

# CHAPTER I

## INTRODUCTION

### A. Background of Study

Language plays a great role to human life. Every activity the humans do daily is never apart from language. Some languages appear in natural ways and some must be learnt. All are dependent on how significant the language is. Therefore, those who want to improve their language knowledge and to broaden communication range out of their first language, they have to understand the principles of the target language. Moreover, this modern era expects the people to be competent in language skill. At last, learning the important language to support life needs is a must. As Islam religion suggests, we have to study the beneficial lessons including the language to enhance Islamic followers' quality. This is in accordance with the Holy Qur'an surah Al-Mujadalah verse 11:

يَا أَيُّهَا الَّذِينَ آمَنُوا إِذَا قِيلَ لَكُمْ تَفَسَّحُوا فِي الْمَجَالِسِ فَافْسَحُوا يَفْسَحِ  
اللَّهُ لَكُمْ ۖ وَإِذَا قِيلَ انشُزُوا فَانْشُزُوا يَرْفَعِ اللَّهُ الَّذِينَ آمَنُوا مِنْكُمْ وَالَّذِينَ  
أُوتُوا الْعِلْمَ دَرَجَاتٍ ۗ وَاللَّهُ بِمَا تَعْمَلُونَ خَبِيرٌ [٥٨:١١]

This verse declares to all mankind that they are suggested to learn beneficial knowledge. Besides knowledge of religion, a person is suggested to

learn skills which can improve the standard of life. Thus, language is a science becoming a medium to open another science.

The importance of language is also mention in the Holy Quran Al-Hujurat verse 13 as follow :

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا  
وَقَبَائِلَ لِتَعَارَفُوا إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتَقَاكُمْ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

﴿١٣﴾

Based on the verse above we know how important the language is, God creates many languages so that every human in the world can communicate with each other to exchange the information in their everyday life. Therefore, language is very important to be learnt by human as tool of communication in daily life.

In daily life, people express their thought and emotion to others through their words or transactional conversation. People also can affect the others with the use of language through speech. Speech is formal address that usually delivers by someone in front of people or audience. Through speech, speaker conveys a message to the audience either it is to convey information or insight, to persuade or to motivate them. So that, every speeches that deliver by speaker have its purpose on their own.

Throughout history many speakers have used their influence and public appeal along with some of their greatest speeches to inspire and unite people. Every great speech requires a unique combination between the charisma of the speakers, the language that they used in speech and how to deliver it. A few people in the past that well known possess those combination are Dr. Martin Luther Jr , Abraham Lincoln, John F Kennedy and Nelson Mandela. They delivered great speeches with their own way, their speech lifted people heart, gave courage and hope, and gave inspire to thousands people.

A great speech usually has good linguistic features. Their words are chosen and constructed carefully with good linguistic devices that make the texts beautiful to both of hear and read. One of linguistic devices that speakers have to pay big attention is discourse marker. Discourse marker is words and phrases outside of the clause structure, that function to link segments of the discourse to one another in ways which reflect choices of monitoring, organization and management exercised by the speaker (Chaxter & Michael McCarthy, 2006, p.108). In other word, people use discourse marker to connect, organize and manage what they say or write. (Ronald Carter, Geraldine and McCarthy, 2011).

Schiffin state that “Discourse markers are part of the more general analysis of discourse, coherence-how speaker and hearers jointly integrate forms, meaning, and actions to make overall sense out of what is said” (1987,

p. 49). It means discourse markers contribute to the message that conveys by the speaker, it helps to make text or speech to be cohesive and coherent.

Furthermore, In daily social interaction, Schifffrin elaborate the use of discourse markers when a speaker delivers a discourse in conversation or written discourse , one uses the term called “marker of information management such as marker of responses as like “well”, discourse connectives for example “and”, “but”, “or”, marker of cause and results, example: “so” and “because”, temporal adverb for example “now” and “than”, information and participation like “you know”, “I mean”. Those words and phrases have an important role in signaling connectivity in discourse and for the textual unity (W. Gregore and R. Horn, 2006, p.87).

