

# CHAPTER I

## INTRODUCTION

This chapter presents introduction of the study . It contains the background of study, statement of the problems, objective of the study, significant of the study, scope and limitation and operational definition.

### **1.1 Background of Study**

Communication is the most important tool for human being to get in touch with others. People need to communicate in order to convey information or express their feeling. In communicating, each person has different style in speech. Speech style is influenced by the social factors.

Social factors have been relevant in accounting for the particular variety used (Holmes, 1992) including the speech styles. It relates to participant, the social setting, and the function. The participant means who talking to whom. For example, the students are talking to their teacher. The way they are speaking is different when they talk to their friends. The setting also influences their language in the formal place such as in the classroom than in the informal place.

Formal language is also used in formal context such as in the sermon, graduation ceremony, state ceremony, etc. In this research, the writer wants to observe the speech style of Barrack Obama in Indonesia.

Successful communication happens when the listeners can understand what the speaker means when he or she talks. In order to make the listeners

understand what the speaker means, the speaker should pay attention to the listener whether the audience is a man or a women, or the audiences are young or adult. Here, Holmes (1992) said that "...speech reflects the contexts in which language is used, rather than characteristic of the speaker." It means that the listener is one of the impertortant factors that should be paid attention by the speaker in order to decide the language will the speaker uses. It is because the relationship between the speaker and the listener determines the appropriate style of speaking. By paying attention to these factors, the speaker will easily send the message in their communication by using language in the form of single words.

The language used by the speaker also determines the context of the speech. If the language used is more standard, it means that the context of the speech is formal context. However, if the speaker uses more casual language meaning that the context of the speech is informal. Furthermore, the way how the speaker delivers the message in his or her communication can be called as speech styles. This kind of phenomenon does not only happen in our daily activity, but also when we gather in seremony, especially in political speech seremony.

According to Joos (1976), the speech style here means the form of language that a speaker uses. Speech style is influenced by the social factors. The speech style which is used by a person is different from his / her partners speech style, because they may have different status, sex, age, social distance, occupation. These differences have an important role in deciding the kind of speech style that a person uses while he/she communicates with others. For example, the higher the social status of partner in a conversation, the more formal speech style he / she uses. Another thing that also has an important role in deciding the kind of speech style is

the setting where the conversation take place. In a formal conference for example, it is not polite if we use casual speech style such as a slang because the conversation takes place in a formal atmosphere. Moreover, the vocabulary selections, the pronunciation, the dialects and the grammatical features can indicate in deciding the kind of speech style. Holmes (1992) says that those different speakers, different settings, and different topics may express different styles. In one occasion, people may shift from one style to another style based on the situation, he / she is facing. That is why, a person may use standard and non standard language in occasion.

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When people communicate with each other, they have their own characteristic of speaking and it cannot be separated with speech style. Each person has his or her own way of speaking that they use to communicate involving five speech styles such as, frozen, formal, consultative, casual, and intimate (Joos, 1976, p. 98). The purpose of having speech style in the communication or conversation is to speak appropriately in some context. For instance the news reporter's speech style is different from the speech style of a teacher, a house wife, or a senior high scholl students and more over, the male's speech style is also different from the female's speech style.

The study chooses the style of Barack Obama's speech in Indonesia for several reasons. Firstly, stylistic are seldom choosen by researcher. Most of the researcher choose figure of speech, code switching, code mixing and any others.

Secondly, Barack Obama is the United States of America's president for two periods. It was in 2008 and 2012. And he is the first Afro-American and the youngest president in United States history. He has a very good skill on communication. Every words that is produce by Obama are affecting the hearer because of his own tomb print. Obama's speech in Indonesia is one of the example of his greatest speech. In this study not only find many style of speech , but also it is one of the best speech that has powerfull meaning and entertaining.

## **1.2 Statement of The Problem**

The researcher wants to investigate the speech style of Barrack Obama in his speech in Indonesia. For that purpose, the researcher has some research questions as follows :

1. What are speech styles that occur in Barrack Obama's speech in Indonesia?
2. What kinds of speech styles are mostly used by Barrack Obama in his speech in Indonesia?

## **1.3 Purpose of The Study**

The researcher has several purpose through this research. The researcher wants to know what kind of speech styles are used by Barrack Obama in his speech in Indonesia. The researcher also wants to know which speech styles are occur in Barrack Obama's speech in Indonesia. Through this research, the researcher hopes that the readers will get additional knowledge about speech styles and can help readers understand clearly about the the speech style used by

Barrack Obama in his speech in Indonesia. By so doing, this study can hopefully contribute some findings for the students who are interested in making further studies of speech style used in the speech.

#### **1.4 Scope and Limitation**

This research focuses on speech styles according to the degrees of formality. The researcher limits this research to the speech styles which is used by Barrack Obama in his speech in Indonesia. Besides that, the researcher just limits her analysis to Barrack Obama's utterances by using Joos theories.

#### **1.5 Definition of Key Terms**

In this discussion , the study will give definition of key terms that related to the title "*The Speech Style of Barack Obama's Speech in Indonesia*".

1. Sentence is a set of words expressing a statement, a question or a command that usually contain a subject and a verb (Oxford, 1995, P.1071).
2. Utterance is the act of uttering, or expressing by voice (Webster' New World, 1999, P.1575).
3. Style is the distinctive manner in which one handles one's language, with due consideration given to its appropriateness for the occasion (Cook, 1982,P.160).

4. Speech style is the form that the speaker used which is usually measured along a formal, informal scale, which involves five speech styles; such as, frozen, formal, consultative, casual, and intimate (Joos, 1976).
5. Frozen style is a style that is used in formal occasion. In written forms, they are in historical document e.g. : constitution, proclamation, etcetera (Joos, 1976).
6. Formal style is a style that is generally used in formal situation, for example in graduation ceremony and it's typically used in speaking to medium or large groups (Joos, 1976).
7. Consultative style is a style that is employed in semi formal communication situations, talking to strangers (Joos, 1976).
8. Casual style is a style that is used among friend's acquaintances, insiders on non-formal occasions (Joos, 1976).
9. Intimate style is a style that is used with very close friends and family (Joos, 1976) .