

## CHAPTER I

### INTRODUCTION

#### A. Background of Study

As a *zoon longuens*, language is an essential part of humans' lives because language consists of a particular structure that people have agreed with from conventionalization. For example, activities such as sweeping the home are called "cleaning," or looking for fish to eat is called "fishing" through language. We can make the people understand that we want to invite them to go fishing together or want them to clean their room. Language is needed for every human being to communicate so that others can understand through certain sounds that we call "words." Highlighted from Ulfah (2020), English is a language used to communicate across countries on a global scale. Jespersen (2006) explained that language is a 'living organism.' Language is mainly spoken and only secondarily written down. Language's actual life is in the mouth and ear and not in the pen and eyes; through language is a living thing.

Yule (2010) stated that several divine sources allude to humans and languages. God created Adam, and "whatever Adam called every living creature, that was the name thereof," according to the book of Genesis

(biblical tradition). It is well recognized that human speech and language abilities came only from God, as mentioned in Qur'an verse Ar Rahman 1-4:

الرَّحْمَنُ . عَلَّمَ الْقُرْآنَ . خَلَقَ الْإِنْسَانَ . عَلَّمَهُ الْبَيَانَ

Language enabled our ancestors to speak with one another, exchange ideas, and eventually collaborate. From cave scratches and primitive drawings to ancient Egyptian hieroglyphics, these signals were improved by time. This innovation spread to many places via trade routes before the Greeks refined it into the alphabet we use today.

Depending on the circumstance, language can be employed either directly or indirectly. Directly refers to being communicated directly to the intended target, or in other words, directly may be referred to as spoken language, articulate sounds from the mouth or physical gestures create spoken language. While indirectly refers to when a speaker conceals his or her genuine intentions. Indirect speakers will not make a straight comment or explicitly respond to a question that might produce tension or result in an unpleasant scenario; writing language is another term for indirect speech. For example, consider a communication conducted over Short Message Service (SMS) and vice versa. In public speaking, both direct and indirect perspectives are presented. Public speaking is a phrase from public and

speaking. Commonly, public means in a crowd, while speaking means to say or talk about something in front of people. Public speaking may be a mode of communication in which one talks or says certain things to a group of people.

Although, there are several meanings of public speaking other than the term itself, a broad definition of public speaking is merely speaking in front of a crowd. Speaking in public at the current moment is a need for most individuals. In a fast-paced competitive period, all occupations demand us to be able to talk or speak in public and present effectively, as in teaching and learning activities, advertising something, presenting a show, speech and others. In addition, through public speaking, people can learn the conceptual framework, intelligence, and the speaker's character.

When someone is speaking in front of the public (public speaking), he or she is called a public speaker. In this case, the people who use public speaking to represent their work, such as presenters of television programs, teachers in the classroom, managers in the office, and leaders of a group, no matter how small the group is a leader is the crucial part of it, which mastering and understanding public speaking well because public speaking is related to deliver information, to explain and to represent the idea, specifically when speaking about the concept in the form of speech.

Gaspari and Marconi (2019) explained that the sort of speech determines every word used by the speaker, which is dependent on the speaker's input. In other words, it is about the ability of the speaker to speak or say the oral voice of the leader. Speech is part of a public speaking activity that explains the speaker's idea, opinion, or overview of some critical topic to be discussed. One role of speech is to create a favorable circumstance by addressing a topic with a significant influence on the audience. Memorable occasion speeches, debating speeches, leadership speeches, religious speeches, and political speeches are examples of speeches. Some of the instances chosen by the researcher are likely to provide a remark or convey an opinion about an event, among others. Thus, under these discussions, the researcher wants to find out the Power and Ideology used by Donald Trump in one of his phenomenal speeches about national security and terrorism on June 13, 2016.

As the 45<sup>th</sup> president of the United States, Donald Trump was a strong person even before he was elected, and he will not be afraid of what he wanted to say or talk about in the forum. Even his statement caused a problematic statement. Since he is a controversial figure, each policy he presents usually results in social strife and inequity. Ultimately, because the United States is such an influential nation, its policies and ordinances significantly impact other industrialized nations and so receive widespread

attention. Minorities in the United States become the victims of new policies and laws if they cooperate. Trump's speeches have always sparked outrage, controversy, and enthusiasm throughout the United States and the world. The secret to his political success was his compelling and persuasive message in every speech. Sometimes he needs to be corrected, yet his arguments always sound correct. Consequently, Trump's controversies make his speech delightful to examine.

Based on the explanation above, the researcher found out how important to understand someone's statement or speech. Moreover, the researcher chooses speech as a topic in this study because she found that the speech was emotionally evoking. The way the speakers delivered his speech and the dictions he used were so strong that they all brought up energy to his people to believe him in the brokenhearted situation. As a, the media saw his successful in reviving the sense of unity among the people in the difficult times and taking the actions to declare war against terrorism. The researcher realizes that politicians mostly use certain words and some strategies to persuade and influence the society's mind in order to arranged agenda.

