TRANSFORMATION ANALYSIS ON CAMPAIGN SLOGANS USED BY THE PRESIDENTIAL CANDIDATES OF THE UNITED STATES OF AMERICA

THESIS

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TRANSFORMATION ANALYSIS ON CAMPAIGN SLOGANS USED BY THE PRESIDENTIAL CANDIDATES OF THE UNITED STATES OF AMERICA

THESIS

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The Writer

ABSTRACT

Dewi, Venoncia Irene Kurnia. 2013. **Transformation Analysis on Campaign Slogans Used by the Presidential Candidates of the United States of America.** Study Program of English Language and Literature Department Faculty of Cultural Studies Universitas Brawijaya. Supervisor: Endang Sasanti, Co – supervisor: Istiqomah Wulandari.

Keywords: tree diagram, transformational grammar, campaign slogans.

Slogans usually are used to deliver ideas, visions, emotions, and opinions in very short sentences. In their campaign, the presidential candidates all over the world always use certain slogans which show their vision and mission if they are running for Presidential Candidates and also to persuade the voters of the country to give their vote in the presidential Election Day. The researcher wanted to analyze the structure on the campaign slogans used by the presidential candidates of the United States of America from 1992 until 2012 since it affected the people in the country in deciding which candidates to choose. The researcher conducted this research to find out the transformational grammars on campaign slogans used by the presidential candidates of the United States of America.

Therefore, the researcher used qualitative approach in this research in which the primary instrument is the researcher herself to collect the data and analyze the data. The data of this research were 10 campaign slogans from the elected president from 1992 to 2012. The data were taken from www.presidentsusa.net.

The researcher found that the transformational grammars that were dominantly used on campaign slogans used by the presidential candidates of the United States of America were imperative transformation which used Imp + you + will + VP => VP as the rule of the tree diagram and emphatic transformation which used Emph + X + tense + $\begin{bmatrix} Aux^1 \\ be \end{bmatrix}$ + Y => X + tense + $\begin{bmatrix} Aux^1 \\ be \end{bmatrix}$ + Y as the rule of the tree diagram, both of the rules were written by Bornstein, 1977.

She also has suggestion for the next researcher to use the theory of functional grammar since campaign slogans had a hidden meaning and the structures which were used in the campaign slogans had the different function in convincing the hearers and the readers.

ABSTRAK

Dewi, Venoncia Irene Kurnia. 2013. **Analisis Perubahan Tata Bahasa pada Slogan Kampanye yang Dipergunakan oleh Calon Presiden Amerika Serikat.** Fakultas Ilmu Budaya, Program Studi Bahasa dan Sastra Inggris, Universitas Brawijaya. Pembimbing: (I) Endang Sasanti, (II) Istiqomah Wulandari.

Kata Kunci: diagram pohon, perubahan tata bahasa, slogan kampanye.

Slogan merupakan suatu kalimat singkat yang dapat digunakan untuk menyampaikan pesan, pendapat, serta visi dan misi. Semua calon presiden di seluruh dunia selalu menggunakan slogan dalam setiap kampanyenya, slogan ini digunakan untuk menyampaikan visi dan misi mereka jika terpilih menjadi presiden dan juga untuk membujuk para pemilih di Negara tersebut untuk memberikan suaranya pada pemilihan umum. Peneliti ingin memahami tata bahasa pada slogan kampanye yang digunakan oleh calon presiden Amerika Serikat tahun 1992 sampai 2012 karena slogan kampanye mampu mempengaruhi para pemilih di Negara tersebut dalam menentukan pilihannya. Karena itulah pada studi ini peniliti akan menganalisa perubahan tata bahasa yang dipergunakan oleh calon presiden Amerika Serikat.

Oleh karena itu, peneliti menggunakan pendekatan kualitatif dalam penelitian ini dimana instrumen utama adalah peneliti sendiri untuk mengumpulkan data dan menganalisa data. Data yang digunakan oleh peneliti pada penelitian ini adalah 10 slogan kampanye yang digunakan oleh presiden terpilih dari tahun 1992 sampai 2012. Data yang dipergunakan diunduh dari www.presidentsusa.net.

Peneliti menemukan bahwa perubahan tata bahasa yang dominan pada slogan kampanye calon presiden Amerika Serikat adalah *imperative transformation* dengan rumus Imp + you + will + VP => VP dan *emphatic transformation* dengan rumus Emph + X + tense + $\begin{bmatrix} Aux^1 \\ be \end{bmatrix}$ + Y => X + tense + $\begin{bmatrix} Aux^1 \\ be \end{bmatrix}$ + Y, kedua rumus tersebut ditulis oleh Bornstein, 1977.

Peneliti menyarankan bagi peneliti selanjutnya untuk menggunakan teori *functional grammar* karena slogan kampanye memiliki makna tersembunyi dan struktur yang digunakan dalam slogan kampanye memiliki fungsi yang berbeda dalam menyampaikan pesannya kepada pendengar dan pembaca.

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CHAPTER I
INTRODUCTION

The first chapter presents background of the study, problems of the study, objectives of the study, significance, scope, and definition of key terms.

1.1 Background of the Study

People need language in everyday life. According to Chomsky as quoted by Radford, (1988, p.1), "Language is a mirror of the mind – i.e. by detailed study of language, we might hope to reach a better understanding of how the human mind produces and processes language". Although people always use language to communicate with each others, they do not realize that the sentences are not only arranged by putting the words together randomly. People do not realize that they produce the sentence based on a certain rule of structure, whereas understanding the structure of language is very important in daily life.

According to Carnie (2006), sentences are made up of words, and parts of speech are the most important units in a sentence because it tells us how the word is going to function in the sentence; and the study is called 'Syntax'. The most common parts of speech are nouns, verbs, adjectives, adverbs, and preposition. Written materials also need a well-arranged structure. Similar to those of oral expressions, written materials are used to deliver ideas, opinions, and even are used to persuade their readers to do something. Writing a sentence is not a simple thing, without a good arrangement of structure and ideas the readers will not be

able to understand the message behind a paragraph or a text. One way to understand the structure of a language is by making tree diagrams. A tree diagram shows all the grammatical information found in the sentences and also shows more explicitly the fact that there are different levels in the analysis before the sentence is produced. "There is a level of analysis at which a constituent such as NP is represented and a different lower level at which a constituent such as N is represented" (Carnie, 2006, p. 105). In this case NP means noun phrase which is used to describe the part of speech of the phrase and N is noun. The simplest NP contains only a noun.

There are two different levels in transformational structure, surface structure and deep structure. "…a deep structure that represents the meaning, and a surface structure that represents the sound" (Bornstein, 1977, p.37). While Yule (2000, p. 102) defines deep structure as "an abstract level of structural organization in which all the elements determining structural interpretation are represented" and Bornstein (1977, p. 246) defines surface structure as "the form of a sentence that appears after it has been subjected to transformations. The surface structure determines the spoken or written form of the sentence". Those statements mean that every sentence has both deep structure which shows the real meaning and surface structure which represents the sound of the sentence, in the other word, deep structure and surface structure are connected each other.

Every sentence in this world has structure; speech, poem, or even slogans has structure. Slogans usually are used to deliver ideas, visions, emotions, and opinions in very short sentences. Slogans can also be used to mock, persuade, or

create a certain effect about something or someone. The researcher wants to analyze the structure and the transformational process used in the slogans used by the presidential candidate of the United States of America from 1992 until 2012 since it affects the people in the country in deciding which candidates to choose. There is a good way to know the structure of the slogans that is by using tree diagrams. A tree diagram can help the readers to understand the meaning of the sentence in the campaign slogans.

In their campaign, the presidential candidates all over the world always use certain slogans which show their vision and mission if they are running for Presidential Candidates. The campaign slogans have to be made very attractively with a popular and common vocabulary so the people can understand and remember it well. The significance of campaign slogans is to introduce the profile of candidates and also to persuade the voters of the country to give their vote in presidential Election Day. The candidates have to consider the people they want to persuade; they have to ensure that the slogan they broadcast or publish is still in line with the level of knowledge of their people.

The researcher is interested in analyzing the slogans used by the United States of America presidential candidates because the United States of America is the superpower country. Many countries are interested in cooperating with them such as in political aspect, economical aspect, educational aspect, etc. The improvement of United States of America cannot be separated from the President's policies, that is why the presidential candidates have to make powerful campaign slogans which can persuade the voters to trust their lives and their

country upon one of the elected candidates. A good campaign slogan has to follow the certain rule of structures and to know whether the slogans follow the rules or not we can use the tree diagram to analyze it.

In applying the tree diagram analysis on the slogans used in the Presidential campaign, the researcher limits her research only in the campaign slogans used by the presidential candidates of the United States of America from 1992 to 2012. Moreover, the researcher also uses transformational structure by Radford (1988), Bornstein (1977) and Akmajian and Heny (1976) to analyze the tree diagram of the campaign slogans. In this research, the researcher assumes that if the campaign slogans are analyzed using the theories of transformational grammar, the results will show that the most transformational grammar which is used in the campaign slogans is imperative transformation since campaign slogans are used to demand the voters to do an action as it is intended by the campaign slogan to make the America be better in the future.

The benefit for the researcher by doing this research is to improve her knowledge about syntactic structure especially that used in the campaign slogans. It is expected that this research can give more information about syntax especially in concerning tree diagram for students who are interested in conducting research on this subject. Therefore, the researcher conducts a study entitled "Transformation Analysis on Campaign Slogans Used by Presidential candidates of the United States of America".

1.2 Problem of the Study

This research is aimed to answer the question: "What are the transformational grammars on campaign slogans used by the presidential candidates of the United States of America?"

1.3 Objective of the Study

Related with the problem of the study above, the objective of this research is to find out the transformational grammars on campaign slogans used by the presidential candidates of the United States of America.

1.4 Definition of Key Terms

1. **Syntax** is the process by which words and grammatical categories combine to form phrases, clauses, and sentences in a language (Bornstein, 1977)
2. **Transformational Grammar** is a grammatical process that operates on a string of words and symbols with a particular constituent structure and converts it into a new string with a new derived constituent structure (Bornstein, 1977)
3. **Tree Diagram** is a derivation of a sentence consisting of the substitutions that result from the application of the rewriting rules (Bornstein, 1977)
4. **Slogan** is phrases designed to be memorable, attaching to a product or service during a particular advertising campaign (Goddard, 1998)

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter conveys the review of related literature that gives preface about the topic of this research. It begins with the theory of Syntax, followed by Tree Diagrams, Phrase Structure Rules, Transformational Rules, Deep Structure and Surface Structure, and Previous Study.

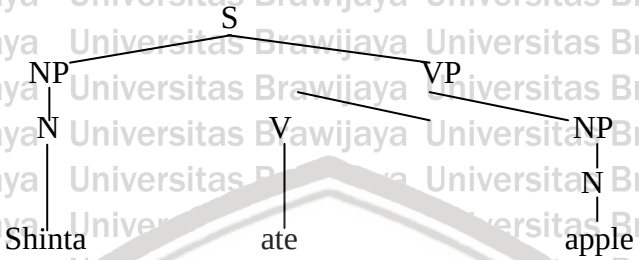
2.1 Syntax

Syntax is "an attempt to produce an accurate analysis of the sequences or the ordering 'arrangement' of elements in the linear structure of the sentence" (Yule, 1996, p. 100). While Bornstein (1977, p. 246) defines syntax as "the processes by which words and grammatical categories combine to form phrases, clauses, and sentence in a language". Francis (1958, p. 293) says "syntax refers to the arrangement of words into meaningful phrase or sentence by using systematic rules". From the experts' definition above, the researcher concludes that syntax is a branch of study dealing with the arrangement of words and grammar in the sentences and makes them well formed by using systematic rules. It can be used to analyze the grammatical information in a sentence since understanding the structure of sentence in a language is very important.

2.2 Tree Diagrams

It can be said that tree diagram shows the formation of the sentence hierarchically. According to Yule (2000, p. 105), "there is a level of analysis at

which a constituent such as NP is represented and a different lower level at which constituent such as N is represented".



From the diagram above, we can see that sentence (S) can be separated into two constituents (NP and VP). Then, VP consists of V and NP and NP has noun (N) as the constituents.

2.3 Phrase Structure Rules

According to Bornstein (1977), phrase structure rules are used to generate the basic sentences of a language. The phrase structure rules consist of symbols on the left side which can be rewritten as their symbols on the right side of the arrow. These are the expansion of the symbols on the left. For example, S ⟶ NP + VP, the symbol of "S" refers to "sentence" and it is expanded as "NP" (noun Phrase) and "VP" (verb Phrase).

Phrase structure rules are as follows:

S ⟶ NP + VP

NP ⟶ $\begin{Bmatrix} Art\ (Adj) + N \\ PN \end{Bmatrix}$

VP ⟶ V + NP (PP) (Adv)

PP ⟶ Prep + NP

N ⟶ $\{boy, girl, dog\}$

PN $\longrightarrow \{George, Mary\}$

Art $\longrightarrow \{a, the\}$

Adj $\longrightarrow \{small, crazy\}$

V $\longrightarrow \{see, folow, help\}$

Prep $\longrightarrow \{with, near\}$

Adv $\longrightarrow \{yesterday, recently\}$

Phrase structure has three elements, consisting of head, specifiers, and complements.

1 Head

According to O'Grady et al (1996), head consists of two levels; the lowest levels show the descendant of the first levels.

From the tree diagrams above we can see that there are two levels of head, the first is called phrase level and the second is word level. Each level of phrase can consist of one or more word.

2 Specifiers

"Syntactically, specifiers typically mark a phrase boundary. In English, specifiers occur at the left boundary (the beginning) of their respective phrases" (O'Grady et al, 1996, p. 186).

