

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication is any act by which one person gives to or receives from another person information about that person's needs, desires, perceptions, knowledge, or affective states. Communication may be intentional or unintentional, may involve conventional or unconventional signals, may take linguistic or nonlinguistic forms, and may occur through spoken or other modes, taken from <https://en.wikipedia.org/wiki/Communication>. With communication we can interchange in different ways, feeling, persuading, advising, warning, teaching and so on. In communication there is an action to get someone else to do something. One of the ways to do an action to someone to do something is by using request.

Request is a speech act expressing the speaker's desire for the hearer to do something with the added proviso that the hearer takes this expressed desire as the reason to act, Bach and Harnish (1984: 48). Based on Bach and Harnish's definition, Kuang et al. (2006) redefined requests as verbal instructions performed by the speaker expressing a desire for the addressee to do a particular thing and usually aim for the addressee to intend to do it and actually to do it.

According to Blum-Kulka (1984), a request is a prevent act that expresses a speaker's expectation about some prospective action, verbal or nonverbal, on the part of the hearer. The goals of a request include action (e.g., "Can you open the window?"), goods (e.g., "Can you pass me the salt?"), information (e.g., "Do you

know who our teacher is going to be this semester?”), and permission (e.g., “May I leave early?”), and the appropriateness of a particular goal is determined by the social norms of the society in which the speech act is made.

In order to categorize the wide range of request types, Blum-Kulka, House, and Kasper (1989) developed a scale in the Cross Cultural Speech Act Realization Project (CCSARP). The scale is composed of nine subcategories grouped into three broad categories of request strategies depending on the degree of directness. The nine subcategories groups are; (1) Mood Derivable (2) Performatives (3) Hedged Performatives (4) Obligation Statements (5) Want Statements (6) Suggestory Formulae (7) Query Preparatory (8) Strong Hints and (9) Mild Hints.

They pull together the five most direct request strategies (Mood derivable, performatives, hedged performatives, obligation statements and want statement) called *impositives*, and combined original types (Suggestory formulae and Query Preparatory) called *conventionally indirect*. They treat the two types of hints (Strong Hints and Mild Hints) as one strategy type, *hints*.

According to Khalid (2013) the significance of political speech in present world lies in keeping the good relations among countries, nations, and also it saves external and internal policies. Political discourse is a tool by politicians' hands, through political speech the politicians can give warring, advice, or declare to do something, according to international interest requirements, the politicians are trying to request from his counterpart to share with them to do something which brings benefits to both nations.

This study investigates how request strategies are used on Barack Obama's speech. It is become an interesting research because the writer tries to find request strategies are used on Barack Obama's speech. In his background as African American, he can be a president of the United States defeated his entire opponent and takes the people's trust in him. So, the writer tries to find request strategies on his speech that can make the people trust in him.

Based on Scientific Text Analysis of 2012 Debates, Barack Obama's speech can persuade the audiences, Barack Obama is more persuasive. Obama's speech is also more likely to contain causation.

Examples below show us some of his request strategies used in his campaign speech in Columbus, Ohio on November 5th 2012:

"I'm asking for your vote, and if you're willing to work with me again."

This utterance shows the request strategies of Performatives, which the illocutionary force is explicitly named.

"I'm not ready to give up on the fight. I've got a whole lot of fight left in me, and I hope you do too." This utterance shows the request strategies of Query Preparatory, which the utterance containing reference to preparatory conditions of willingness.

"I want to cut the growth of tuition so our young people aren't burdened with debt. I want to recruit 100,000 math and science teachers so our kids don't fall behind. I want to train 2 million Americans at our community colleges with the skills that businesses are looking for right now." The utterances show the

request strategies of Want Statements, which state the speaker's desire that he wants to carry out the act.

All of examples show the request strategies that express ability, willingness and wish or desire in Barack Obama speech to persuade the audience.

Barack Obama is an amazing leader and many of his strong qualities are comparable with those of other great leaders throughout history. Obama is able to inspire through speaking. Getting straight to the hard issues while still creating the feeling of national unity for his listeners is a skill amazing speaking abilities. Obama won his campaign by creating hope of a better tomorrow for his country. His catch phrase, "Yes We Can," and inspirational posters all helped to promote his ideals for change in America. With his phrase Obama can persuade the audiences.

Based on the previous research about The Modals Verbs: A Speech Act of Request in The Speech of The President of The United States Barack Obama” from Khalid Wahaab Jabber and Zhang Jinguan, the researcher attempted to explore the speech acts of request of political speech which has been delivered by president Obama. He uses them into two kinds of sentences, the declarative and interrogative, the study showed that the illocutionary force plays a major role in the speech, the function of the request is the only act which has been dominated the context of the considered speech acts, the aim of two different sentences is contrary to the internal meaning, therefore, the illocutionary forces appeared as a request said in indirect way .Due to the style of the political speech and for the sake of international significance, this indirect speech act which tackled by the speaker has been said in a politeness which always emerge with illocutionary speech acts.

And another research about “Metaphors in Barack Obama’s Speeches” from Syafarudin Marpaung, conclude that the use of metaphors in Barack Obama’s speeches are to convey the message and to persuade his people, to make message more vivid and increase its retention and to satisfactorily perform as political values in reflected patriotism and liberalism.

From the explanation above, the researcher focus on the types of request strategies are used on Barack Obama’s speech, how request strategies are used on Barack Obama’s speech and the reason why the request strategies are used on Barack Obama’s speech.

1.2 Problems of the Study

The problems to be answer in this study are formulated as the following.

1. What types of request strategies are used on Barack Obama’s speech?
2. How are the request strategies used on Barack Obama’s speech?
3. In what contexts are the request strategies used on Barack Obama’s speech?

1.3 The Objectives of the Study

With reference to the problems previously, the objectives of the study are:

1. to find out the types of request strategies on Barack Obama’s speech.
2. to find out how the request strategies are used on Barack Obama’s speech.
3. to explain the reason why the request strategies are used on Barack Obama’s speech.

1.4 The Scope of the Study

The scope of the study is focused on the types of request strategies which are found on the first and second political victory speech of the president of the United States Barack Obama. Further, the analysis of the study intends to find the objective and explanative of the types of request strategies used on Barack Obama's speech.

1.5 The Significance of the Study

The findings of this study are expected to be useful theoretically and practically. Theoretically, the lecturer can improve the ability to teach English and enlarge their knowledge about the request strategies that are used in speech. And for the readers can enlarge their knowledge and understanding about request strategies are used in speech, especially in Barack Obama's speech.

Practically, the readers can understand how request strategies are used on speech. It is hope that the result of the study will contribute for the other people to understand why the request strategies are used on speech. And for other researcher who will conduct the relevance study, this research will be very a useful aid.