

CHAPTER I

INTRODUCTION

1.1 The Background of Study

Language is used in many aspects of communication; one of them is in politics. Beard (2000 : 2) states study the language of politics is important because it helps the language user to understand how language is used by those who wish to gain power, those who wish to exercise power and who wish to keep power. Moreover, language has been a powerful tool in the hands of political leaders. They manipulate this language becomes the tool to suit their purposes. Since politics is basically about struggling to control power, it is only through language a very strong weapon.

Language of politics is essential in the implementation of successful democratic rules in any country. Language in politics used to conveyer belt of power, it moves people to vote, debate or revolt and it is therefore a central explanation of political stability or polarization. Language is essential to politicians. Beard (2000 : 3) elaborates that politician is a practitioner of the art of politics, essential to the working of human society. The language of politics provides the opportunity for politician to explore the resources available through language to manipulate words to suit their intentions. Hence, language could be regarded as the vehicle of politics. the candidates of president, governor, peoples" party are also politicians, because politics is the practice to influence other people to achieve and exercise positions they want.

Most activities performed by the politician are done through the language, such as speech, debate, rally, election, etc.

Language and politics are related, language is a tool by which the politician can inform, command, request, persuade, declare, etc. Due of this, politicians tend to use special forms of language to give their speech discourse charm which enable them to send different messages to different people of different orientation and levels at one time and within one piece of discourse. According to Jabber and Jinguan (2012), “To achieve these function they use language in a subtle, manipulative and convincing way because language ha a power in itself”. According to Khalid (2013) the significance of political speech is present words lies in keeping the good relations among countries, nations and also it saves external and internal politics. Political discourse is a tool by politicians” hand, through political speech the politicians can give information, ideas, feeling or demanding something to do.

In recent years, politics is not only dominated by man but also women participated in politics. Both men and women use many ways to attract people to gain power and control them. Their purposes are to influence, educate, inform, persuade, incite or entertain people. In order to achieve their purposes, they must deliver their idea and feeling, one of the way is through speech. It means they use language so that they can communicate with people.

Language and gender issues are always exist around society. People are constantly coming into contact these issue in the course of daily lives, so they are

avoidable. In social life, gender difference issue can cause miscommunication between male and female. Therefore, being familiar with language and gender concept and understanding language and gender issues can help people acquire clearer and deeper understanding of gender differences in society.

According to Lakoff and Spender, women's speech is characterized as more hesitant, less fluent, less logical, less assertive than men's speech. Women, in their view are more silent, interrupt less frequently than men, use tag questions and modal verbs more than men, use cooperative strategies in conversations rather than competitive ones. Lakoff (1975) proposed that women language is different with men language in use of grammatical features.

In the study of language and gender, there are numerous studies that have described and raised many issues on the differences between males and females in the way of speaking. Tannen (1990 : 85) stated the male and females in their ways in communication, males tend to use language to gain status, while females use the language to negotiate closeness and intimacy. Females use rapport talk to build and maintain relationships, while men use report talk to communicate factual information.

It can be inferred that male and female have different objectives in using the language and they differently treated the language in their communication. Male use the language to gain the status while female uses the language to negotiate closeness and intimacy.

In politic, the speech given by politicians end up into same intention, but the way they deliver their idea into speech is different. The researcher took the examples of male and female politicians' speeches. The speeches are :

Male's Speech	Female's Speech
<p><i>So if you're willing to stick with me, if you're willing to fight with me, and press on with me; if you're willing to work even harder in this election than you did in the last election, I guarantee you -- we will move this country forward. We will finish what we started. We are still fired up. We are still ready to go. And we are going to remind the world once more just why it is that the United States of America is the greatest nation on Earth .(Barack Obama on May 05, 2012)</i></p>	<p><i>Our political system is so paralyzed by gridlock and dysfunction that most Americans have lost confidence that anything can actually get done. And they've lost trust in the ability of both government and Big Business to change course. Now, we can blame historic forces beyond our control for some of this, but the choices we've made as a nation, leaders and citizens alike, have also played a big role.</i></p> <p>(Hillary Clinton on June 13, 2015)</p>

From the data display, the male' speech represented by Barack Obama, his speech showed that he wanted to establish the relationship between him and his supporter and using downplaying authority by the word „we“. While, female's speech represented by Hillary Clinton showed she gave information based on her thought which is included longer talk in public context in report talk that actually used by male

Based on the prior observation, there is a gap between fact and the theory. The theory proposed by Tannen is contrary with the reality. In male's speech above showed he used language to establish his relationship and downplaying authority, while the theory explained the women who used language to establish relationship and using downplaying authority. In other hand female's speech showed she used

longer talk in public to explain her thought, while theory told longer talk in public context is the feature of report talk used by men.