Table 2.1 Some specifiers (O'Grady et al, 1996, p. 187)

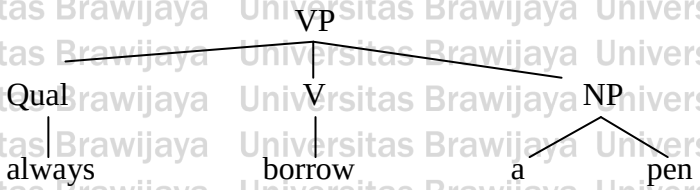
Category	Typical function	Examples
Determiner (Det)	Specifier of N	the, a, this, those, no
Qualifier (Qual)	Specifier of V	never, perhaps, often, always
Degree word (Deg)	Specifier of A or P	very, quiet, more, almost

Example:

From the example above, we can see that the category of the speciefiers is different, depending on the category of the head.

3 Complements

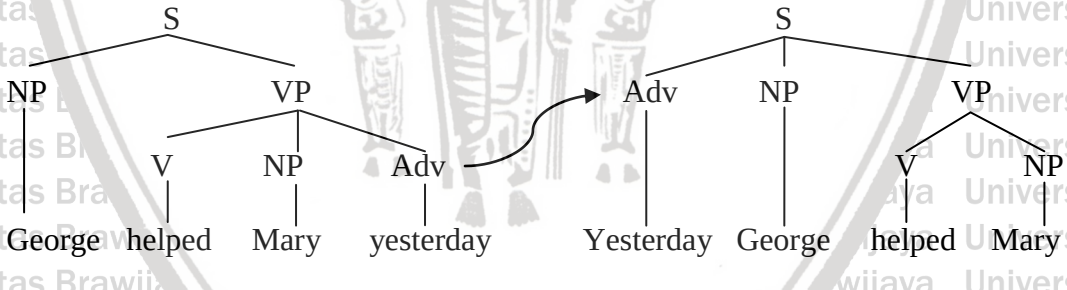
Bornstein (1977, p. 238) defines complements as "a noun or adjective that follows a linking verb and refers back to the subject." Complements provide information about location and entities whose existence is implied by the meaning of the head.



The complements of the V (borrow) is an NP that consists of a determiner (a) and a head (pen). The phrase above then combines with the verb and its specifiers to form a still larger structural unit.

2.4 Transformational Rules

Yule (2000, p. 108) defines transformational rules as "a set of rules which will change or move constituents in the structures derived from the phrase structure rules". Transformational rules can be used to move constituents from one part to the other. According to Bornstein (1977), sentence is the basic unit of syntactic analysis in a transformational grammar. For example:



For the example above, we can see that the transformation rules can change the position of the elements, add the elements that were not there before, delete and substitute one element for another. In this section, the researcher shows theories related to transformations which are proposed by Radford (1988), Bornstein (1977) and Akmajian and Heny (1976).

2.4.1 Transformation Theory by Radford (1988)

Radford (1988) classifies transformation into four types, they are:

2.4.1.1 WH – Movement

According to Radford (1988), question can be classified into two kinds, yes – no question and wh – questions. It is called yes – no questions because the answer of the questions are 'Yes' or 'No', while wh – questions usually use an interrogative word beginning with *wh-* (who, why, what, when, where, which, how). Radford (1988) also identifies question into echo questions and nonecho questions. "Echo questions are so – called because they involve one person echoing the speech of another", Radford (1988, p. 147). Echo question usually is used to imitate the sentence from the first speaker in a question form, for example:

A : I bought a car

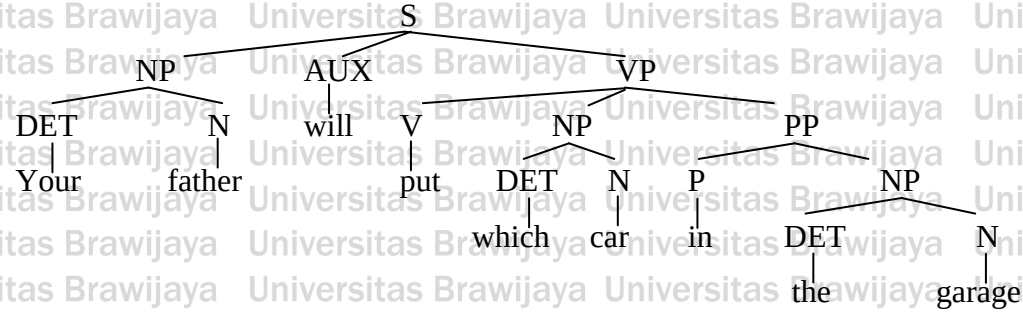
B : You bought a car?

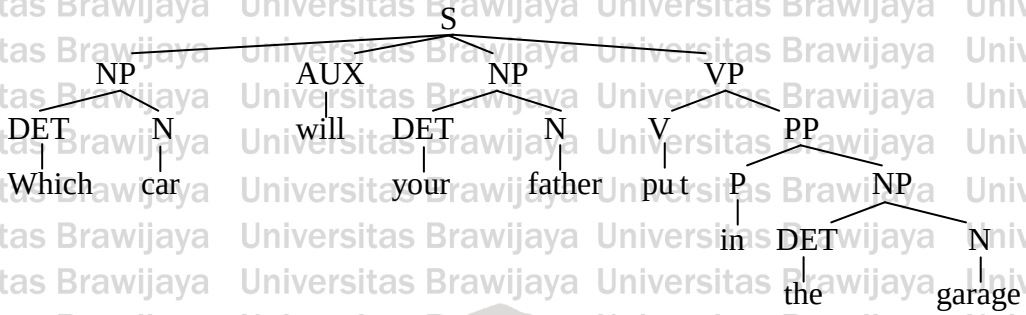
On the other hand, nonecho questions are questions which do not imitate or echoing the sentence from the other speaker.

Your father will put *which car* in the garage?

WH – MOVEMENT

Which car will your father put – in the garage?





In the tree diagrams above, we can see that the sentence shows two movement operations, the first movement is by moving *which car* to the front of the sentence, then we have to move the auxiliary *will* in front of the subject NP.

2.4.1.2 Topicalisation Transformation

According to Radford (1988), topicalisation transformations can be used to move a certain types of constituents in a sentence to the front of the sentence, as in the example bellow:

I don't think I'd ever do *that kind of thing*

TOPICALISATION

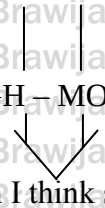
That kind of thing, I don't think I'd ever do−.

The example above shows us that topicalisation transformation has the function to generate the sentence after the complement 'that' into in front of the sentence without adding or removing anything.

2.4.1.3 Though – Movement

According to Radford (1988), though movement has the function to move the adjectival phrase into in front of 'though'.

Though I think she is *very pretty*, I don't like her



Very pretty though I think she is –, I don't like her

From the example above we can see the transformation using though – movement can generate the adjectival phrase into the front of the sentence. This rule is done without any addition or deletion.

2.4.1.4 VP – Preposing

According to Radford (1988), VP – preposing allow the second VP of the sentence to be fronted.

I suspected that he would be playing cricket, and *playing cricket* he was–.

Playing cricket, I suspected that he would be -, and playing cricket he was.

The example above shows us that VP – proposing has the function to generate the second verb into in front of the sentence without adding or removing anything.

2.4.2 Transformation Theory by Bornstein (1977)

Bornstein (1977) classifies transformation into ten types, they are:

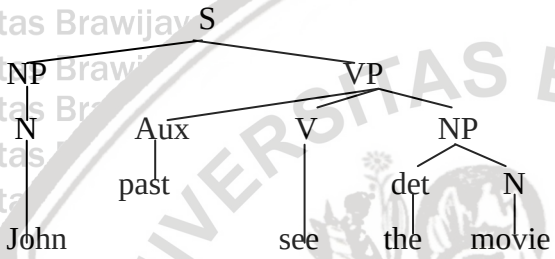
2.4.2.1 The Passive Transformation

The passive transformation requires a sentence with the following structural index:

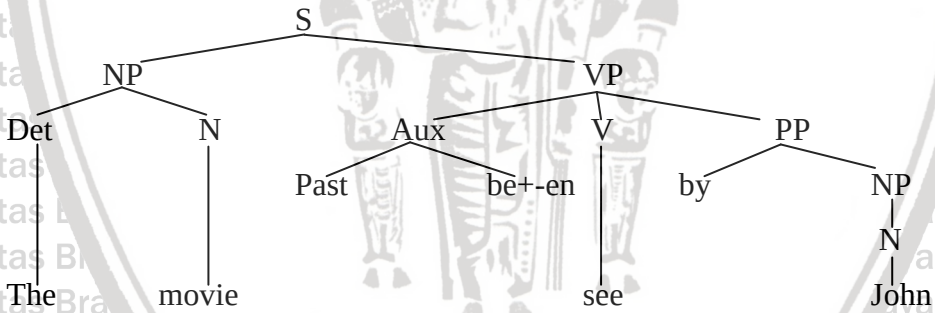
$NP^1 + Aux + V + NP^2$ => $NP^2 + Aux + (be + -en) + V + by\ NP^1$

For example:

Input tree: John saw the movie.



Output tree: The movie was seen by John



From the tree diagram above we can see that the output tree is different from the input tree. Passive transformation rule switch the position of the subject and object noun phrase, add the word 'by' before the subject noun phrase, and add 'be' plus past participle.

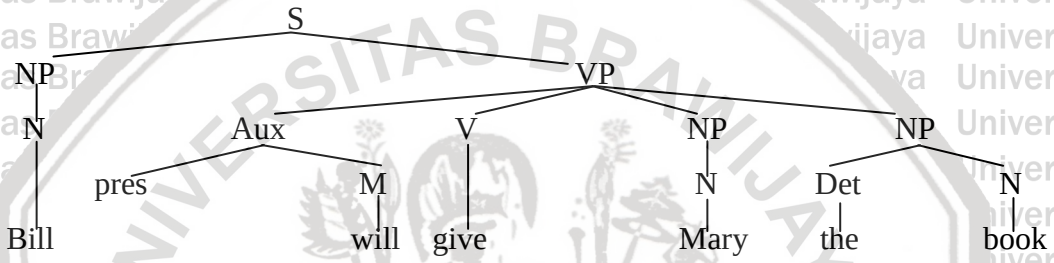
2.4.2.2 The Indirect Object Switch

Rearrangement and addition are also involved in the indirect object switch, which is described in the following rule:

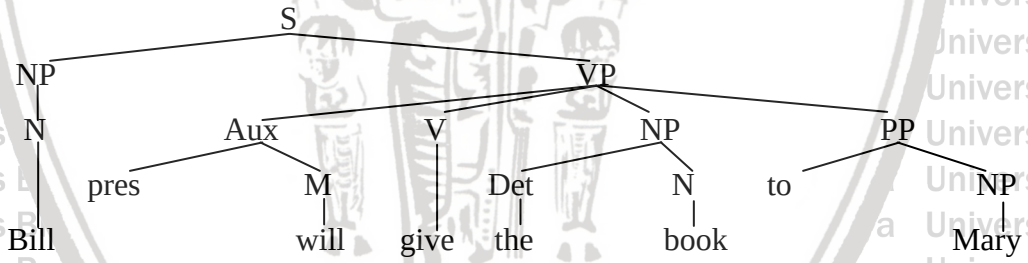
$$NP^1 + Aux + V + NP^2 + NP^3 \quad => \quad NP^1 + Aux + NP^3 + \begin{Bmatrix} to \\ for \end{Bmatrix} + NP^2$$

Example:

Input tree: Bill will give Marry the book



Output tree: Bill will give the book to Mary



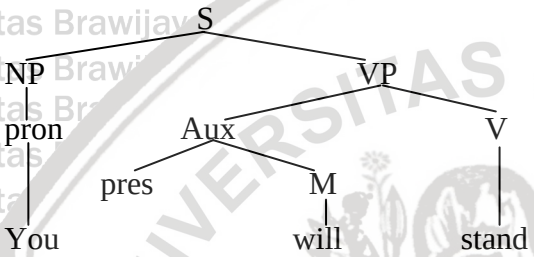
The position of NP^2 and NP^3 (the indirect and direct object) are changed, and the preposition "to" is placed before NP^2 (the indirect object).

2.4.2.3 The Imperative Transformation

The imperative transformation shows the deletion of "you will". According to Bornstein (1977, p. 101), "the verb phrase can have any one of the possible structures for verb phrase, as long as the subject NP is "you" and the auxiliary is

"pres + will"". It means that in the imperative transformation we can delete almost all of the elements of the sentence, except the verb of the sentence itself. This kind of transformation rule can be applied only in the sentence which has 'you' as the subject NP and 'press + will' as the auxiliary. The example of the imperative transformation by Bornstein is as follows:

Input tree: You will stand



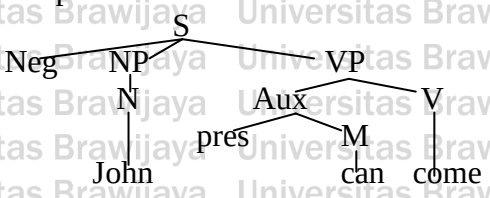
Output tree: Stand!

2.4.2.4 The Negative Transformation

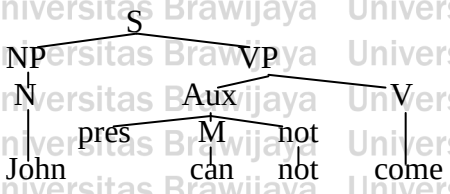
According to Bornstein (1977), transformations should not change the meaning of the sentence. Then, to show the negative sentences should have a dummy node in the deep structure (such as "Neg" or "Q") to distinguish them from positive sentence. Bornstein (1977) defines 'dummy node' as a symbol which did not appear in the surface structure; its function was to show the transformation. The dummy node used in this transformation is 'Neg'. The rules and examples of the negative transformation by Bornstein as follows:

$$\text{Neg} + X + \text{tense} + \begin{bmatrix} \text{Aux}^1 \\ \text{be} \end{bmatrix} + Y \quad \Rightarrow \quad X + \text{tense} + \begin{bmatrix} \text{Aux}^1 \\ \text{be} \end{bmatrix} + \text{not} + Y$$

Deep structure: John can come



Surface structure: John cannot come



The tree diagrams above show the deep structure and surface structure of the negative transformation. The word 'not' after tense in the surface structure performs the negative sentence and it is substituted by the dummy node 'Neg' in the deep structure. The dummy node is placed before subject NP.

