

CHAPTER I

INTRODUCTION

In this chapter, the researcher presents the contents of introduction. Those are background of study, significance of the study, problem of the study, objective of the study, and definition of key terms.

1.1 Background of Study

People communicate to each other in various kinds of way. One of the most common way is through language. Language is a tool for communication with others. Sapir (1921, p. 3) defines language as a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols.

In this global era, language is also depicted for social or political purpose such as ideology. According to Silbey (1998) ideology is a sort of way of describing the capacity of ideas to effect action, specifically the ways in which ideas contribute to or embed arrangements of power. For instance, ideology can be found in an event such as presidential election where the participants depict the perspective upon country system and actions necessary to change them as similar as the participants' set of belief.

In 2016 America had been known as a trending topic in the world of politics due to presidential election on 8th November. The candidates had very different ideologies which some of them offering controversial conflict in their speech. This

research specifically deals with the Donald Trump's speech in Phoenix, August 31st, 2016. From the speech, it can be recognized the effects to the audiences in terms of ideas and point of view. The researcher conveys this phenomenon under the domain of discourse analysis.

Discourse Analysis is concerned with the use of language in acquiring a discourse, which is dealing with specific situational context, and interaction between speaker and audience within the framework of social and culture Abrams and Harpham (2005, *A Glossary of Literary Terms*). Besides social and culture, discourse analysis also deals with ideology of a political figure (speaker) which is called as political discourse.

Aristotle (1991, cited in Wilson, 2003: *Studying Political Discourse*) states that political discourse concerns with particular methods of social and political competence in achieving specific objectives. In this study, the researcher focuses on political discourse which can be depicted in one of the presidential candidates, Donald J Trump. In order to achieve the political purpose, this study uses Critical Discourse Analysis (CDA). CDA is a study about analyzing the way social power, and dominance in many terms based on social and political context Schiffrin et al., (2001). This research encourages CDA approach due to the use of the theory to reveal the hidden messages or ideology in the research subject's speech.

According to Fairclough, there are three-dimensional approaches (levels) of CDA which are used in revealing the ideology of an individual. The first one is textual analysis (description), which is used by using the transcript of a speech delivered by a figure and analyze it through sense of wording such as grammatical,

lexical choice (vocabulary), cohesion and text structure. The second one is discursive practice(interpretation), which is a form of social practice, and focuses on the processes of text production, distribution and consumption. The third one is sociocultural analysis(explanation), which concerns on the effect of the message or ideology of each individual towards the society (audiences). As for this study, the researcher uses textual analysis involving modality (grammatical) and adjective (lexical choice) due to the subject of this study concerns about political campaign which basically contains future plans.

According to Griffiths (2006), modality is about grouping the meaning based on the notion of necessity and possibility. By using modality, the speaker's or the writer's points of view and ideology can be revealed. Therefore, the researcher intended to focus on modality use in Donald Trump's speech in order to reveal the ideology by using Critical Discourse Analysis.

Another central assumption of CDA is that speakers make choices regarding vocabulary and grammar, and that these choices are consciously or unconsciously "principled and systematic" Fowler et al., (1979, p. 188). Thus choices are ideologically based. According to Fowler et al. (1979, p. 188), the "relation between form and content is not arbitrary or conventional, but . . . form signifies content" In sum, language is a social act and it is ideologically driven.

The researcher is also encouraged to conduct sociocultural level of analysis in order to reveal the effect of the speech as a part of delivering ideology towards the audience through comments in Youtube.

The researcher intended to conduct this study in regards that the reader will receive all the information of how social power and political purposes can be depicted in speech through language use. In addition, the researcher wants the reader to comprehend the process of how political purpose can be analyzed by using CDA theory. By conducting this study, the researcher hopes that this research will encourage others for conducting a research related to CDA. Moreover, this study will engage significant effects for appending students' knowledge regarding CDA involving textual and sociocultural analysis.

1.2 Problems of the Study

According to the background of study, the researcher formulated the research problems as follows:

1. What is the ideology behind Donald Trump's speech on immigration system in the U.S recognized from the textual level?
2. What is the society's perspective towards Donald Trump's speech on immigration system in the U.S?

1.3 Objectives of the Study

The reasons why this research is conducted are as follows:

1. To identify the ideology of Donald Trump concerning U.S immigration system in his speech on textual level.
2. To find out the society's perspective towards Donald Trump's ideology through his speech about immigration system in the U.S

1.4 Limitation of the Study

This research is conducted in order to achieve the identification of Donald Trump's speech ideology in Phoenix through text and social perspective. Due to the main focus is to reveal ideology through context of the speech transcript, the researcher decided to not use one of Fairclough (1995) dimensional approach which is discursive practice.

1.5 Definition of Key Terms

1. **Political Discourse** : Particular methods of social and political competence in achieving specific objectives (Aristotle, 1991).
2. **Critical Discourse Analysis:** a study of the relations between discourse, power, dominance, social inequality and the position of the discourse analyst in such social relationships (Schiffrin et al., 2001).
3. **Ideology** : a way of describing the capacity of ideas to effect action, specifically the ways in which ideas contribute to or embed arrangements of power (Silbey, 1998).
4. **Modality** : Modality is about grouping the meaning based on the notion of necessity and possibility (Griffiths, 2006).
5. **Adjectives** : Adjectives is a describing word, the main

syntactic role of which is to qualify a noun or noun phrase, giving more information about the subject signified.

6. Donald J Trump

: American businessman, politician, television personality, author, and the presumptive nominee of the Republican Party for President of the United States in the 2016 election (Wikipedia: *Donald Trump*, 2016)