

# CHAPTER I

## INTRODUCTION

### 1.1 The Background of Study

Language is a means of communication in social interactions. It plays a very vital role in human's life. It has various functions such as: to express ideas, feelings, and desires and most of human's knowledge and culture stored and transmitted through language. It means that it is used as a social instrument to show language users identity in a society. Besides, it is also the expression of human communication through which knowledge, belief, and behaviour can be experienced, explained, and shared. This sharing is based on systematic, conventionally used signs, sounds, gestures, or marks that convey understood meanings within a group or community. When discussed more technically as a general phenomenon then, "language" always implies a particular type of human thought which can be present even when communication is not the result. It is presented as pieces of text in written and spoken language, such as a writer express their thought through a text or a politician convey their thought through a speech.

Besides, language can be referred to (1) as a text and as system, (2) as sound, as writing and as wording, (3) as structure configurations of part, and (4) as resource-choices among alternatives. When people speak or write, they produce text. The term 'text' refers to any instance of language, in any medium, that makes sense to someone who knows the language. To a grammarian, text is rich, many-faceted phenomenon

that 'means' in many different ways. It can be explored from many different points of view. But it can be distinguished: one, focus on text as an object in its own right; two, focus on the text as an instrument for finding out about something else (Halliday, 2004: 19).

In addition, language is an extension of the "speech" which human have within themselves, which in a sense takes the classical view reason, is one of the most primary characteristics of human nature. It is used to promise, to insult, to agree, to criticize, to persuade or to influence beliefs or attitudes. It is also a means and potential tool in winning public support in public speaking which constitutes as the process of speaking to a group of people in a structured, deliberate manner intended to inform, influence, persuade or entertain the listeners.

In 2008, The United States held a presidential election that was won by Barack Obama as one of the president candidates of the United States to become the 44<sup>th</sup> President of America. The inauguration of Barack Obama as the 44th President and Joe Biden as Vice President, took place on January 20, 2009. Following his victory in the United States presidential election, 2009, then President elect Barack Obama gave his victory speech at Grant Park in his home city of Chicago, Illinois, in front of an estimated crowd of 240,000. It was considered as one of the most widely-watched and repeated political addresses in history.

Obama's speech, with its soaring, polished language on the need to transcend partisan divisions and its call for a " politics of hope' rather than a politics of cynicism, did more than rouse convention goers, it catapulted Obama into the

national media spotlight as a rising star of the Democratic Party. Obama's reputation as a new breed of politician as one who is able to overcome traditional racial grew steadily.

Barack Obama's unique biography and successful campaign for the United States presidency have opened a new chapter in U.S. politics. President Obama, the first African-American president of the United States, brings a life story unlike that of any previous U.S. leader. The biracial son of a Kenyan father and a white mother from the American heartland, Obama shot to national prominence with a well received keynote speech at the Democratic National Convention in 2004, the same year he was elected to the United States Senate from the state of Illinois. Four years later, he rose to the top of a field crowded with Democratic heavyweights to clinch his party's nomination for the White House and win the presidential election against Republican candidate, Senator John McCain.

The interest of this study is therefore to see the language development in Barack Obama's speeches could create meaning, inform, and persuade the enthusiasm of American and International community to agree and belief to his promise which conveyed through his speeches. A good knowledge about information structure is required to comprehend the speeches.

In this study, the writer analyses whether the speeches serve language development at best due to the Systemic Functional Linguistics especially by considering Theme and Rheme. In conclusion, the writer would like to see only by

applying the process of the analysis of Theme and Rheme in Barack Obama's Speech on general election campaign and presidential inauguration of 2009.

### **1.2 The Problems of Study**

This study focuses on Theme and Rheme in Barack Obama's Speech on General Election Campaign and Presidential Inauguration of 2009. Based on the background above, the problems of the study are formulated as the following:

1. How are Theme and Rheme structured in Barack Obama's Speech on General Election Campaign and Presidential Inauguration of 2009?
2. What various patterns of Theme and Rheme development are used in Barack Obama's Speech on General Election Campaign and Presidential Inauguration of 2009?
3. Why are the structures of Theme and Rheme used in Barack Obama's Speech on General Election Campaign and Presidential Inauguration of 2009?

### **1.3 The Objectives of Study**

Based on the problems mentioned above, the objectives of the study are:

1. To identify how Theme and Rheme are structured in Barack Obama's Speech on General Election Campaign and Presidential Inauguration of 2009
2. To describe what various patterns of textual development are used in Barack Obama's Speech on General Election Campaign and Presidential Inauguration of 2009

3. To explain why the structures of Theme and Rheme are used in Barack Obama's Speech on General Election Campaign and Presidential Inauguration of 2009

#### **1.4 The Scope of Study**

Both Barack Obama's speeches in General Election Campaign and Presidential Inauguration of 2009 promise the belief of American people and world community that he is the right man to be a president to change the world and America. However, this study will limit its scope on the analysis of the structure of Theme and Rheme as the analysis of the message, various patterns of Theme and Rheme, and reason why the structures of Theme and Rheme is used with reference to social context.

#### **1.5 The Significance of the Study**

Every written text is valued as the way it is. The meanings of a text reflect not only through the language used but also through the structure of information used in the production of the text. Both the linguistic choice and the way the ideas are organized to convey meanings in the texts reflect the perspective of the speaker of the language. This study provides the readers on how Barack Obama convey his thoughts in case of structure and meaning. It also provides the readers with an insight to see what the speech explicitly or implicitly intends to convey whether it is more to inform or to persuade. In other word, this analysis will create readers' awareness of

linguistics forces used by Barack Obama in conveying the meaning and thereby enable to explain in what way the speech is effective or not in conveying a message.

This study has both practical and theoretical significance. Practically, it is useful for the learners who would like to analyse about Theme and Rheme in any speech. This study equips the learners with the knowledge and skill to comprehend text of the speech which is cohesive in its learning. It is also useful for the lecturers as one of their references in analyzing of Theme and Rheme. Further, it is useful for the community as political discourse to get more information on Barack Obama's speech whether it speaks to inform or persuade or both and convey the meaning through his speech. Theoretically, this analysis will enrich the research in the field of texts analysis and public speaking.