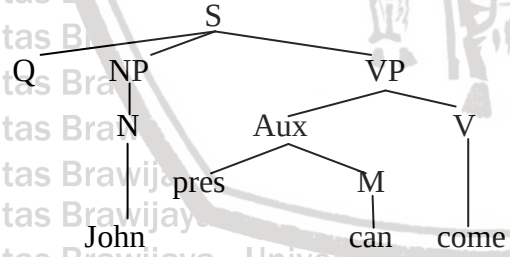
2.4.2.5 Interrogative Transformations

Borsntein (1977) defines interrogative transformations as a question sentence. According to Bornstein (1977), there are two main types of questions in English, they are called 'yes/no questions' and 'wh–questions'. Interrogative transformation shows the transformation in wh–question. In this transformation, a sentence modifier symbolized as 'Q' in sentence-initial position. The rules and examples of the negative transformation by Bornstein as follows:

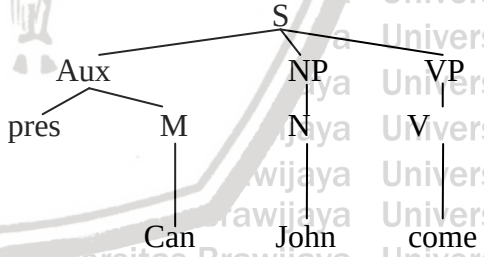
The rest of the sentence is symbolized by 'X'.

$$Q + NP + tense + \begin{bmatrix} Aux^1 \\ be \end{bmatrix} + X \Rightarrow tense + \begin{bmatrix} Aux^1 \\ be \end{bmatrix} + NP + X$$

Deep structure: John can come



Surface structure: Can John come?

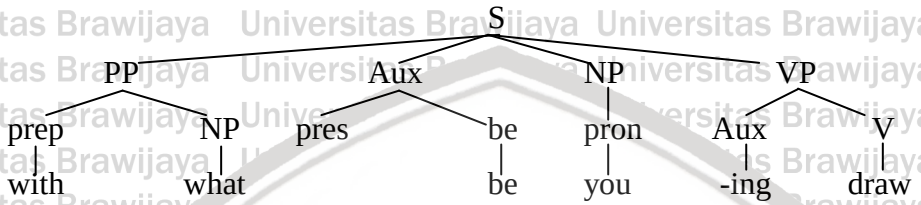


According to Bornstein (1977, p. 143), "the syntactic function of the *wh* word in the deep structure of the question is the same as that of the new word or words supplied by the answer". From the explanation above, the researcher concludes

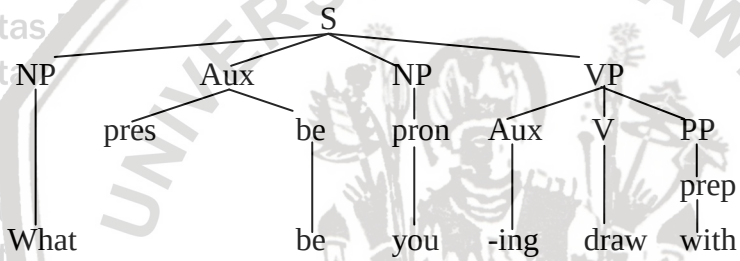
that when the *wh* word is the *adv*, the *wh* transformation then moves the *wh* word to the front of the entire sentence. The rule is as follows:

X + wh + Y => wh + X + Y

Deep structure: With what are you drawing?



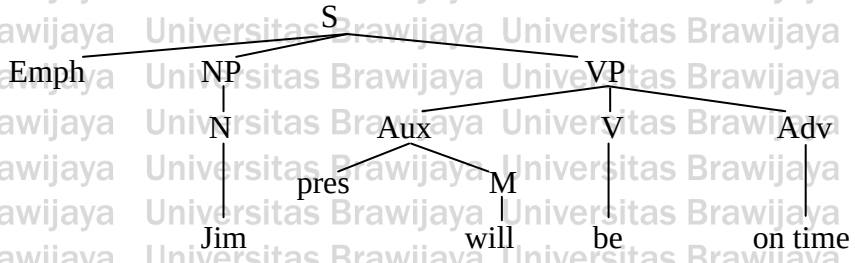
Surface structure: What are you drawing with?



2.4.2.6 The Emphatic Transformation

According to Bornstein (1977), emphasis can be achieved in English by placing heavy stress on it (indicated by intonation in speech or by italics or underlining in writing). The emphatic transformation is applied when the entire sentence is applied. The rule for the emphatic transformation can be stated as follows:

$$\text{Emph} + X + \text{tense} + \begin{bmatrix} \text{Aux}^1 \\ \text{be} \end{bmatrix} + Y \quad \Rightarrow \quad X + \text{tense} + \begin{bmatrix} \text{Aux}^1 \\ \text{be} \end{bmatrix} + Y$$



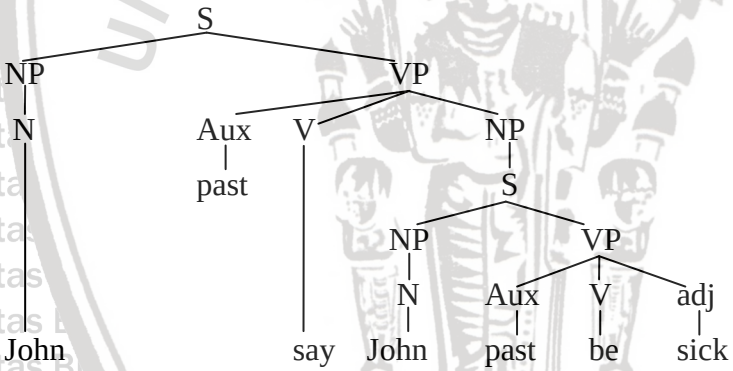
From the rule and the tree diagram above we can conclude that same as those type transformation of negative and interrogative, this transformation also use a dummy node and places the *Emph* marker after tense and the first auxiliary verb.

2.4.2.7 Pronominalization

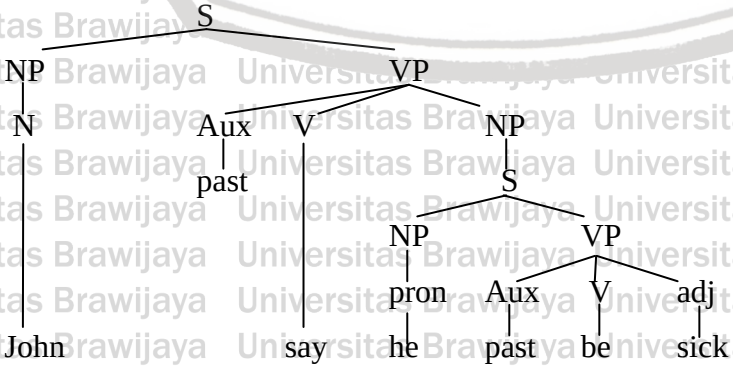
According to Bornstein (1977), pronominalization is the transformation rule which substitutes noun phrases by pronouns. The rule for the pronominalization can be stated as follows:

$$X + NP^1 + Y + NP^2 + Z \Rightarrow X + NP^1 + Y + NP^2 + Z$$

Deep structure: John said John was sick



Pronominalization



From the example above we can see that the difference between the input and output tree is in the level of object NP. The object NP in output tree is substituted by pronouns. The substitution that is made depends on the noun that appears in the deep structure.

2.4.2.8 Relative Clause

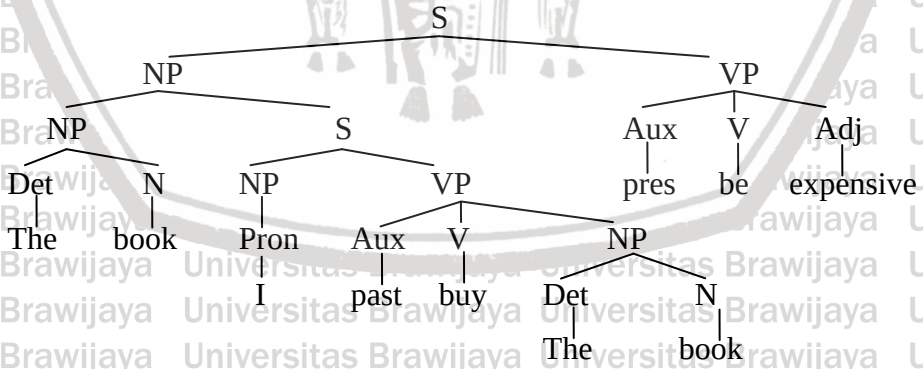
Relative clause transformation shows the transformation of more than one sentence. This kind of transformation shows the addition of *wh* to embedded the sentences. The relative clause transformation can be stated as follows:

$$X + NP^1 + A + NP^2 + B + Y \Rightarrow X + NP^1 + \left\{ \begin{matrix} who \\ which \\ that \\ where \\ when \end{matrix} \right\} + A + B + Y$$

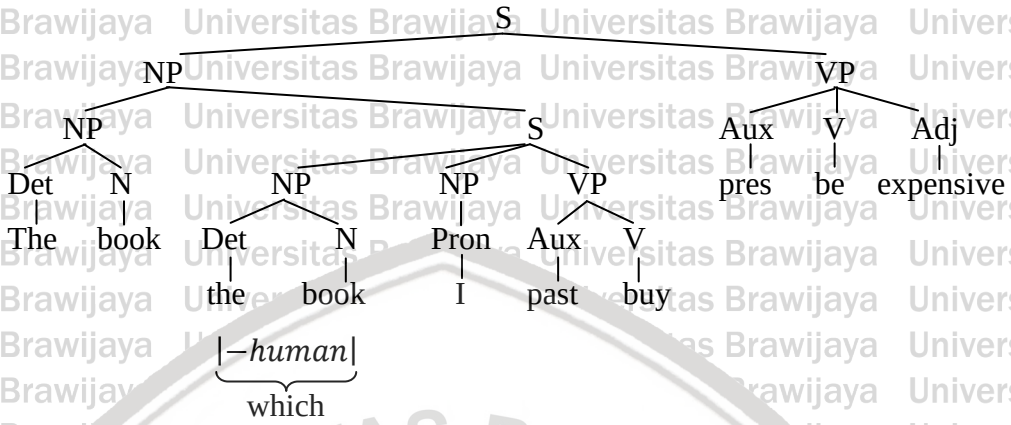
A = anything that precedes the relativized NP

B = anything that follows the relativized NP

The book I bought, the book is expensive



The book which I bought is expensive



From the tree diagram above we can see two sentences which is embedded in one sentence and added by *wh* after the subject noun phrase. The addition of *wh* that is made depends on the noun that appears, we can use which, where, when, and that if the noun is $|-human|$ and use who, that, whom, and whose if the noun is $|+human|$.

2.4.2.9 Complementation

According to Bornstein (1977), complementation makes a sentence become a noun phrase by adding 'complementizer' and makes it part of another sentence. Complementizer is the items added to a sentence to transform it into a noun phrase. The most common complementizer in English is 'that'. The rule for this transformation can be stated as follows:

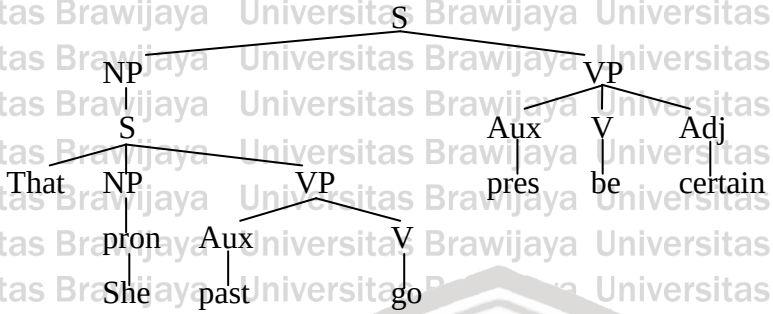
A new phrase structure rule is needed to account for such NP:

NP → (Det) N + S

X + S + Y => that + S + Y

where S = an NP

That she went is certain



The first sentence in the tree diagram above is ‘she went’, than we can add the complementizer of ‘that’ to turn the sentence into a noun phrase, and joined it with verb phrase to make a new sentence.

2.4.2.10 Conjunction

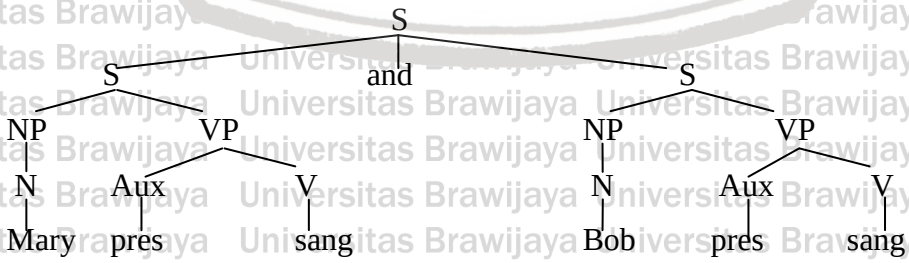
According to Bornstein (1977), conjunction has the function to connect the other words, phrases, clauses, or other constructions. This rule makes it possible to arrange the sentence from two or more sentences without limit.

