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BIOGRAFY

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Speech is a form of formal talk performed by a speaker to express a particular purpose. In Fairclough's view speech has three main functions, namely informing (telling someone about particular facts), regulating (controlling something or someone) and persuading (to make someone do or believe something by giving them a good reason to do it) (Fairclough : 1995). When somebody talks, he or she always has certain intention, for example, to convince people, to build good image, and so on. This case is often found in politics, economy, and so forth.

In political field in particular, a politician must be able to convince and influence other people, especially if his position is as somebody with full of authority in his own country or as a group which can be said as a power holder. In Edelman's opinion, "A power-holder is a person who can "exercise influence outside the context of formal proceedings [thus wielding] real power (1977: 123)". Someone as a power holder can easily convey his ideology, which will quickly influence other people around him. This can happen when somebody talks or writes something, his writing will be easier to be accepted when he is in the position of a power holder.

To find out someone's ideology behind his/her speech or text, there is one powerful means to do that called Critical Discourse Analysis (CDA).