Therefore, with the use of discourse marker by the speaker or writer, it will make the texts appropriately construct. Moreover, to express an utterance, discourse markers are also needed to make it meaningful. From those ideas, the researcher considered that it is very necessary to study regarding the use discourse marker since its important function in language use. The discourse marker also very useful for learner of English that make them get understanding well about the language that use by speaker or writer because they will know how the coherence, cohesion and structure of any discourse. The researcher is interested in exploring the use of discourse markers in a formal speech which is included in spoken discourse. The researcher

considered to choose the formal speech because not many researchers that have been explored the discourse marker in a speech. This study will enrich the study regarding discourse markers that conducted by some researchers in the past.

In order to conduct this research, The researcher considered to choose several famous speakers in the present day who possess great skill in deliver and write speech. It has to be figure from this era because it will be more interesting from the content that has the newest style of language than from figures in past era. Some of figures that have been known have a good skill in communication especially in delivering the speeches are Steve Jobs, J.K Rowling and Oprah Winfrey. They often addressed their speeches in Public and they have a good skill in delivering and making their speech.

Steve Jobs, J.K Rowling and Oprah are well-known as celebrities in different field. Steve Jobs is a former CEO of Apple Computer and of Pixar Animation Studios, he is one of the influential person in the world development of technology. Meanwhile J.K Rowling well-known as the creator of the Harry Potter fantasy novel series that become one of the most popular books in history. The last, Oprah Winfrey is the most popular American female talk show host. In their speeches, they showed good ability to communicate their vision and thoughts, conveys messages in effective

manner and influencing on audience so that they considered as the great and successful speech

In linguistic area, a speech can be considered as good speech if they have good connectivity in discourse and textual unity. Steve Jobs, J.K Rowling and Oprah showed that they have those criteria that mentioned. So that, it is necessary to conduct a research regarding the use of discourse marker in their speech and find out how they organize and manage their speech to become good speech. This thesis is intended to investigate how are discourse marker applied by Steve Jobs, J.K Rowling and Oprah.

The researcher considered some aspects before conducting this research, one of them is the existence of previous research that similar to this research. To find them out, the researcher checks it in local library and Internet. There are some research related to discourse marker such as *“Mastery of discourse marker in EFL student and Discourse Markers in Audiovisual Translating by Miri Husin”* and *“The use of discourse markers by James Bond as main character in “casino roya by Hosnol Wafal”* . The similarity between this research with their research is the subject, that is discourse markers. Meanwhile the object of the researches are different. All of the previous research will be useful as reference for conducting and developing this research

Thus, based on explanation above, the researcher conduct this research with the title **THE ANALYSIS OF DISCOURSE MARKERS USED IN STEVE JOBS, J.K ROWLING AND OPRAH’S SPEECHES**. The researcher hope the result of this study will be very useful for education field especially for English learner.

### **B. Problem Statements**

The problem statements of this research are:

1. What are the functions of the discourse markers used by J.K Rowling, Oprah Winfrey and Steve Jobs in their speeches?
2. How are discourse markers used by J.K Rowling, Oprah Winfrey and Steve Jobs in their speeches?

### **C. Objective of The Study**

Based on the questions formulated above, the aims of this research are

1. To describe the function of discourse marker used by J.K Rowling, Oprah Winfrey and Steve Jobs in their speeches.
2. To describe the use or the application of discourse marker used by J.K Rowling, Oprah Winfrey and Steve Jobs in their speeches.

### **D. Significance of Research**

The results of the research are expected to be a useful as follows:

1. For the readers and the learners of English, the findings will be useful for helping them to develop their English skill especially in how to make good speech or text with appropriate discourse marker.
2. For the researcher, it will give them new useful information and improve researchers' knowledge regarding speech and discourse.
3. For the students of English department who want to conduct further researches, this result of study it will be useful reference.

#### **E. Research Method**

The type of this research is supposed to be a descriptive qualitative research since the researcher has to describe the use of discourse marker by J.K Rowling, Oprah Winfrey and Steve Jobs' speeches, the description would include some aspect of discourse marker such as the use, the context of linguistic, the function of the marker, and type of marker. Another reason why this research belong to the descriptive qualitative because the purpose of this research is to get deeper understanding and information of how the discourse marker applied and the data is served naturally, the researcher just analyse the data without any treatment.