$S \longrightarrow S^n$

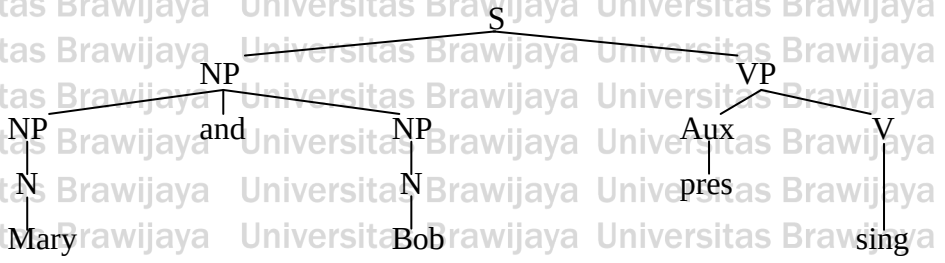
$S \longrightarrow S + S + S + S$

$NP \longrightarrow NP^n$

Mary sang and Bob sang



Mary and Bob sang



"Conjunctions are not merely empty structure words. The form of conjunction used depends on the speaker's attitude toward the sentences that are joined" (Bornstein, 1977, p. 201). The examples above show the attitude of 'and' which involves a judgment of equality or at least similarity.

2.4.3 Transformation Theory by Akmajian and Heny(1976)

Akmajian and Heny (1976) classify transformation into four elementary operations, they are:

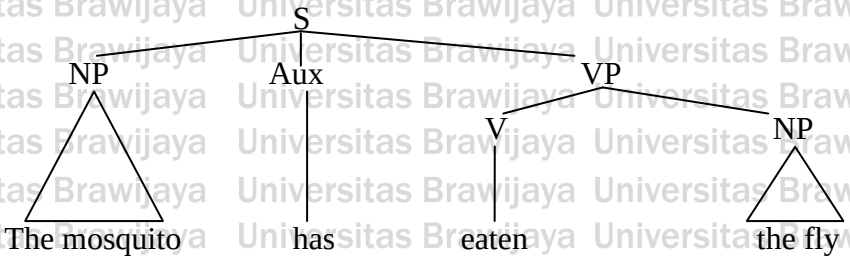
2.4.3.1 Movement (or Reordering)

Akmajian and Heny (1976) say that most of the transformations in English can move constituents from one part of the tree to another. Akmajian and Heny (1976) classify this rule into four transformations, they are;

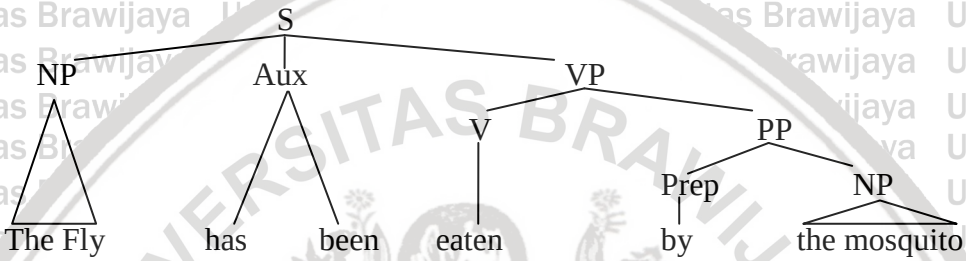
1 Passive Transformation

Akmajian and Heny (1976) state that passive transformation can move the subject and the object NP's from their positions and adjoining them in new position on the tree.

Input tree: The mosquito has eaten the fly



Output tree: The fly has been eaten by the mosquito

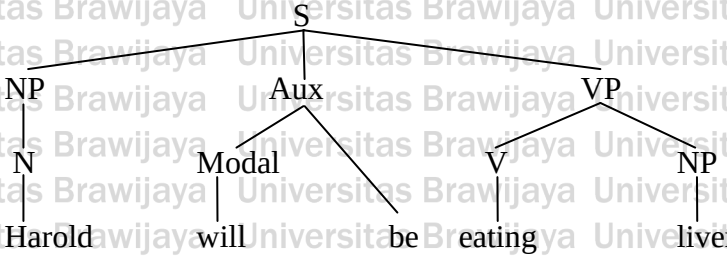


From the tree diagrams above we can see that passive transformation rule switch the position of the subject and object noun phrase, add the word 'by' before the subject noun phrase, and add 'be' plus past participle.

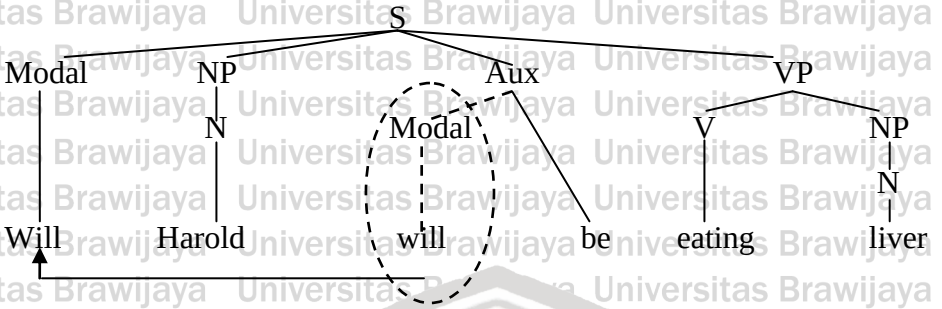
2 Question Transformation

According to Akmajian and Heny (1976), the question transformation has the effect of moving the auxiliary after subject noun phrase to the beginning of the sentence, before subject noun phrase.

Input tree: Harold will be eating liver



Output tree: Will Harold be eating liver?

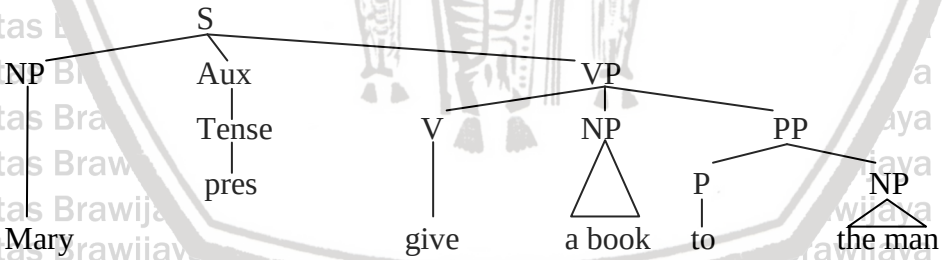


The tree diagrams above show the moving of modal 'will' from the first position after the subject noun phrase to the left of it. The sentences show the rule of Yes/No Question Transformation.

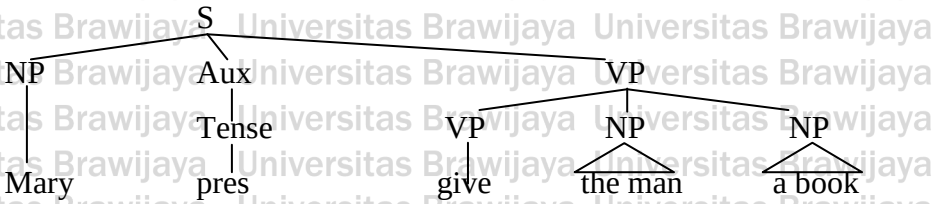
3 Dative Movement Transformation

According to Akmajian and Heny (1976), dative movement transformation is the rule that has the effect of moving or switching the indirect objects NP to a position after the verb.

Input tree: Mary gave a book to the man



Output tree: Mary gave the man a book

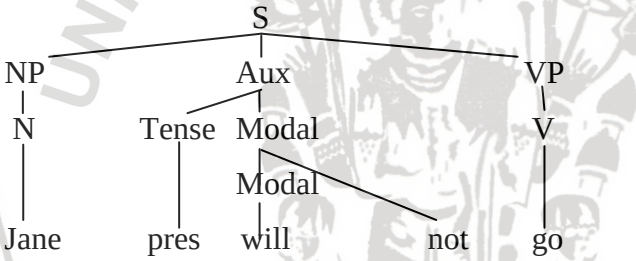


From the tree diagrams above, we can see that the rule of dative movement transformation moves the indirect object 'the man' to the position after verb and switch it with the object 'a book'. The tree diagrams also show the deletion of prepositional phrase 'to'.

4 Negative Placement Transformation

According to Akmajian and Heny (1976), the negative placement transformation is the rule that have the effect of moving the sentence – initial 'not' within the auxiliary.

Jane will go → Jane will not go



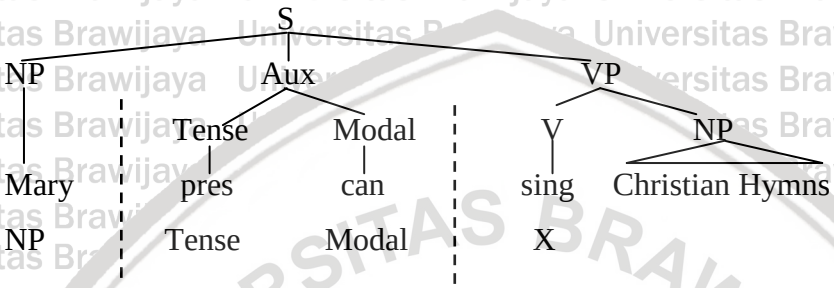
2.4.3.2 Copying

Akmajian and Heny (1976, p. 231) define copying as "rules that have the effect of adding a copy of an existing constituent in a new part of the tree". This rule is almost the same with the previous rule about movement but the difference is in copying, there is always the original NP or a pronoun left after they have been moved from. Akmajian and Heny (1976) say that this rule is applied in the two kinds of transformations, they are;

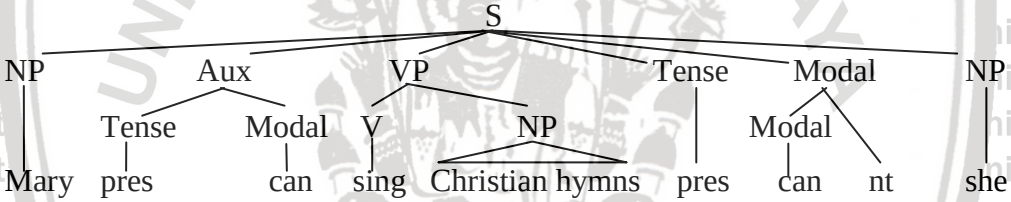
1 The Tag Transformation Rule

According to Akmajian and Heny (1976), tag transformation rule copies the subject and auxiliary at the end of the main sentence.

Input tree: Mary can sing Christian hymns



Output tree: Mary can sing Christian hymns, can't she?



From the tree diagrams above we can see that tense and modal are copied at the end of the sentences with nt adjoined to Modal and the subject NP that has been copied in pronoun form.

2 Dislocation

According to Akmajian and Heny (1976), dislocation has the effect of moving the subject noun phrase to the end of the sentence and changing the noun phrase position with pronouns.

For example:

a. My father is a brilliant man.

   He is a brilliant man, my father.

b. I donated that old book that I like to the library yesterday.

I donated <u>it</u> to the library yesterday, <u>that old book that I like.</u>

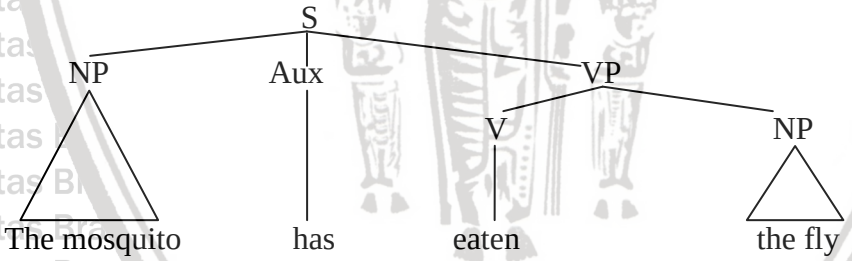
2.4.3.3 Insertion

This rule, same as its name, provides the effect of adding or inserting material into the trees. "These rules have in common one important property: each inserts words that have no independent meaning…..but are merely grammatical function words of various sorts," (Akmajian and Heny, 1976, p. 232).

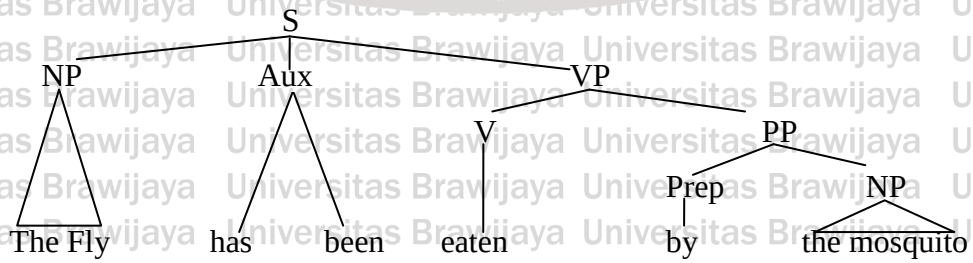
1 The Passive Transformation

Akmajian and Heny (1976) state that passive transformation can move the subject and the object NP's from their positions and adjoining them in new position on the tree.

Input tree: The mosquito has eaten the fly



Output tree: The fly has been eaten by the mosquito



From the tree diagrams above we can see that passive transformation rule switch the position of the subject and object noun phrase, add the word 'by' before the subject noun phrase, and add 'be' plus past participle.

2 Do Support

"Do support has the effect of inserting do whenever a tense marker has been 'stranded'," (Akmajian and Heny, 1976, p. 232). The function of this rule is to carry tense without any special meaning.

