

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

As a social being, human can not live alone; they need to interact with other people in fulfilling their need. That is the reason why people use language, because language is a network of relationship. (Halliday:2002) mentions that one function of language is to provide for interaction between people, by allowing the expression of statuses, social, and individual attitudes, assessment, judgment and the like; and this is includes participation in linguistic interaction.

Language itself defines as the roles which people may take the situation in which they are communicating with one another. Based on systemic functional linguistic, language has three broad functions in human life, namely to describe or draw, to exchange, and to organize experience. The use of language to interact is said to exchange experience.

When using language to interact with other, people will try to find words that are fit with the situation in order to avoid miscommunication so the message can be delivered well. Context of situation (register) is concerned with the variables of field, tenor and mode. Considering these three variables, Halliday is making a claim that of all the things going on in a situation at a time of language use, these three variables have a direct and significant impact on the type of language that will be produced. It implies that language varies according to context of situation (Eggins:2004). In general field refers the topic of situation or

in another word what is going on. Mode is about who takes part in situation and where the situation takes place. Meanwhile, tenor deals with the social relationship and role which is played by addressee and addresser. The fact that language or text is resulted from the interaction between participants and there is no text without participants indicates tenor is deterministic to the text.

Hillary Clinton and Bernie Sanders are two of Democratic Party presidential candidates 2016 in the United States. They are two leading candidates who have been competing in the series of presidential primary elections and caucuses to get Democratic's presidential nomination. Whoever wins the nomination will be representative of Democratic Party in the United States Presidential General Election 2016 on November.

In order to win the Democratic's nomination, either Hillary Clinton or Bernie Sanders needs to convince citizen that he or she is the right president to be so people will vote for him or her in the series of primary election and caucus. One of the ways they interact and convince people is through campaign speech. It is usually delivered soon after announcing their candidacies and during the conduction of primary elections and caucuses. Furthermore, campaign speech is different with other types of speech because this public speaking activity usually gives opinions, promises, ideas of future program, and persuasion to vote.

Hillary Clinton and Bernie Sanders have already conveyed campaign speeches in some different occasions and different states. It is interesting to see the relationship between these two Democratic presidential candidates 2016 and

the listeners from different states, their roles and statuses that take a part of determining the language used in the campaign speeches. Those things are included in tenor. So in this analysis, tenor will be discussed through the scripts of and Hillary Clinton and Bernie Sanders' campaign speeches.

Tenor analysis has been placed under the discussion of the interpersonal meaning. It deals with the interaction between the speaker and listener; influence behaviour of speakers and how the speaker shows their point of view. Simply, tenor examines how participant cooperates with another participant to maintain the communication process in order to deliver the message well. Then tenor is identifiable from mood, modality, evaluation, and lexical or grammatical choices. People include politicians sometimes don't realize that they show configurations of tenor through the way they speak. According to (Saragih:2014) tenor has four aspects namely formality, status, contact, and affective involvement.

The script of Hillary Clinton speech at Woman for Hillary in Ohio on January, 31 2016

“And I cannot thank enough my friend, another woman of courage, former Congresswoman Gabby Giffords. She and her wonderful husband, Mark Kelly, have been on a mission—a mission—to bring about commonsense gun safety reform. And together, we're going to accomplish that mission.”

The speech is delivered in formal occasion so the formality degree is formal. It also can be seen that Hillary occupies unequal status because she addresses her interlocutor with the title “Congresswoman Gabby Giffords”. In addition, she uses positive affect because of praise expression “her wonderful husband” shows that she likes being together with her interlocutor. Moreover the contact she employs

is infrequent because of formal language. So the tenor configuration found is [Formal/Unequal/Positive/Infrequent].

The script of Bernie Sanders campaign speech at Burlington, Vermont on May, 26 2015.

“I also want to thank my family: My wife Jane, my brother Larry, my children Levi, Heather, Carina and Dave for their love and support, and my seven beautiful grandchildren — Sonny, Cole, Ryleigh, Grayson, Ella, Tess and Dylan who provide so much joy in my life.”

The formality is formal because campaign event is a formal situation. It is strengthened by the fact that though he addresses his own family, he still uses formal language such as full form of expression “I also want to thank”. The status he occupies is equal one because he does not use any titles for addressing his interlocutors. Moreover he uses positive affect by saying “so much joy” that shows he gets happiness. The contact is frequent because he certainly has had previous interaction with his own family indicating with the use of single names. So the tenor configuration found is [Formal/Equal/Positive/ Frequent].

The United States presidential election 2016 is scheduled on November 8<sup>th</sup> 2016. It will be the 58th quadrennial U.S. presidential election. This event is important because it is a process in which the citizens can choose the next leader of the America which is expected to bring the country better in many aspects. In fact, not only Americans put their attention to this event but also people around the world because as Super Power country, the course for public policy possibly brought by the new president will affect not only the United States but the rest of world as well.

The writer was interested in discussing tenor because through analyzing tenor can be found how the speakers influence their listeners. The author selects Hillary Clinton and Bernie Sanders as an object for her thesis because they are great politicians who become two leading candidates of Democratic Party for Presidential nominee of United States 2016. They possibly will make a significant change in society and bring big influence in political arena of United States.

### **B. Problem of the Study**

Based on the research background above, the problems of this study are formulated as following.

1. What tenor configurations are employed in the campaign speeches of Hillary Clinton and Bernie Sanders?
2. How are the tenor configurations realized in linguistic features of campaign speeches of Hillary Clinton and Bernie Sanders?
3. Why are the tenor configurations realized in the ways they are?

### **C. Objectives of the Study**

The objectives of the study are

1. to describe tenor configurations used in campaign speeches of Hillary Clinton and Bernie Sanders,
2. to elaborate realizations of tenor configurations in linguistic features of campaign speeches of Hillary Clinton and Bernie Sanders, and
3. to explain the reason for the use of tenor configurations realized in campaign speeches of Hillary Clinton and Bernie Sanders.

#### **D. Scope of the Study**

The scope of the study is limited to analyzing tenor configurations in the campaign speeches of two Democratic Party presidential candidates 2016, they are Hillary Clinton and Bernie Sanders. Those configurations are formality, status, affect and contact. Thus the campaign speeches of Hillary Clinton and Bernie Sanders will be analyzed and elaborated based on tenor configurations.

#### **E. Significance of the Study**

Findings of the study are expected to offer theoretical and practical significance.

1. Theoretically the findings can add up more horizons in theories in linguistics. In addition, the findings can be reference for further studies.
2. Practically the findings can help the readers who want to add knowledge about tenor configurations in a context. Moreover the findings are expected to give information about how to speak well according to the place and situation especially how to deliver campaign speech in the way to persuade the audiences.