions, reflecting individuals' character traits. According to Brown and Levinson (1987). In his campaign speech, Joe Biden employed politeness strategies to foster trust and belief in his words, reflecting a deliberate selection of language in accordance with English rules. Moreover, the perception of politeness may vary across different cultural and environmental contexts. Thus, this proposal aims to analyse Joe Biden's campaign speech to explore the nuances of his politeness strategies.

Joseph Robinette Biden Junior or Joe Biden was born in Pennsylvania November 20, 1942. He is a popular American politician who is also the 46th president of the United States of America. He just became president in 2021 beating Donald Trump by quite many votes. He graduated from Delaware University with a major in historical and political science and becoming a member of the Democratic Party. He served as the 47th vice president from 2009 to 2017 under Barack Obama and represented Delaware in the United States Senate from 1973 to 2009. January, 5th 2024 Joe Biden start his campaign by focuses on threats to US democracy, timed for release on the anniversary of the 6 January insurrection at the US Capitol. Biden is trying to motivate voters through fear of a second term under former President Donald Trump. And he's focused on winning Pennsylvania.

Regarding this research theme, the writer is greatly helped by previous studies, as they serve as references in conducting this research. The writer refers to several previous studies that are identical in discussing politeness but differ in terms of objects and data. Here are some of the authors:

The first was conducted by Purba, A., Nasution, T., Matondang, M. K. D., Zulkarnain., & Purba, R. (2023), entitled *Application of Brown and Levinson's model on Joe Biden's victory speech: A case on politeness strategy*. This research discussed about politeness strategies in Joe Biden's victory speech. The researcher used theory of Brown and Levinson. The most dominant types in Joe Biden Victory speech were positive politeness strategy.

The second was proposed by Fitriana, L. N. A. (2023). *The Politeness Strategy in Joe Biden's Speech About Russia-Ukraine War at G20 Summit in Bali, Indonesia, 2022*. This study aims to reveal the President's politeness and political diplomacy strategies. The research subject is Joe Biden conducting a press conference at the G20 Summit in Bali, Indonesia. Brown and Levinson's theory is the main theory of this research. Positive politeness was the most used politeness strategies by Joe Biden in this speech.

The third was employed by Nurdiansyah, D. (2021), entitled *Politeness Strategies in the US President-Elect Joe Biden's Victory Speech*. The purpose of this study is to find out the politeness strategy used by Joe Biden's victory speech as proposed by Brown and Levinson. Biden does a lot of positive politeness strategies with a very high percentage.

From all that has been described above, the researcher is also interested in analysing politeness strategies used in speech. However, the researcher is interested in studying a different object of the Joe Biden's speech. The reason the researcher chose this object is because the object has different purpose than the objects in previous studies. In this research the object is campaign speech which is persuasive speech that aims creating, reinforcing, or changing people's beliefs or actions. According to Monroe, A. H (1949) when speaking to persuade, the speaker works as an advocate. In contrast to informative speaking, persuasive speakers argue in support of a position and work to convince the audience to support or do something.

1.2 Research Question

Based on the research background above, the researcher intends to finding out the politeness strategies that are used by Joe Biden in ABC News's YouTube video entitled Biden kicks off 2024 campaign in PA with speech marking three years since Jan. 6. The problems are formulated into the questions as follow:

1. What politeness strategies are used in Joe Biden's campaign speech in ABC News's YouTube video?
2. What factors influence of the choice of politeness strategies in Joe Biden's campaign speech?

1.3 Research Objective

The objective of this research is to provide the answer for the research question above, those are:

1. To analyze what politeness strategies are used in Joe Biden's campaign speech in ABC News's YouTube video?
2. To analyze what are the factors influence the choice of politeness strategies used by Joe Biden in his campaign speech?

1.4 Research Significance

The researcher expects that the findings and results of this research will be give benefits theoretically and practically. Theoretically, this research is aimed to be of significance in the enrichment of knowledge and theoretical perspective in pragmatic study, especially on the politeness strategies that focused on types and factors are used in political campaign and also it will become enriching students knowledge in language studies. Practically, this research is expected to be used as a reference for English study program students who intend to analyse politeness strategies and the researcher hopes they can apply the strategies of politeness in their daily conversation to the appropriate context.

1.5 Definition of Key Terms

a. Pragmatics

Based on Yule's statement, pragmatics is the starting point, and only the consideration for human language users is the latest level of linguistics. Thus, its focus on pragmatics is similar to semantics, where pragmatics also deals with "meaning". The study of the relationship between linguistics forms and the users of those forms is called pragmatics based on Yule's statement (1996:4).

b. Politeness

According to Lakoff (1990:34), politeness functions as a framework for interpersonal interactions, aiming to ease communication by reducing the likelihood of conflict and confrontation that naturally arise in human exchanges. This system helps in maintaining relationships by mitigating potential conflicts during interactions.

c. Politeness Strategies

According to Brown and Levinson (1987), politeness refers to the inclination to safeguard one's self-image. A speaker should demonstrate an understanding of the listener's dignity and self-esteem through diverse strategies. Effective interaction necessitates adhering to crucial strategies for politeness. Individuals typically anticipate that their dignity will be upheld in social exchanges. When a speaker utters something that threaten another person's dignity, it is labelled as a face-threatening act (FTA).

d. Face

Goffman (1967) defines the face as a representation of oneself constructed from socially acceptable traits, which others may also perceive and acknowledge.

e. Speech

According to Nofrion (2018), solo communication occurs through speech, during which an individual speaks continuously for an extended period. Listeners are required to process the information without interruptions.

f. Political Speech

One of the persuasive speech forms is political speech. According to Bread (2000), political speeches are often crafted by professional speech writers who

specialize in persuasive language. The success of a political speech is not necessarily determined by the factual accuracy of its content; instead, it often hinges on the effectiveness of the arguments presented.