For example:

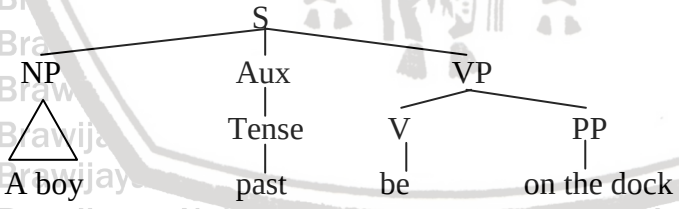
a. Jemima went to the pond

b. Did Jemima go to the pond?

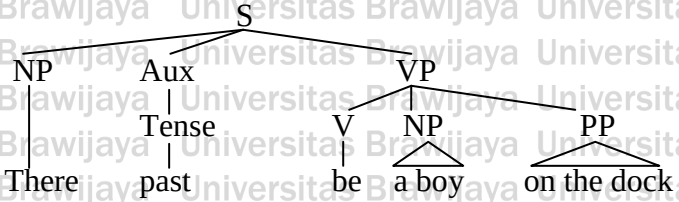
3 There Insertion

According to Akmajian and Heny (1976), there insertion has the effect of inserting the words 'there' in the subject noun phrase position.

A boy was on the dock



There was a boy on the dock



From the tree diagrams above, we can see that there insertion rule here moves the subject noun phrase ‘a boy’ to the position after verb and insert the word there to fill the subject noun phrase position of the sentence.

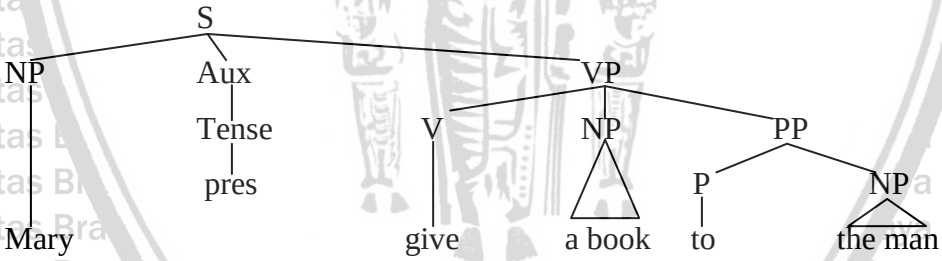
2.4.3.4 Deletion

Deletion is the kind of transformation which has the effect of deleting material from the tree. There are several kinds of transformation which use this formula, they are:

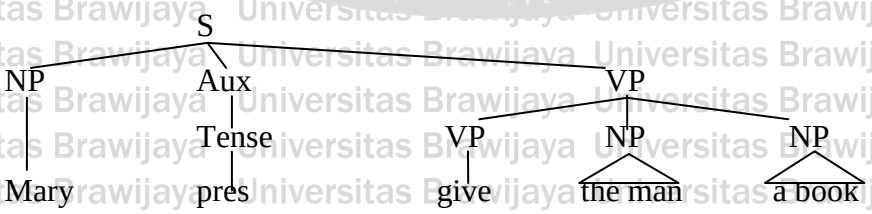
1 Dative Movement Rule

According to Akmajian and Heny (1976), dative movement transformation is the rule that has the effect of moving the indirect objects NP to a position after the verb.

Input tree: Mary gave a book to the man



Output tree: Mary gave the man a book



From the tree diagrams above, we can see that the rule of dative movement transformation moves the indirect object ‘the man’ to the position after verb and

switch it with the object ‘a book’. The tree diagrams also show the deletion of prepositional phrase ‘to’.

2 Deletion Under Identity

Deletion under identity makes the deletion in the tree possible with the change of the other word. For example:

Sandy ate meatball and Ron ate meatball → Sandy ate meatball and Ron did too

From the example above, we can see that the deletion is possible to make with the change of the elliptical sentence. According to Akmajian and Heny (1976, p. 249), elliptical sentence is “….those incomplete sentence”, the incomplete sentence of the example above is ‘Ron did too’. The elliptical sentence cannot stand alone. “Yet, when conjoined with full sentences as above, they are not only meaningful but also quite commonly used in ordinary speech”, (Akmajian and Heny, p. 249).

For example:

a. Ellsberg was arrested by the FBI and Fonda was too

b. I can’t see you tomorrow, but Sam may.

2.5 Deep Structure and Surface Structure

Bornstein (1977) defines transformational grammar into two levels for each sentence, a deep structure and a surface structure. According to Bornstein (1977, p. 37), “deep structures and surface structures are produced by two types of rules. Phrase structure rules generate the sentences that are found in the deep structure. Transformational rules change around these sentences, making them into surface

structure". From the explanation above, we can conclude that deep structure presents the real meaning of the sentence, and surface structure presents the sound of the sentence.

2.4 Previous Studies

To enrich the ideas in analyzing the campaign slogans used by the presidential candidates of the United States of America, the researcher reviewed two previous studies that are related to this study. The first research, entitled "The Syntactic Analysis in the English Version of *surah Ar Rahman* (Translated by Abdullah Ali) that was conducted by Eliyana (2009), whereas the second research was written by Nur Qomariah Goro (2010) entitled "The Tree Diagram Analysis on Syntactic Structures Used in the Headline of the *Jakarta Post*".

The first research (Eliyana, 2009), found that each of the sentences contain different sentence patterns. Moreover she found that each of the sentence patterns that are dominantly found is S-double bar→$\{AdvP + S - double\ bar\}$.

The second research was conducted by Nur Qomariah Goro (2010), she concluded that in writing the headlines, the journalist use simple surface structure of S →NP + VP, (VP →Aux + V + NP + PP), and S →NP + Aux + VP (VP →V + NP – S). She also found that the journalist often write double subject in one sentence by using apostrophe, they do not separate those subject by using 'and'.

The two previous studies above show the different theories and objectives. The researcher used those previous studies to enrich her knowledge about syntactical analysis and tree diagram as well. The first theory by Eliyana (2009) used the tree diagram theory by Burton-Roberts (1998) and Thomas (1993), while

this research uses tree diagram theories by Radford (1988), Bornstein (1977) and Akmajian and Heny (1976), same as Nur Qomariah Goro (2010). The differences between this research and Nur Qomariah Goro's is that she used surface structure to analyze the tree diagram in *Jakarta Post* headline, whereas this research use both deep structure and surface structure to analyze the tree diagram used in campaign slogans.

CHAPTER III

RESEARCH METHODS

This chapter discusses the methods used in the study which comprise Type of Research, Data Sources, Data Collection, and Data Analysis.

3.1. Type of Research

The design employed in this study is descriptive qualitative approach. The qualitative research is any kind of research that produces findings not arrived at by means of statistical procedures or other means of quantification. According to Ary et al. (2002, p. 425), "the descriptive data in qualitative research deal with the data that are in the form of words, rather than numbers and statistics". Qualitative research use data that are presented in the form of sentence like public records, textbook, letters, and diaries to show the deeper understanding about the data itself. Therefore, the type of qualitative research applied in this study is document analysis since the researcher analyzed the written campaign slogans used by the presidential candidate of the United States of America found in the internet to analyze their transformational rules using tree diagrams.

3.2. Data Source

The data source of this research is the United States of America Presidential campaign slogans; the researcher used 10 campaign slogans from the elected president from 1992 to 2012 as her data. The data were taken from www.presidentsusa.net.

3.3. Data Collection

According to Ary et al. (2002), there are three data collection methods in qualitative research: observation (participant and nonparticipant), interviewing, and document analysis. In this research, the researcher used document analysis. The main instrument of this research is the researcher herself.

In order to get the intended data, the researcher conducted several steps in collecting data, as follows:

1. Browsing and downloading the campaign slogans from the internet

   The researcher browsed some websites on the internet in order to get the campaign slogans used by the presidential candidates of the United States of America from the year of 1992 to 2012 which were used as the data of this research. After finding the website and the campaign slogans used by the presidential candidates of the United States of America, the researcher downloaded the data from the internet.

2. Eliminating the slogans

   The researcher found 22 slogans used by the presidential candidates of the United States of America from 1992 to 2012 but she only used 10 slogans from the elected president of the United States of America as her data.

3. Re-checking

   Making sure that the campaign slogans were valid, the researcher re-checked the data collected once again by searching the other websites on the internet to support the data.

3.4. Data Analysis

Ary et al. (2002) defined data analysis as a process whereby researchers systematically search and arrange the data in order to increase their understanding of the data and to enable them to present what they learned to others. In analyzing the data, the researcher used the following steps:

1. Identifying and classifying the campaign slogans used by the presidential candidates of the United States of America

   The first step in analyzing the data was identifying the sentence pattern of the campaign slogans by classifying the slogans based on the theory written by Radford (1988), Bornstein (1977), and Akmajian and Heny (1976).

2. Drawing Tree Diagram

   After classifying the data based on their type of transformation, the researcher drew the tree diagram of each campaign slogans based on the rule by Radford (1988), Bornstein (1977), and Akmajian and Heny.

3. Interpreting the Data

   After drew the tree diagram, the researcher interpreted the data to get the deeper understanding about her research. She explained the tree diagram by using the theory from Radford (1988), Bornstein (1977), and Akmajian and Heny.

4. Drawing Conclusion

   The last step of analyzing the data, the researcher made the conclusion found after doing those three steps above.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the findings and discussion of this research.

4.1 Findings

This research investigated the transformational process used in campaign slogans used by the presidential candidates of the United States of America. In answering the problem of the study, this research employed the theory of transformational grammar by Radford (1988), Bornstein (1977), and Akmajian and Heny (1976).

The researcher found that there were 22 campaign slogans used by the presidential candidates of the United States of America; 14 campaign slogans from the elected presidents and the rest 8 campaign slogans were from the presidential candidates who did not win. The researcher only used 10 campaign slogans from the elected president since she could not find the supported data to analyze the deep structure of the campaign slogans. The supported data used by the researcher were in the kind of document found from the internet, biography of the elected presidents, and also the pictures and the videos of their campaign. The researcher would like to present the data obtained from http://www.presidentsusa.net/campaignslogans.html as follows:

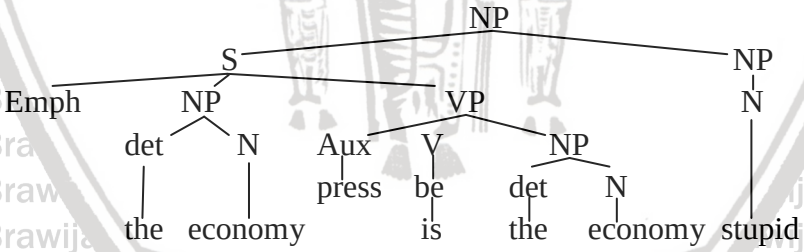
Table 4.1 Campaign Slogan of Presidential Candidates of United States of America

No.	Year	Presidential Candidate	Slogan
1	1992	Bill Clinton	It's the Economy, Stupid
2	1992	Bill Clinton	I Still Believe in A Place Called Hope
3	1992	Bill Clinton	Don't stop thinking about tomorrow
4	1996	Bill Clinton	Building a bridge to 21st century
5	2000	George W. Bush	Leave no child behind
6	2008	Barack Obama	Change We Can Believe In
7	2008	Barack Obama	Change We Need
8	2008	Barack Obama	A Leader who can Deliver Change
9	2012	Barack Obama	It's About Time. It's About Change
10	2012	Barack Obama	Forward

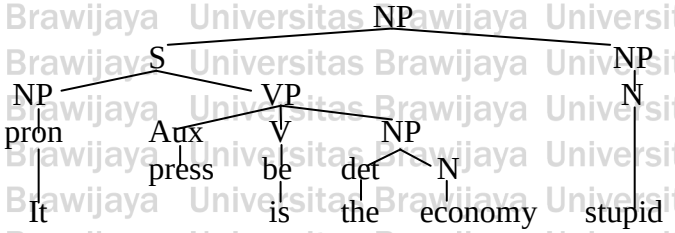
Before classifying the syntactic structure used, the researcher would like to analyze each of the campaign slogans used by the Presidential Candidates of the United States of America. The detailed explanations of the analysis are in the followings:

4.1.1 It's the Economy, Stupid (Bill Clinton, 1992)

Deep Structure: The economy is the Economy, Stupid



Surface Structure: It's the economy, stupid



To make the explanation of the campaign slogan clear and understandable, the researcher used the transformation theory of pronominalization and emphatic transformation written by Bornstein (1977). The first campaign slogan by Bill Clinton 'It's the economy stupid' was formed through those kinds of transformation theory, the real meaning of this campaign slogan was 'the economy is the economy, stupid'.

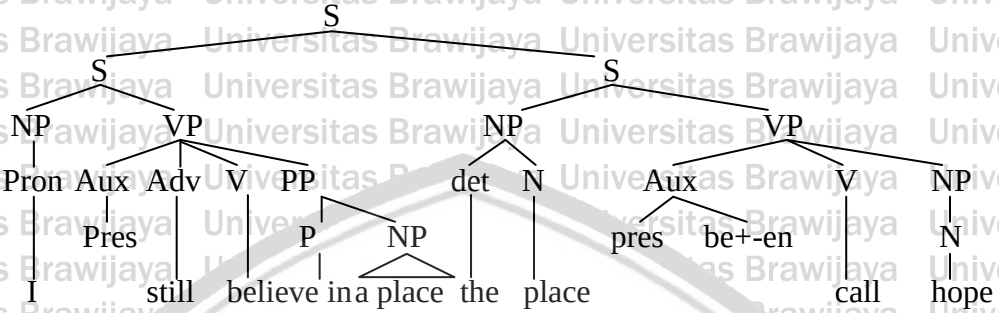
When we heard or read this campaign slogan, we would not realize that this campaign slogan was not in the form of sentence but it was a phrase containing a sentence and noun phrase. The transformational rule applied in this campaign slogan could not change the campaign slogan from a phrase into a sentence.