## **1. Subject and Object Research**

### **a. Subject**

The subject of are the three written text of speech that delivered by J.K Rowling, Oprah Winfrey and Steve Jobs,

### **b. Object**

There are 2 object for this research. That are:

- a. The application of discourse markers by J.K Rowling, Oprah Winfrey and Steve Jobs in their speeches
- b. The function of the discourse marker used by J.K Rowling, Oprah Winfrey Steve Jobs in their speeches.

## **2. Research Instrument**

The Instrument of the data collection of this research is the print out or script of the speeches from the three speakers.

## **3. Data and Data Source**

In this research, the source of data is three of written famous speeches, that are:

1. Speech by Steve Jobs at Stanford University in 2005
2. Speech by J.K Rowling at Harvard University in 2008
3. Speech by Oprah Winfrey at Stanford University in 2008

The researcher choose those speeches based on some criteria such as the content of the speech ; about education and inspiration,

and the setting of the speech. Therefore, from many speeches that delivered by Steve Jobs, J.K Rowling and Oprah Winfrey, the writer choose three of them. The researcher considered those speeches as the most interesting ones that can be researched regarding it involves many linguistics feature especially discourse markers, also these have good content and inspirational

The transcripts or the written text of these speeches was taken from official website [standford.edu](http://standford.edu) and [Harvard.edu](http://Harvard.edu). Meanwhile the data of this research are the utterances, word or phrase of discourse marker that taken from these speech.

#### **4. Data Collection**

There are several steps in collecting data. First, the researcher would find out the word or phrases that use discourse marker in J.K Rowling, Oprah Winfrey and Steve Jobs Speeches. The second step, from the data obtained, it would classified them into categories and arrange it systematically. And the last the researcher will analyze it using Deborah Shiffrin theory.

#### **5. Data Analysis**

There are several steps in analyzing the data. First, the researcher analyse the context of the discourse marker used to understand what actually the speakers means for example in a speech there is a

utterance, “*well, we have to do this things to make the world better*” so the word “well” is one of the discourse marker, that marker has function to show idea of disconnect information or end the speech. The second step, the researcher will classify the findings based on Schifffrin’s theory such as marker of information management, Marker of Response, Discourse Connectives, Markers of Cause and Results, Temporal Adverb and the last markers Information and Participation. Third, take conclusion of the result to answer research problem.

#### **F. Definition Key Term**

1. Discourse Marker: a word or phrase whose function is to organize discourse into segments, for example *well, I mean, hence, and you know*. The function to link segments of the discourse to one another in ways which reflect choices of monitoring, organization and management exercised by the speaker (Choxter & Michael McCarthy, 2006, p.108). In conversation, discourse marker has function for showing a change in the way the conversation developing or showing the other speaker how you are reacting to what they are saying (MacMillan Publisher, 2002, p.393)
2. Steve Jobs: An American information and technology entrepreneur and inventor and former CEO of Apple Computer and of Pixar Animation Studios

3. J.K Rowling : the writer of the Harry Potter fantasy novel series, one of the most popular book in history
4. Oprah Winfrey: American media proprietor, talk show host, actress and producer. She is best known for her talk show “The Oprah Winfrey Show”.
5. Speech: communication or expression of thought in spoken words (Crystal 1980, p.327). In this study speech define as a formal address or discourse delivered to an audience.

#### **G. Previous Study**

The researcher considered the importance of find out the previous study, in case there are some similarities, the researcher could avoid plagiarism and also the previous research could provide very useful reference for the researcher. The results showed there are some researchers who conducted the study on discourse markers, and the previous researches are:

1. The use of discourse markers by James Bond as the main character in “casino royal” . Thesis by Hosnol Wafa in 2008
2. Mastery of discourse marker in EFL student and Discourse Markers in Audiovisual Transating. Journal by Miri Hussein 2009