

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).

CDA mainly analyzes social interactions in a way which focuses upon their linguistic elements, and sets out to show up their generally hidden determinants in the system of social relationships, as well as hidden effects they may have upon that system (Fairclough : 1989).

Van Dijk argues that, "Critical discourse analysts focus on 'relations between discourse, power, dominance and social inequality (1993: 249)". Additionally, Fairclough (2001: 26) says that, "CDA analyses texts and interactions, but it does not *start* from texts and interactions. It starts rather from social issues and problems, problems which face people in their social lives, issues which are taken up within sociology, political science and/or cultural studies." Social issue that the writer intends to discuss in this study is taken from Obama's speech. This speech contains the US president's statements that legalize same sex – marriage or LGBT (lesbian, gay, bisexual, and transgender) marriage on June 26, 2015 in Supreme Court. His statement in that speech has become controversy and people have been talking about it all over the world. The writer is interested to investigate this social issue for the reason that it might has relation to general election in that country. There is probably another intention why Obama legalizes same sex – marriage. To get support from this group. In this case, Morales says that:

"WASHINGTON, D.C. -- U.S. adults, on average, estimate that 25% of Americans are gay or lesbian. More specifically, over half of Americans (52%) estimate that at least one in five Americans are gay or lesbian, including 35% who estimate that more than one in four are. Thirty percent put the figure at less than 15%."

Due to several assumptions mentioned above, the writer is interested to investigate this issue by means of CDA. In this sense, the writer gives the title “A Critical Discourse Analysis of Obama’s Speech on Legalizing Same Sex Marriage” to this final paper.

1.2 Statement of Problems

There is a challenging issue in Barack Obama’s speech in Supreme Court. One topic that is controversial in that speech is regarding the legalization of same – sex marriage. It is at the same time, raising the writer’s assumptions that it has relation to general election that comes close. Thus, the writer intends to analyze the speech from CDA’s point of view by formulating the following question:

1. How is the analytical concept from Huckin used to analyze Obama’s speech in reflecting his view on LGBT?
2. How does Obama’s view represent his ideology in this issue?

1.3 Research Objectives

The purposes of this research are:

1. To observe the analytical concept from Huckin used to analyze Obama’s speech in reflecting his view on LGBT.
2. To investigate Obama’s view represents his ideology in this issue.

1.4 Research Significance

The writer's expectation is that the result of this research will be beneficial both theoretically and practically for those who need it. Theoretically, this research can be used as an additional reference for discussion on CDA (Critical Discourse Analysis). Practically, this research is signified for stimulating the other writers to conduct such as a kind of research in the future.

1.5 Clarification of key terms

Critical Discourse Analysis (CDA) : Fairclough (2001: 26) says that,“ CDA analyses texts and interactions, but it does not start from texts and interactions. It starts rather from social issues and problems, problems which face people in their social lives, issues which are taken up within sociology, political science and/or cultural studies.”

LGBT : Cochran says that,“ The terms lesbian, gay, bisexual, and transgender (LGBT) describe distinct groups within the gay culture. The term "gay" has traditionally been used to represent a diverse group or people who are attracted to people of the same gender or are in a relationship with someone of the same gender. Lesbian refers to

women who are homosexual. Bisexual or "bi" refers to people whose sexual and romantic feelings are for both genders. Transgender is an umbrella term that encompasses a diversity of gender expression including drag queens and kings, bi-genders, cross dressers, transgender, and transsexuals.”

1.6 Organization of Writing

This paper will be presented in five chapters.

Chapter I: Introduction, This chapter consists of six points namely, background research, statement of problem, research objective, research significance, clarification of key terms and organization of writing.

Chapter II: Theoretical foundation explains the theory relates to the research. This chapter consists of the definition of CDA (Critical Discourse Analysis), word/phrase level, sentence/utterance level, text level and higher text level.

Chapter III: Research method which includes research design, technique collecting data, and technique of data analysis.

Chapter IV: Findings and discussions. It discusses the data found by the writer which is then analyzed by using the writer's own words based on the theory used in chapter two.

Chapter V: Conclusion and suggestion of the study.