

CHAPTER I

INTRODUCTION

A. Background of Study

Language plays a very important role in human lives. One of the main goals of language is to communicate with people. It is the fundamental element in interaction that relate with social relation and culture. The purpose of using language stated in the Holy Qur'an in the Al-Hujurat verse 13 as follows:

يَا أَيُّهَا الَّذِينَ آمَنُوا إِنَّ خَلْقَنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَاكُمْ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

Many definition of language have been proposed. According to Halliday (2004:3), language is resource for making meaning. He also said that language refer to text and system, as sound, writing, wording, structure (configuration of part), and as resource (choices among alternative).

Moreover, language is one thing that learned firstly by human. The Holy Qur'an, Al-Baqarah verse 31 stated:

وَعَلَّمَ آدَمَ الْأَسْمَاءَ كُلَّهَا ثُمَّ عَرَضَهُمْ عَلَى الْمَلَائِكَةِ فَقَالُوا ابْنُوا لِي بِأَسْمَاءِ هَٰؤُلَاءِ إِنْ كُنْتُمْ صَادِقِينَ .

According to Quraish Shihab (2002) in Tafsir Al-Misbah, this verse informs that human is bestowed by Allah Al- Mighty a potential to know the name, functions and characteristics of things, such as function of fire, function

of wind and etcetera. Human also awarded a potential to use language. When a baby was born, he heard people voices around them, but he just cried as his language for making meaning.

In communicating his/her feeling, emotion, desire, etc. people use interpersonal meaning. Interpersonal meaning is a technical term in Systemic Functional Linguistics (SFL) related to someone's attitude and judgments. In an utterance, there is a meaning that wants to be delivered to the listeners.

In Halliday's Systemic Functional Linguistics, interpersonal function is described as any function that makes people interact with each other through language. That is language is organized to express a certain interactive event that involves speaker/writers and listeners (Halliday, 2000). In fact, the language function served as interactive form between speakers and listeners is called interpersonal function. In this way language is used to establish and maintain appropriate relationship among people (Thompson, 2000). In particular, interpersonal meaning not only identifies speakers but also expresses the speakers' attitudes, motivation and so on. Through interpersonal function social groups are separated differentiate from each other, individuals can express and identify themselves, strengthen their relationship with others as well as attempt to influence other's behavior and attitude.

The ways to realize interpersonal meaning is varied, such as mood and modality in Halliday's Systemic Functional Linguistics. By looking at the mood structure, clause by clause, the way the dialogue proceeds as a series of

exchange can be seen. Through the choice of types of mood, the role of different speech can be realized. On the other hand, modality system expresses a speaker's attitude and opinion that help people to have a better understanding towards the interpersonal function so as to correctly express what they want to express. The two approaches can help interpret attitude and judgment, intimate and alienated relations, even power and ideology. By knowing them, and seeing the dominant type which is used, the researcher can take a conclusion about how people exchange their experience, how people persuade each other, or how people tell advices through spoken or written language, as those performed by Mark Zuckerberg in his speech.

According to Vinton in Forbes (2017), Zuckerberg, who is the sixth richest person in the world with an estimated 63.4 billion dollars fortune, dropped out of Harvard 14 years ago to build Facebook. What started as a dorm room project to connect Harvard students is now a giant global company with a 446 billion dollars market cap. On Thursday (25th May, 2017) Mark Zuckerberg was the featured speaker at the afternoon session on Harvard's 366th commencement. Zuckerberg returned to Harvard to collect an honorary degree.

Zuckerberg started his speech with jokes about the fact that he is a college dropout. "I'm honored to be here today because you accomplished something I never could", he said to laughter. Taking a more serious tone, Zuckerberg called on Harvard Students to create a sense of purpose for the

world. “Finding your purpose isn’t enough. The challenge our generation is to create a world where everyone has a sense of purpose.”

Zuckerberg spoke of how his personal sense of purpose drove his decision to build Facebook and also his decision not to sell the company when he had chance early on, which frustrated many at the company at the time because they didn’t share his vision.