The first transformation applied in this campaign slogan was the pronominalization transformation theory. This kind of transformation was used to substitute the noun 'the economy' with pronoun 'it'. After pronominalization was applied in the deep structure, the campaign slogan became 'It's the economy, stupid'.

The second transformation that must be applied in this campaign slogan was the emphatic transformation. The emphasis of this campaign slogan was 'the economy'. The emphasis of a sentence must be placed in front of the deep structure tree diagram using the dummy node 'emph' like in the picture above. In the tree diagram of surface structure, the dummy node had to be deleted but it did not change anything from this campaign slogan.

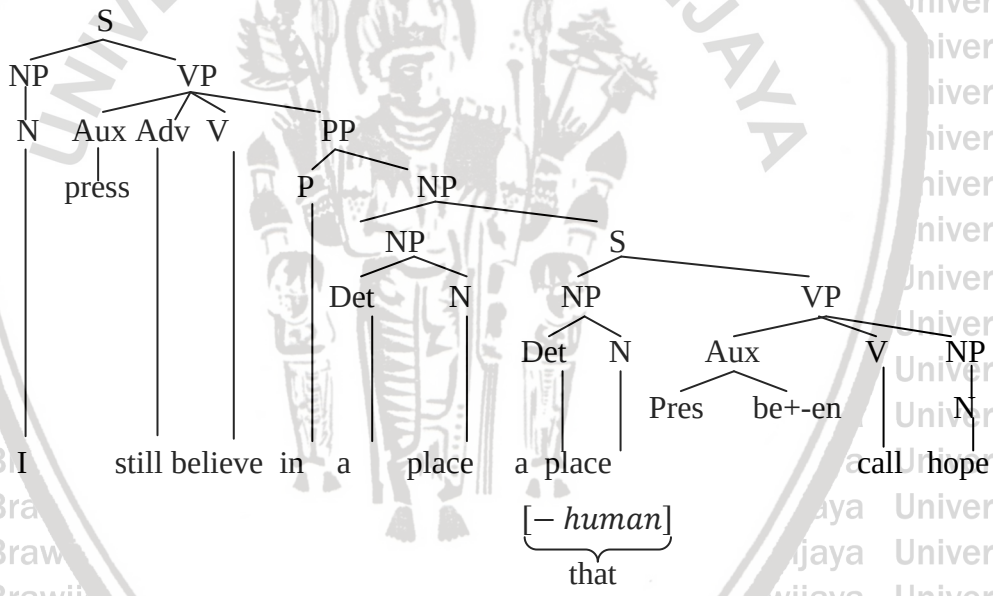
4.1.2 I Still Believe in a Place Called Hope (Bill Clinton, 1992)

Deep Structure: I still believe in a place, the place is called hope



Surface Structure: I still believe in a place that is called hope

I still believe in a place called hope



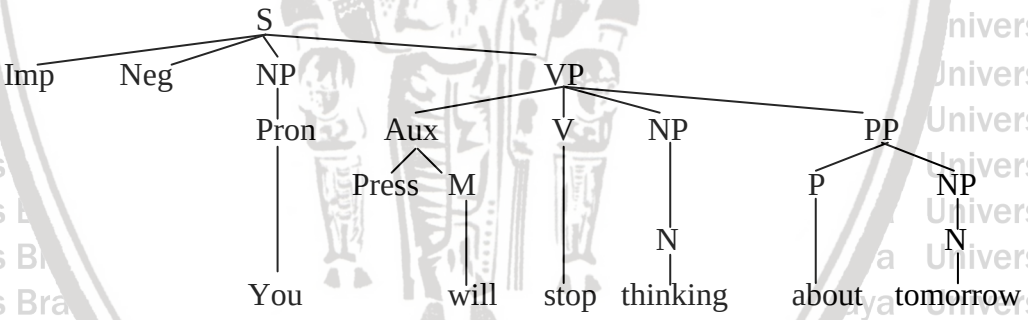
The second campaign slogan analyzed by the researcher was the campaign slogan used by Clinton 'I believe in a place called hope' which was analyzed by using the relative clause transformation theory written by Bornstein (1977). This campaign slogan had the real meaning 'I believe in a place, the place is called hope'. The real meaning of this slogan became its deep structure. The surface structure of this campaign slogan was 'I believe in a place called hope' was the

surface structure which was used as the written or spoken campaign slogan by Clinton.

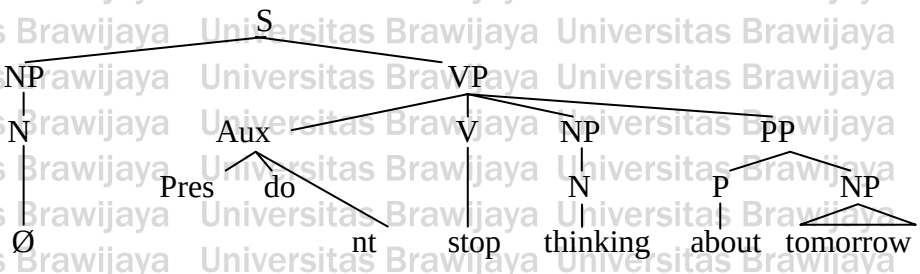
The researcher applied the relative clause transformation theory which was used to join two sentences into a sentence using the relative pronoun 'that'. After the researcher applied the relative clause transformation, she found that the two sentences of the deep structure became 'I believe in a place that is called hope'. The researcher also found the deletion of the relative pronoun of this campaign slogan and the verb 'be' in this campaign slogan. After all of the deletions were applied in this campaign slogan, it became 'I believe in a place called hope'.

4.1.3 Don't Stop Thinking about Tomorrow (Bill Clinton, 1992)

Deep Structure: You will not stop thinking about tomorrow



Surface Structure: Don't stop thinking about tomorrow

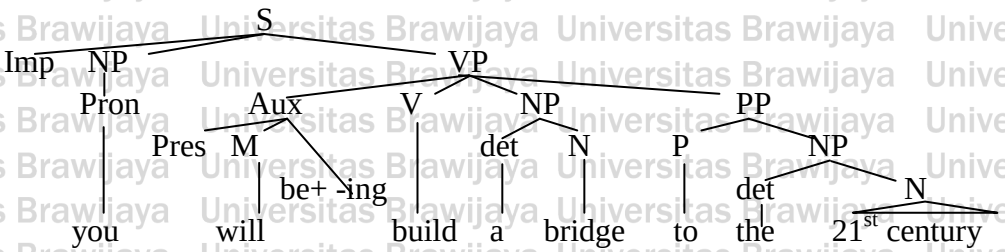


To make the explanation of the campaign slogan clear and understandable, the researcher used the theory of imperative transformation and negative transformation by Bornstein (1977) and *Do – Support* by Akmajian and Heny (1976). The real meaning of this campaign slogan was 'You will not stop thinking about tomorrow'.

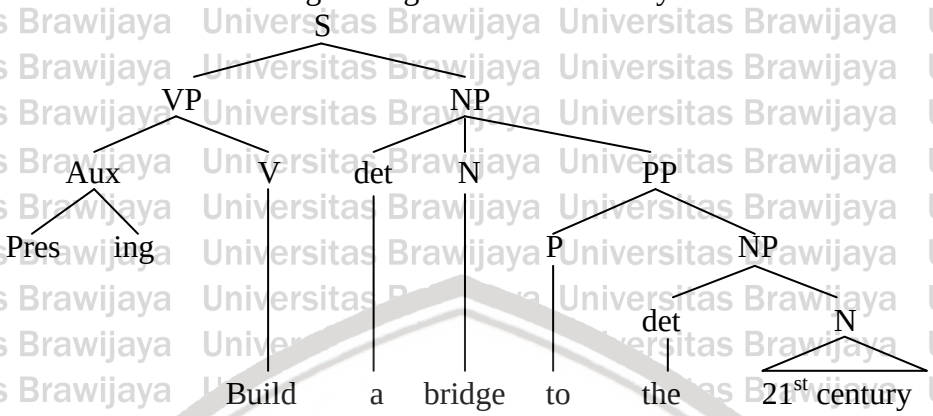
This campaign slogan was formed through three kinds of transformations. The first transformation used in this campaign slogan was imperative transformation. When the imperative transformation was applied in this campaign slogan, it would delete the word 'you' and 'will' in the deep structure and the campaign slogan became 'stop thinking about tomorrow'. The next transformation applied in this campaign slogan was negative transformation. When the negative transformation was applied, we had to put the dummy node 'neg' in the beginning of the tree diagram of the deep structure and changed it to 'nt' in the surface structure. The last, when the sentence was generated in the surface structure, we have to use *do–support* to insert the word 'do' in front of the sentence before the V (stop). After the negative transformation and do-support were applied in this sentence, the sentence would become 'Don't stop thinking about tomorrow'.

4.1.4 Building A Bridge to the 21st Century (Bill Clinton, 1996)

Deep Structure: You will be building a bridge to the 21st century



Surface Structure: Building a bridge to the 21st century

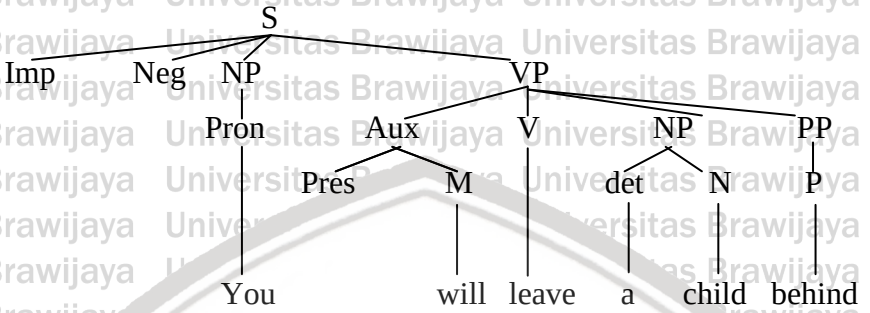


This campaign slogan was simpler than the previous one because one transformational theory was enough to analyze this campaign slogan. In this campaign slogan the researcher used the imperative transformation theory from Bornstein (1977).

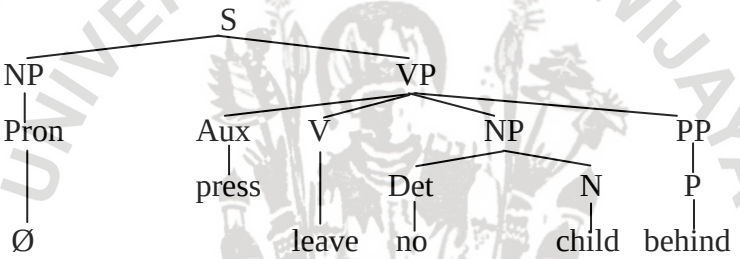
From the deep structure and surface structure tree diagrams above, we could see the differences between them. In the deep structure we had to put the dummy node ‘imp’ in the beginning of the tree diagram, before the subject NP (you). In this tree diagram we also have to add the subject NP ‘you’ and the M ‘will’. The subject NP ‘you’ in this tree diagram mean all of the people of the United States of America. This addition was made to make it clearer that anyone who read or heard this campaign slogan was invited to make a better life in the following century.

4.1.5 Leave No Child Behind (George W. Bush, 2000)

Deep Structure: You won't leave a child behind



Surface Structure: Leave no child behind



This campaign slogan by Bush 'Leave No Child Behind' actually has been structured using transformational rules. We could see from the deep structure and surface structure tree diagrams above that there were some additions in the deep structure and deletions in the surface structure. The additions and deletions in the deep structure were applied because this campaign slogan was formed through two kinds of transformation. To make the explanation of the campaign slogan clear and understandable, the researcher used the theory of imperative transformation and negative transformation by Bornstein (1977). The real meaning of this campaign slogan was 'You will not leave a child behind'.

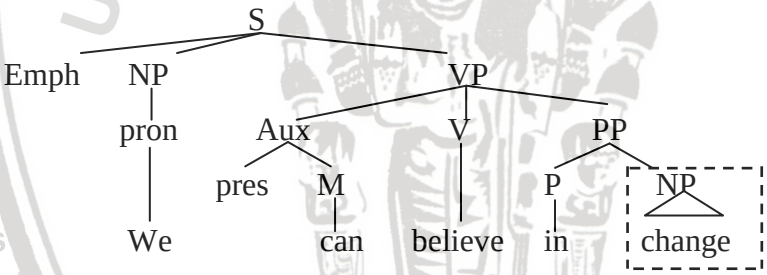
The first transformational rule applied in this campaign slogan was the imperative transformation which added some elements in the tree diagram of deep

structure. The first addition was the dummy node 'imp' in the beginning of the tree diagram. The imperative transformation also deleted the word 'you' and 'will' in the surface structure.

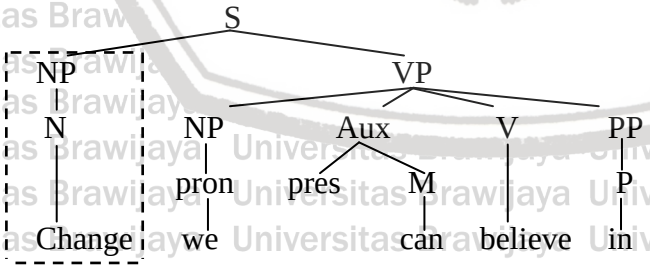
The last transformational rule applied in this campaign slogan was the negative transformation. The negative transformation here also gave the addition 'neg' in the deep structure. In the surface structure of this campaign slogan, the researcher deleted the dummy node and also the determiner 'a' changed by the determiner 'no'.