There have been some studies about male and female language in the State university of Medan, the first researcher is Srimaharani Tanjung from the English Applied Linguistic study program Postgraduate School with title "*Gender Differences in Expressing Politeness in English*". She focusing in describing female and male which have some different strategies in expressing politeness. At the end of the thesis, she described that female always expressed politeness by requesting, offering and apologizing to attract their listener. Meanwhile, for male they used commissive and expressive as their way to express politeness because they always had a commitment to be more polite by giving promising, offering, thanking and condoling to make their listeners thought they were responsible when expressing politeness. It aims to protect their face, tried to achieve high social status, and showed modeling correct behavior.

The second researcher is Anila Hima in International Journal of Humanities and Social Studies vol. 2 with title "*Social and Linguistic Analysis of Women's Political Discourse*" found the woman politician gains agency and power by adopting a fine and sophisticated balance of feminine and masculine speech styles.

The third researcher is Prof. Vinita Mohindra and Dr. Samina Azhar in IQSR Journal of Humanities and Social Science vol.2 with title "*Gender Communication : A Comparative Analysis of Communicational Approaches of Men and Women at Workplaces*". They found men and women communicate with each other in their own communication styles. Men are competitive and hierarchical. They establish rank and status. Women look for similarities and value cooperation.

The Fourth Researcher is Marijana Svrlic and Dijana Jurcic in Journal of Foreign Language Teaching and Applied Linguistics with title : *Gender Differences in Political Discourse*. Their research based on the gender specific differences in language use and use of syntactic, semantic, pragmatic structure, lexical style, and rhetorical strategies. They found some male politicians show characteristic of female gender speech style in their political discourse and vice versa. The female politician also use mixing the speech style by using report talk and female politician more frequently use the discourse strategies which are typical for male politician than vice versa.

The fifth researcher is Ruzanna Arustamyan in Armenian Folia Anglistika Journal with title *The Manifestation of Gender Peculiarities in Political Discourse*, devoted to the description of gender peculiar in political discourse. She found male politicians do not seem to prove their right to take part in political discourse, they seem to have self confident and more privileged position to defend their point of views. Meanwhile female politician struggle to prove their status, their right to be considered as equal contenders in the political life. Last, female politician combine the peculiarities of masculine and feminine language, they tend to imitate male speech behavior in order to defend their status.

Referring to the previous observation and studies above, the researcher focuses this study to analyze the differences between male and female on the way of delivering their presidential announcement speech based on talk theory proposed by Tanned. The researcher tries to find out the features and characteristics that used by male and female politician in their speech.

1.2 Problem of Study

The problem of the study are formulated as follows :

- 1). How do male and female politician deliver their political speech ?
- 2). What are the differences between male and female politician on their political speech ?
- 3). Why do male and female politician give their political speech in the way they are ?

1.3 Objectives of Study

With reference to the above problem previously, the objectives of the study are :

- 1). To find out the way male and female politician deliver their political speech.
- 2). To investigate the differences between male and female politician on their political speech.
- 3). To describe the reason of male and female politician deliver their political speech in the way they are.

1.4 Scope of The Study

This research will focus on the different ways of male and female politician on their political speech. The researcher will observe the different gender

characteristics of male and female politicians” their political speech through their utterances.

1.5 Significance of The Study

Findings of the research are expected to be useful theoretically and practically.

- A). Theoretically, findings of this study are expected to enrich the theories about Gender in Language on how male and female ways in speech based on the purpose or field and the reason they deliver the speech especially in political discourse in they way they are.
- B). Practically, findings of this study are expected to contribute faithful information about gender , language and politic language that can be practiced or to avoid misunderstanding on how male and female”s speech in political discourse.