Zuckerberg challenge the graduates to focus on causes like universal basic income, universal health care, online voting and affordable childcare. He suggested that this generation could be the one to end poverty and disease.

Unsurprisingly as CEO of a social network, Zuckerberg also focused on connection and creating communities in his address. ‘We understand the great arc of human history bends towards people coming together in ever greater numbers-from tribes to cities to nations – to achieve things we couldn’t on our own,” he said.

The writer has reasons of choosing Mark Zuckerberg’s speech as her object research which is going to be analyzed. First, his speech is one of ways of people to communicate to another people. Secondly, His speech is part of language used by the person who has strong influence in the world. He can deliver and represent his ideas or messages, and even through it, he can influence or motivate other people.

Mark Zuckerberg conveys a message to the audience to convey information or insight, to persuade and to motivate. Communication like delivering a speech in front of national and international publics has become important part of life. Public speaking especially in the form of speeches has shown an outstanding influence on many societies. Many people get more opportunities to get certain important positions (e.g. a president, a prime minister, a governor, etc.) because of their good ability in delivering speeches, they are able to convince others that they have qualities. For example, Mark Zuckerberg. With his current position now, many people are affected by his speech.

In order to recognize more closely about how language realizes the meaning as the primary purpose of someone in making conversation through interpersonal meaning, researchers did many kinds of research to analyze it. One of the field that deal with this research is discourse analysis.

Discourse is defined as language in use or spoken language that comes about from communication that takes places naturally of social context. Underlying the word 'discourse' is the general idea that language is structured according to different patterns that people's utterances follow when they take part in different domains of social life, familiar example being 'sociological discourse, 'medical discourse, 'computer-mediated discourse, 'political discourse', etc.

Discourse analysis is a broad term for the study of the ways in which language is used between people, both in written texts and spoken contexts. The contexts of conversation is taken into account as well as what is said. It can conclude where people are speaking and involves a social and cultural framework as well as nonverbal cues, such as body language, and, in the case of textual communication, image and symbols.

Discourse analysis make use of various qualitative methods to increase our understanding of human experience. According to Gale (2010), discourse analysis as method to study language in use has had a major impact on social sciences over the years.

Based on the explanation above, the researcher would like to carry out a study entitled "*An Analysis of Interpersonal Meaning in Mark Zuckerberg's Speech*".

B. Statement of Problems

Based on the background of the study, there are some problems of the analysis which are discussed:

1. What are the mood types used in Mark Zuckerberg's speech?
2. What are the types of modality in Mark Zuckerberg's speech?
3. How is the interpersonal meaning through mood and modality realized in Mark Zuckerberg's speech?

C. Objectives of Study

The purposes of this study are:

1. To describe the Mood Types used in Mark Zuckerberg's speech.
2. To describe the Modality in Mark Zuckerberg's speech.
3. To describe the interpersonal meaning realized in Mark Zuckerberg's speech.

D. Significance of Study

There are some significances that can be taken from this. First of all, SFL plays an important role in teaching and learning language. SFL pedagogies have been advanced as a means for teaching and learning oral and written literacies in a new language. Through comprehending of language as social semiotic in social life, students will know how to express and respond what they have (feeling or something) through interpersonal involvement. They will also develop their ability to make meaning in and across a variety of cultural context. Secondly, this research will give some additional references to other researcher in the field of Systemic Functional Linguistics, especially in interpersonal meaning.

E. Definition of Key Term

1. Discourse Analysis

Discourse analysis is the term to use analyze written and spoken text of people's discourse (text and talk) in everyday social context.

2. Systemic Functional Linguistics

Systemic Functional Linguistics is a theory of language which concern with the relationship among language, text, and context in human daily life as social process.

3. Interpersonal Meaning

Interpersonal meanings are meanings which express speaker's role in the speech situation and relationship with others.

4. Mood system

The central aspect of the grammar of exchange and its elements including subject have a function to construct a role of clause exchange in dialogue.

5. Modality

A term that refers to the speaker's attitude and judgment of what being said.

6. Mark Zuckerberg's Speech

The speech that delivered by Mark Zuckerberg on class of 2017 graduation ceremony at Harvard.