Furthermore, speech can be classified as a part of language learning; therefore, it creates ideas about Ideology and Power through language. Moreover, the researcher used a framework known as Critical Discourse Analysis based on Fairclough (1995; 56) says that Critical Speech Analysis

involves the broader socio-political and socio-cultural settings within which discourse is placed. In this instance, the political discourse emphasizes the misuse of such authority, with a particular emphasis on dominance, that is, how one individual or one community controls the ideas and behaviours of others for the benefit of dominant groups. Political discourse is also the ruling group's area to influence another group in society. On the other hand, political discourse includes social circumstances that demonstrate inequality and power. More precisely, CDA examines how discourse structures enact, affirm, legitimize, reproduce, or challenge societal power and dominance relations. To analyze the relationships between Language, Power, and Ideology to examine language usage, question why it has been used in a specific manner, and determine what effects this kind of use on speech has. Critical Discourse Analysis (CDA) is an analysis to develop social thinking abilities to view language as a form of practice. It focuses on how political and social structures know more about how text and talk are reproduced.

Applying Critical Discourse Analysis (CDA) in Donald Trump's speech, the researcher tries to find out not only the Power but also the Ideology of the speaker that appears from the speaker's background and the use of language that shows his Ideology. Thus, Language, Power, and Ideology can be observed via its application to the social situation, as well as the social Power that is trying to influence the community's Ideology to

become more similar based on what the speaker desires through the discourse or text used by the speaker. Therefore, the researcher will analyze Donald Trump's speech.

## **B. Definition of Key terms**

### 1. Discourse

Discourse is two-way communication between people that consists of more than one sentence. It is important to note that conversation goes beyond words. Language studies might concentrate on the distinct meanings of words, but the term "language" can encompass all linguistic and symbolic elements, including items like road signs. Discourse looks at the overall meanings conveyed by language in context. "Context" here refers to the Discourse's social, cultural, political, and historical background. It is essential to consider this to understand underlying meanings expressed through language.

### 2. Discourse Analysis

Discourse Analysis is a new scientific paradigm for studying the language that is frequently referred to as language analysis "beyond the sentence." This contrasts with the forms of analysis that are more common in current linguistics. Some discourse analysis look at the discourse context to see how it influences the sentence's meaning,

including the Discourse's social, historical, political, and cultural background.

### 3. Critical Discourse Analysis

Critical Discourse Analysis (CDA) is the result of an important speech. An interdisciplinary approach to Discourse, known as critical discourse analysis (CDA), views language as a social practice. It focuses on examining visible and opaque structural links appearing in language. As part of an analysis of what it means to be an influential person, how we use language to express our opinions about those who hold such Power over us, and how political Discourse is constructed through linguistic elements to persuade and present the Power in society, a critical discourse analysis of language appears as a critical factor as the embodiment of particular Power. Critical Discourse Analysis includes social practices, dominant ideologies, prevalent social issues, and intertextuality.

### 4. Donald Trump's speech

Donald Trump is an American politician and was the 45<sup>th</sup> president of the United States from 2017 – 2021. He is a unique politician because, in many ways, he used words to build a brand for himself; one appeals to a sense of Power, dedication, and the consequences of getting the job done, and many people know how



strong he is, especially an American citizen. In this study, the researcher analyzes one of his speeches about national security and terrorism in the wake of the Orlando massacre on June 13, 2016. The content is about the worst terrorist strike, and because of it, many people died and were injured. On the other hand, he supports the wrong direction.

### **C. Research Questions**

Based on the background explained above, the question of the research will be discussed as follows:

1. What Power in the language was used by Donald Trump to the audience by delivering a speech about national security and terrorism on June 13, 2016?
2. What are Ideology reflect to the language used by Donald Trump by delivering a speech about national security and terrorism on June 13, 2016?

### **D. Objective of Study**

Based on the research questions above, the objective of the study to achieve in this research as follows:

1. To analyze and determine the power of the Language used by Donald Trump to delivering a speech.
2. To explore the Ideology reflects to the language used by Donald Trump.

## **E. Significances of Study**

Both theoretically and practically, the research is intended to assist readers in general and lecturers, notably in the English Education Department at UIN Antasari Banjarmasin. The following are the predicted outcomes of the study:

### 1. Theoretically

This research would benefit anyone interested in Critical Discourse Analysis (CDA) who wants to learn more about Fairclough's theories. In the future, the findings of this study are expected to provide further references for other similar research or in-class discussion on the topic that has been presented. Thus, in the study, the researcher investigated Donald Trump's speech on June 13, 2016, about national security and terrorism.

### 2. Practically

As the researcher is investigating Political speech performed by Donald Trump, the researcher hopes this study will help other researchers who want to know more about Critical Discourse Analysis (CDA) and give input on the learning material for linguistic lecturers, especially for students in UIN Antasari Banjarmasin for those who interested in analyzing the text using CDA because CDA is rarely known for many people. It provides feedback for the learning materials for linguistics lecturers on Critical Discourse Analysis, which has yet to be realized by the

researcher's faculty, with the goal that it can be delivered in a broader context if that occurs. Therefore, the researcher hoped that this study would help gain more comprehensive knowledge about CDA, especially for analyzing text and those interested in public speaking. This research is beneficial in finding out the structure of the text in speech.