4.1.6 Change We Can Believe In (Barack Obama, 2008)

Deep structure: We can believe in change



Surface Structure: Change we can believe in



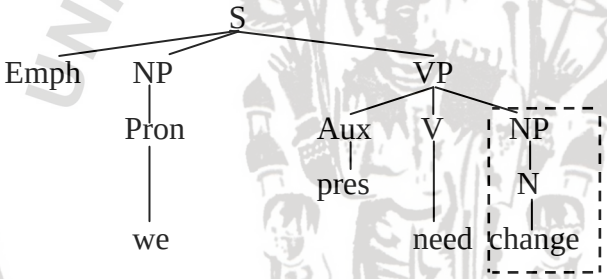
To make the explanation of the campaign slogan clear and understandable, the researcher used two transformational theories. The first theory used in this campaign slogan was topicalisation transformation written by Radford

(1988) and the second was the emphatic transformation by Bornstein (1977). This campaign slogan was the first and the most iconic campaign slogan from Obama. The real meaning of this slogan was 'We can believe in change'.

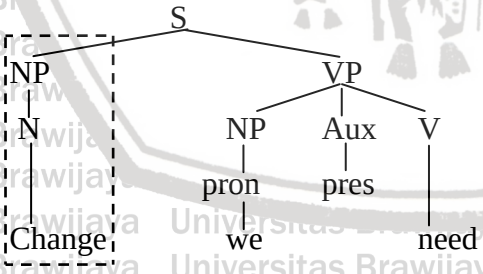
In this campaign slogan, topicalisation moved the constituent NP (change) from the position after VP to the beginning of the sentence and the tree diagram. The second transformational rule, the emphatic transformation, gave the addition of the dummy node 'emph' before the subject NP 'we'.

4.1.7 Change We Need (Barack Obama, 2008)

Deep Structure: We need change



Surface Structure: Change we need



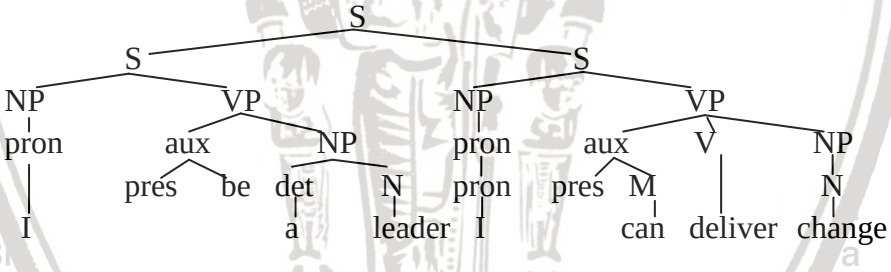
This slogan had the same transformation process with the previous one. The researcher used two transformational rules to analyze this slogan. She used the emphatic transformation rule written by Bornstein (1977) and topicalisation

transformation rule by Radford (1988). The real meaning of this campaign slogan was ‘we need change’.

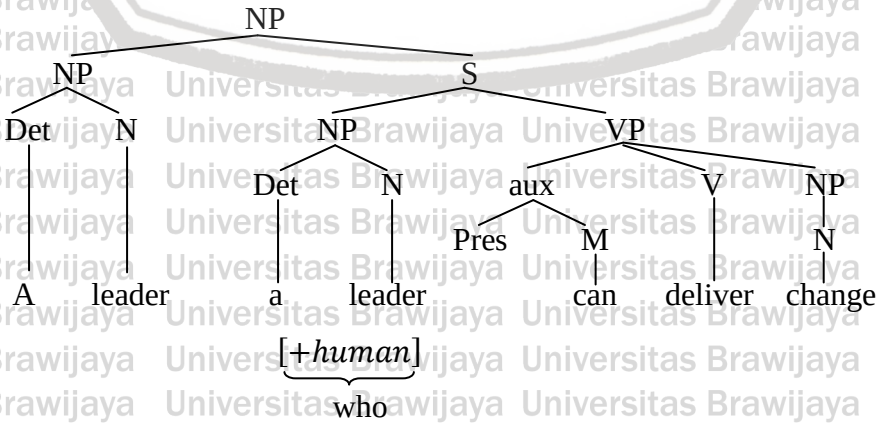
The first transformational rule which was applied in this tree diagram of the campaign slogan by Obama was topicalisation. In this campaign slogan, topicalisation moved the constituent NP (change) from the position after VP to the beginning of the sentence and the tree diagram. The second transformation applied in this campaign slogan was the emphatic transformation. We could see in the deep structure tree diagram, the researcher used the dummy node ‘emph’ in the beginning of the tree diagram, in front of the subject NP ‘we’.

4.1.8 A leader who can Deliver Change (Barack Obama, 2008)

Deep Structure: I am a leader, I can deliver change



Surface Structure: A leader who can deliver change

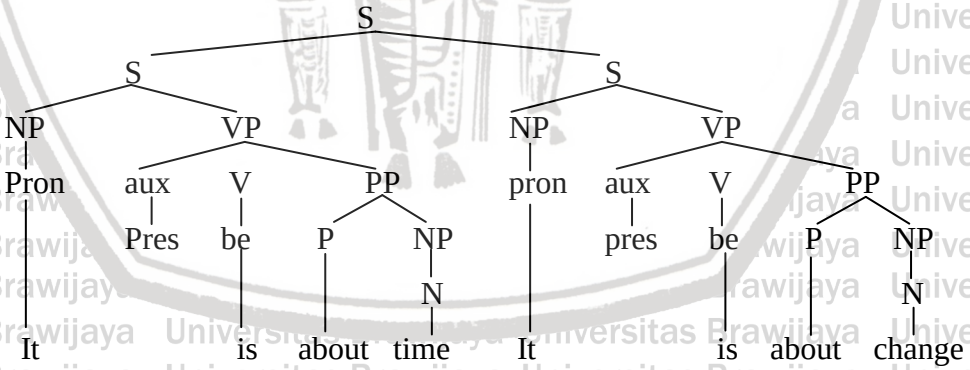


To analyze this campaign slogan, the researcher used the transformational rule written by Bornstein (1977). The transformational rule applied in this campaign slogan by Obama 'A leader who can deliver change' was relative clause transformation theory. The real meaning of this campaign slogan was 'I am a leader, I can deliver change'.

The researcher applied the relative clause transformational rule in the deep structure of this campaign slogan. In the tree diagrams above we could see that there are two sentences in the deep structure but when the relative clause transformation was applied in this campaign slogan, it became a clause. The first NPs 'I' of both sentences was deleted, the subject NP 'I' in the second sentence changed into 'a leader' and substituted by the relative pronoun 'who'.

4.1.9 It's About Time. It's about Change (Barack Obama, 2012)

Deep Structure = Surface Structure : It's about time. It's about change

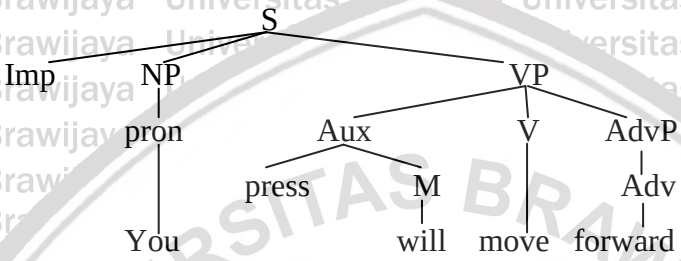


This campaign slogan showed the real meaning of the sentence. Therefore we could see that this campaign slogan had the same deep structure and surface structure. This campaign slogan actually could be transformed using the

conjunction transformational rule to connect those two sentences using conjunction ‘and’.

4.1.10 Forward (Barack Obama, 2012)

Deep Structure: You will move forward



Surface Structure: Forward

This campaign slogan was analyzed using imperative transformation theory written by Akmajian and Heny (1976). The real meaning of this campaign slogan was ‘America will move forward’.

The first transformation used in this campaign slogan was imperative transformation. Imperative transformation made the deletion of the word ‘you’ and ‘will’ from the deep structure which was caused by the operation of the imperative rule. However, the meaning of the deleted elements was not lost as a result of the application of the imperative rule. The tree diagram of the imperative transformation also deleted the dummy node ‘imp’ from the deep structure without changing the meaning and the function of the slogan. ‘You’ in this case means all of the people living in the United States of America. After imperative

rule was applied in this campaign slogan, it would be understood as 'you will move forward'.

4.1.1 Discussion

Based on the findings, the researcher found that the number of transformational rules applied in each campaign slogans had different functions to create certain effects for the voters.

The first transformational rule, pronominalization (Bornstein , 1977), had the function to determine the pronoun. The pronominalization here was used to change the noun phrase into pronoun in the surface structure. The feature of the noun was important in the pronominalization theory because it could be used to determine the pronoun. The campaign slogans which applied pronominalization were used by Clinton in 1992 (It's the economy, stupid). In this campaign slogan, the pronominalization was used to change the noun 'the economy' into pronoun 'it'. The function of this kind of transformational rule in this campaign slogan was to show the emphasis of the campaign slogan was 'the economy'. The subject NP of this campaign slogan had the feature $[-\ human]$ so the substitution of the noun must be 'it' which was related to the word 'the economy'.

The next transformational rule found was emphatic transformation theory (Bornstein, 1977). The emphasis was usually marked by a heavy stress on a certain word in the speech and by italics or underlining in writing. It added the dummy node 'emph' in the deep structure to show that in this campaign slogan there was an emphasis which showed the main focus of the candidate as in the campaign slogans used by Clinton in 1992 (It's the economy, stupid). The

emphasis in this campaign slogan was 'the economy' because in his campaign slogan, Clinton wanted to declare to the people of the United States of America that he would focus his policies in the economic aspect and makes it better. The word 'stupid' in this campaign slogan referred to the rival of Clinton which brought the United States of America to the economic failure. It was cited in www.clamentory.org that Clinton argued that the policies made by his rival's administration did not manage the economy and the health of the people well. The next campaign slogan which used the emphatic transformation was used by Obama in 2008 (Change we can believe, Change we need). Those two campaign slogans used by Obama in 2008 had the same emphasis word, 'change'. The word 'change' was emphasized in this campaign slogan because Obama focused his lead to change the United States of America in a better life.

The third transformation rule applied in this campaign slogan was the relative clause transformation theory (Bornstein, 1977). The function of this transformation rule was to join two sentences into a sentence when they had the identical noun phrases. Since the sentences had two identical NPs, one of the NPs had to be deleted and substituted by the relative pronoun. The relative pronoun which was used to substitute the identical NP was depending on the feature of the NPs. This kind of transformation rule was applied in the campaign slogans used by Clinton in 1992 (I believe in a place called hope), because the researcher found two sentences which had two identical NPs 'place' in the deep structure of this campaign slogan, one of the NPs had to be deleted and substituted by the relative pronoun 'that'. 'That' was applied in this campaign slogan because the feature of

this campaign slogan was[$-$ *human*]. The second campaign slogan which applied relative clause was used by Obama in 2008 (A leader who can deliver change). The relative clause in this campaign slogan changed this slogan from two sentences into a phrase. This campaign slogan became a phrase because there was a deletion of the subject NP 'I' which explained the whole sentence. Because of the deletion of the pronoun 'I', the position of the subject NP was substituted by 'a leader' which had the same meaning as the first subject NP 'I'. Since it had the identical NPs 'a leader', one of the NPs had to be substituted with the relative pronoun. This campaign slogan has the feature[$+$*human*], we used 'who' instead of 'which' or 'that' should be used for the feature[$-$*human*]

Then, the researcher also found the using of imperative transformation (Bornstein, 1977) in the campaign slogans used by the presidential candidates of the United States of America, this kind of transformation had the function to ask the other to do something. The subject NP 'you' and the M 'will' were added in the deep structure because the imperative sentences were understood as being addressed to the second person 'you' to do the action in the future. This transformational rule was applied in the campaign slogans used by Clinton in 1992 (Don't stop thinking about tomorrow), Clinton in 1996 (Building a bridge to the 21st century), Bush in 2000 (Leave no child behind), and Obama in 2012 (Forward). After the imperative transformation applied in those campaign slogans, there were additions of the word 'you' and 'will' in the tree diagrams. The word 'you' in the deep structure of those campaign slogans refer to all of the people of the United States of America. The addition 'you' of the imperative transformation

in those campaign slogans was made to make it clearer that anyone who read or heard those campaign slogans was invited to make a better life in the future. The researcher used imperative transformation in the campaign slogan used by Obama in 2012 (Forward) because when she saw an adverb stand alone, it would be understood as being addressed to the second person 'you' to do an action in the future which was suggested by the modal 'will'.

The next transformation rule which was found was the negative transformation theory (Bornstein, 1977). The negative transformation was applied to switch the sentence from positive sentence into negative sentence by using the dummy node 'neg' which was deleted and changed into the word 'nt' or the determiner 'no' in the surface structure as in the campaign slogans used by Clinton in 1992 (Don't stop thinking about tomorrow), in this campaign slogan the negative transformation applied in the deep structure gave the addition of the dummy node 'neg' and substituted by the word 'nt' in the surface structure to show that this campaign slogan was negative. After the word 'nt' was applied in the surface structure, we could see that this campaign slogan actually was used to ask the voters to not doing something. The second campaign slogan which applied the negative transformation was used by Bush in 2000 (Leave no child behind). Different from the slogan used by Clinton, Bush used the determiner 'no' to show that this campaign slogan was a negative sentence.

The sixth transformation rule applied in the campaign slogans used by the presidential candidates of the United States of America was *do-support* by Akmajian and Heny (1976). *Do-support* usually appeared in the question sentence

or the suggestion for not doing something like in the campaign slogan used by Clinton in 1992 (Don't stop thinking about tomorrow). *Do-support* in this campaign slogan was applied to show that this campaign slogan contained a prohibition, *do-support* was needed to be placed in front of the verb to make the word 'nt' was possible to be placed and read.

The last transformation theory used was topicalisation (Radford 1988), it has the effect to move the NP from the end place of the deep structure tree diagram into the beginning of the surface structure tree diagram. The movement of the phrase was done without any addition or deletion of the other elements. This transformation rule applied in the campaign slogan used by Obama in 2008 (Change we can believe in, Change we need).

In the some cases like in the campaign slogan used by Clinton in 1992 (It's the economy, stupid), the transformational rules explained by Radford (1988), Bornstein (1977), and Akmajian and Heny (1976) could not change the form of the campaign slogan from a phrase into a sentence. It happened because the transformational rule which was applied in this slogan was only used to substitute the noun of this slogan. Different from the campaign slogan used by Clinton in 1992, the campaign slogan used by Obama in 2008 (A leader who can deliver change) applied relative clause transformation which could change this campaign slogan from two sentences into a phrase. The change happened because there was a deletion of the subject NP 'I' of the first sentence of this slogan. Because of the deletion, the first sentence had to change the object NP of the first sentence 'a leader' became the subject NP. Because of the change, the first sentence did not

have object NP so the verb of the first sentence had to be deleted. The object NP had to join with the second sentence. That was the reason of this campaign slogan for becoming a phrase.

Based on the explanation of the data above, the researcher found that the campaign slogans used were in conform with the transformational theories written by Radford (1988), Bornstein (1977), and Akmajian and Heny (1976). The deep structure and surface structure of each campaign slogans used by the presidential candidates of the United States of America had a good arrangement, they followed the rule of the structure and also the transformational rules. The transformational rules were used in those all campaign slogans successfully representing the intended message and showing the main focus of the presidential candidates in a simple sentence, so that the voters could understand it well.

In addition, from the campaign slogan patterns above, the researcher found that all of the campaign slogans had hidden messages behind the words and the structure they used. For example in Obama's campaign slogan, he only used the word 'forward' as his campaign slogan; this word had the hidden message for the voters. In this campaign slogan, Obama focused on the development of the economic policies since he argued that the opposite party would bring America to turn back to the failure of economic policies. The word 'Forward' in his campaign slogan mean that America would not experience the problems which was caused by the failure of economic policies. The United States of America had to be more prosperous, projected by the new economic policies made by the Obama's administration. He wanted Americans to move forward and face the future; that

was the reason of Obama using this campaign slogan, he invited the America to move forward. Besides the word 'forward', almost all of the campaign slogans used by Obama (3 from 4) contained the word 'change'. Obama used the word 'change' to show his main vision that if he was chosen to be the elected president, he wanted to revise the previous policies. He also convinced the voters that he could change the policies in the United States of America and also make better living for the people if he became their leader or in other words became their president.

Each presidential candidate had their own characteristics in making their campaign slogans. The researcher saw that Clinton mostly used Imperative transformation rule, while Bush used both imperative transformation and negative transformation, and most of Obama's campaign slogans used Emphatic transformation and topicalisation. Before the researcher conducted this research, she assumed that the most transformational grammar which was applied in the campaign slogans was imperative transformation and based on the findings, the researcher found that the most transformational grammar which was applied matched the assumption of the researcher, she found that the most transformational grammar which was used in the campaign slogans was the imperative transformation, 4 out of 10 campaign slogans used imperative transformation, and 3 out of 10 used emphatic transformations. It means that the campaign slogans had the characteristics not only to show the vision of the presidential candidate but also to invite the voters to join the government to do something for their life and their country.

Furthermore, the researcher could interpret from the findings and the data above that a good campaign slogan was the one which applied the emphatic transformation on it. Since the campaign slogans were used to show the visions and missions of the candidates and also to persuade the voters of the country in a short sentence, it was supposed to contain an emphasizing word to show the main focus of the candidates. When the emphasis was applied in a campaign slogan, the maker did not have to explain the main focus of their campaign slogan in detailed because the voters would automatically understand it.

Moreover, the researcher found that a campaign slogan could consist of two or more transformations theories. The first slogan by Clinton (it's the economy, Stupid) applied two kinds of transformations, the second campaign slogan (I believe in a place called hope) applied one kind of transformation, the third (don't stop thinking about tomorrow) consisted of three kinds of transformation, and the last campaign slogan by Clinton (building a bridge to the 21st century) used one kind of transformation. Then the campaign slogan used by Bush (leave no child behind) applied two kinds of transformation. The latest elected president of United States of America, Obama used five campaign slogans; the first campaign slogan (change we can believe in) had two kinds of transformation, the second (change we need) was also using two transformations, the third (a leader who can deliver change) used one transformation only, the fourth (it's about time. It's about change) did not use any kind of transformation, and the last campaign slogan (forward) applied two kinds of transformations.

In the campaign slogan used by Obama in 2008, there was a campaign slogan (It's about time. It's about change) which showed the same deep structure and surface structure. The same deep structure and surface structure showed that there was no transformational rule applied in this campaign slogan. Obama did not use the conjunction to make those sentences joined into one sentence because in this campaign slogan he wanted to show his people that time was valuable, even in one second we could make a better change in this world. The meaning of this campaign slogan would change if he applied the conjunction transformation theory by deleting one of the same NP and VP of the sentences, and adding the conjunction 'and' into 'It's about time and change'.

Since most of the campaign slogans used more than a kind of transformation theory and there was a campaign slogan which did not apply any kind of transformation theory, the researcher could conclude that there were no limitations in the number of transformation applied in a campaign slogan, so the transformation could be used or not in a campaign slogan.

Furthermore, related to the previous studies, there were differences between this study and the previous studies. First, the current researcher and the previous researchers analyzed the different objects and data sources of course, the previous study written by Eliyana (2009) used the translation of Surah Ar Rahman as her data, the second previous study written by Goro (2010) used the headlines of Jakarta Post, while in this study, the researcher used campaign slogans used by the elected president of the United States of America as her data. Second, in the previous studies, the researchers did not mention or draw the tree diagram of the

deep structure, so they did not analyzed how the real meaning of the sentence was drawn. In this study, the researcher analyzed both the deep structure and surface structure used in the campaign slogans used by the presidential candidates of the United States of America to know how the real meaning of the campaign slogans and to know the process of the transformation of each campaign slogans. The findings of the previous studies and this study was also different, the previous study written by Eliyana (2009) found that each of the sentence patterns that are dominantly found is S-double bar $\{AdvP + S - double\ bar\}$. The second previous study used by the researcher was written by Goro (2010) found that in writing the headlines, the journalist use simple surface structure of S NP + VP, (VP Aux + V + NP + PP), and S NP + Aux + VP (VP V + NP – S). Meanwhile in this study, the researcher found that the transformational grammars that were dominantly found was imperative transformation written by Bornstein, 1977 (Imp + you + will + VP =>VP) and emphatic transformation written by Bornstein, 1977 (Emph + X + tense + $\begin{bmatrix} Aux^1 \\ be \end{bmatrix} + Y$ => X + tense + $\begin{bmatrix} Aux^1 \\ be \end{bmatrix} + Y$). Besides for having the differences with the previous studies, this study had the similarities as well. The first similarity was in the form of the tree diagram, both of the researchers in the previous studies and this study used tree diagram to analyze their data. The second similarity was the theory which was used by the researcher and the previous researcher (Goro, 2009), both of them used the theory written by Bornstein (1977) and Akmajian and Heny (1976).

CHAPTER V

CONCLUSIONS AND SUGGESTION

This chapter presents the conclusion dealing with the finding of the study discussed in the previous chapter. This chapter also contributes some suggestions that can be used to gain the better insight.

5.1 Conclusions

In analyzing the data, the researcher used the transformation theory written by Radford (1988), Bornstein (1977), and Akmajian and Heny (1976). In analyzing the campaign slogans used by the presidential candidates of the United States of America, she found that each of them contained different pattern and different transformational grammar. Moreover, she found that the transformational grammars that were dominantly found were imperative transformation and emphatic transformation by Bornstein (1977) with the patterns:

(Imperative transformation) Imp + you + will + VP => VP

(Emphatic transformation) Emph + X + tense + $\begin{bmatrix} Aux^1 \\ be \end{bmatrix} + Y$ => X + tense + $\begin{bmatrix} Aux^1 \\ be \end{bmatrix} + Y$

Furthermore, the researcher also found that it was possible if a campaign slogan did not apply any kind of transformation grammar as long as the words used could be understood by the readers and hearers. Moreover, the researcher found that the

transformational grammar used in the campaign slogans used by the presidential candidates of the United States of America met all the characteristics as presented by the theories.

In addition, the researcher found that all of the campaign slogans have hidden messages behind the words and the structure they used. The hidden messages were used to represent the ideal of the presidential candidates of the United States of America to support their visions and missions, so the readers and the hearers could trust the candidate for becoming their president.

5.2 Suggestion

Through this research, the researcher expects herself to be a person who can give a good contribution especially in the study of transformational grammar. The researcher also realized that her research may not be as perfect as she wanted. Therefore, the researcher suggested the next researcher analyze the campaign slogans using the theory of functional grammar since campaign slogans had the hidden meaning and the structures which were used in the campaign slogans had the different function in conveying the hearers and the readers.

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APPENDIX

Appendix 1. Pictures of Presidential Candidate Campaign

Clinton's campaign slogan in 1992 (retrieved from http://newsbusters.org)

Clinton's campaign slogan in 1992 (retrieved from http://blog.enotes.com)

Clinton's campaign in 1996 (retrieved from www.trutv.com)

Obama's campaign in 2008 (retrieved from www.politico.com)

Obama's campaign in 2008 (retrieved from www.frumforum.com)

Obama's Campaign in 2012 (retrieved from http://dissenter.firedoglake.com)

Appendix 2. List of Presidential Campaign Slogan

Campaign Slogan of United States Presidential Candidate

1992	Bill Clinton	It's the Economy, Stupid
1992	Bill Clinton	Don't stop thinking about tomorrow
1992	Bill Clinton	I Believe in a Place Called Hope
1992	Ross Perot	Ross for Boss
1996	Bill Clinton	Building a bridge to the 21st century
1996	Bob Dole	The Better Man for a Better America
2000	Al Gore	Prosperity and progress
2000	Al Gore	Prosperity for America's families
2000	George W. Bush	Compassionate conservatism
2000	George W. Bush	Leave no child behind
2000	George W. Bush	Reformer with results
2000	Ralph Nader	Government of, by, and for the people...not the monied interests
2004	John Kerry	Let America be America Again
2004	George W. Bush	Yes, America Can!
2008	John McCain	Country First
2008	Barack Obama	Change We Can Believe In

2008	Barack Obama	Change We Need
2008	Barack Obama	A Leader who can Deliver Change
2008	Barack Obama	Yes We Can!
2012	Barack Obama	Forward
2012	Barack Obama	It's About Time. It's About Change
2012	Mitt Romney	Believe in America

(Retrieved from http://www.presidentsusa.net/campaignslogans.html)

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3.	18 Februari 2013	Revisi Bab I	Pembimbing I	
4.	18 Februari 2013	Pengajuan Bab I	Pembimbing II	
5.	20 Februari 2013	Revisi Bab I	Pembimbing I	
6.	22 Februari 2013	Revisi Bab I	Pembimbing I	
7.	25 Februari 2013	Revisi Bab I	Pembimbing I	
8.	25 Februari 2013	Revisi Bab I	Pembimbing II	
9.	18 Maret 2013	Penyerahan Bab I, II, dan III	Pembimbing I	
10.	22 Maret 2013	Revisi Bab I, II, dan III	Pembimbing I	
11.	25 Maret 2013	Revisi Bab I, II, dan III	Pembimbing I	
12.	25 Maret 2013	Penyerahan Bab I, II, dan III	Pembimbing II	
13.	7 April 2013	Revisi Bab I, II, dan III	Pembimbing II	
14.	7 April 2013	Revisi Bab I, II, dan III	Pembimbing I	

15.	9 April 2013	ACC Seminar Proposal	Pembimbing I	
16.	9 April 2013	ACC Seminar Proposal	Pembimbing II	
17.	1 Mei 2013	Revisi Bab I, II, dan III	Pembimbing I	
18.	1 Mei 2013	Revisi Bab I, II, dan III	Pembimbing II	
19.	16 Mei 2013	Penyerahan Bab IV	Pembimbing I	
20.	20 Mei 2013	Revisi Bab II	Pembimbing I	
21.	3 Juni 2013	Revisi Bab IV	Pembimbing I	
22.	5 Juni 2013	Revisi Bab IV	Pembimbing I	
23.	6 Juni 2013	Penyerahan Bab IV, V, dan Abstrak	Pembimbing I	
24.	7 Juni 2013	Revisi Bab IV, V, dan Abstrak	Pembimbing I	
25.	10 Juni 2013	Penyerahan Bab IV, V, dan Abstrak	Pembimbing II	
26.	19 Juni 2013	Revisi Bab IV	Pembimbing I	
27.	21 Juni 2013	Revisi Bab IV	Pembimbing I	
28.	22 Juni 2013	Revisi Bab IV	Pembimbing I	
29.	24 Juni 2013	Revisi Bab IV	Pembimbing II	
30.	25 Juni 2013	Penyerahan Kata Pengantar dan Lampiran	Pembimbing I	
31.	1 Juli 2013	Revisi Bab IV, V, dan Abstrak	Pembimbing II	
32.	2 Juli 2013	ACC Seminar Hasil	Pembimbing I	
33.	3 Juli 2013	Revisi Bab IV, V, dan Abstrak	Pembimbing II	
34.	5 Juli 2013	ACC Seminar Hasil	Pembimbing II	
35.	12 Juli 2013	Revisi Bab IV dan V	Pembimbing I	
36.	12 Juli 2013	Revisi Bab IV dan V	Pembimbing II	
37.	15 Juli 2013	Revisi Bab IV	Pembimbing II	

38.	16 Juli 2013	Revisi Bab IV	Pembimbing II	
39.	16 Juli 2013	ACC Ujian Skripsi	Pembimbing I	
40.	17 Juli 2013	ACC Ujian Skripsi	Pembimbing II	

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