

CHAPTER 1

INTRODUCTION

1.1 The Background of the Research

The first Inaugural address in America started since 1789 by George Washington. It has become a custom tradition ever since. On the occasion of Inauguration Day, every president of United States of America is expected to deliver an Inaugural address at the beginning of their presidency. Some of the most powerful and memorable speeches are still quoted today. For example, in 1961, John F. Kennedy assert, "And so my fellow Americans: ask not what your country can do for you—ask what you can do for your country." The use of rhetorical device known as chiasmus is seen as a thesis statement of his speech. The rhetoric means as a call to action for the public to do what is right for the greater good. The newly appointed president of United Stated of America uses Inaugural address as an opportunity not only to share his ideals of America that he envision of, but also to set forth their goals for the nation.

The inauguration address presents a strong political magnitude. The inauguration ceremony itself is a formality to mark the beginning of an era of presidency in his office. The "inaugural address" is defined as a speech given during the inauguration ceremony. It informs the people of his/her intentions as a leader; furthermore, the speech predestines one's future policies. It usually features extravagant ceremonies to accommodate important people and leaders of the world. The mechanism dictates the politician to publicly take his or her oath of

office in front of a large crowd of audience. A monarchical inauguration have somewhat similar event. In another jurisdiction, it may be called a coronation. Based on historical evidence, the word “inauguration” comes from the Latin *augur*. It refers to the rituals of ancient Roman priests seeking to interpret whether the gods acknowledge a public official to be deemed worthy to lead the office or not.

William Jefferson "Bill" Clinton, the 42nd U.S. president, from Democratic Party, delivers his Inaugural address to the American people at the West Front of the Capitol. He performs his speech in 20 January 1993 at 12:01 p.m. when the cold temperature from winter season is at peak. Prior to the address, Chief Justice William H. Rehnquist administered the oath of office as a part of the tradition. He served in office from 1993 to 2001, while elected twice in the office in 1993 and 1997. He was the first Democratic president since Franklin D. Roosevelt to win a second term coming from Democratic Party. Clinton envisions liberal ideals to be uphold in his nation as a part of his affiliation toward Democratic Party. Prior to his presidency, he is an Arkansas native and a governor of his home state. There are four main reasons why Bill Clinton’s Inaugural address is worthy to be analyzed. First, he is the most successful president in the History of modern U.S. Second, although Republican Party won over the congress, it’s interesting how he can still advance his liberal agenda. Third, his first impression in front of Americans as a Liberal leader after a long reign of Conservative supremacy was decided in the inaugural address. Fourth, the analysis of Clinton’s inaugural address predestines his future policies.

Bill Clinton was an example of a successful president in U.S. When Clinton took a seat in the White House, the United States of America reached the highest era of prosperity and peace more than any time in its history. He left his seat with the legacy of lowest unemployment rate in modern times, highest home ownership in the America's history, the lowest inflation in 30 years, dropping crime rates in many places, and reduced welfare burden from the government. During his time at the office, he proposed the first balanced budget in decades and achieved a budget surplus. Even more, on the occasion of celebration in the millennium of 2000, he called for a national wide campaign to end racial discrimination. On the civil right side, he sought legislation to upgrade education, to protect jobs of parents who must care for sick children, to restrict handgun sales, and to strengthen environmental rules. In terms of gender equality, he appointed a number of women and minorities to top government posts, including Janet Reno, the first female U.S. attorney general, and Madeleine Albright, the first female U.S. secretary of state.

It is very interesting how Bill Clinton managed to pass many Liberal bills and acts considering the House of Representatives were won over by Republican Party. The Clinton's administration record of eight years of peace, progress and prosperity was going against the grain. Along with Al Gore, Clinton mostly sought with congress for public law, executive memoranda, executive order presidential directive, act of parliament, and enactment for his liberal policies. He fought against congress for many liberal policies to shapes a new face of America, but he get along very well with representatives from Republican Party. Although the Democratic House was ousted when the Republican Party won control of the

Congress in 1994, Bill Clinton still kept going with many of his Liberal agenda. Here are some examples of Bill Clinton's successful liberal agenda; Initiative for One America as an anti-racism movement, Earned Income Tax Credit Expansion/Working Family Tax Cut and Minimum Wage Increase as a welfare act, Loans Preventing Economic Collapse in Mexico Issued and Wye Middle East Peace Agreement Signed as a strategic diplomacy act, Global Warming Protocol Signed in Kyoto, Japan and California Desert Protection Act Signed as an environmentalism movement, Family and Medical Leave Act and Children's Health Insurance Program Created as a healthcare act, Assault Weapons Ban and Brady Act Signed as a gun control, NAFTA Ratified as a free trade area act.

Bill Clinton's rhetoric speech at the very beginning of his presidency career played an important role to kick start his legacy. The first impression that he invoked to the Americans through his Inaugural address decided whether he deemed worthy to get their support or not. Through Inaugural address, Americans envisioned him as an actor of renewal. It is a good opportunity for Americans to assess his leader from the very beginning. His opposition and his supporter anticipated the Inaugural address as the first impression about their new president. The way Clinton described his vision of new America for the first time is very important for his political career. Clinton's future policies were reflected from the beginning of his career as a president as he delivered his inaugural address in front of Americans. Based on the four main reasons from the above passage, it is important to analyze Bill Clinton's political discourse; specifically, his Inauguration address.

Bill Clinton exercised politics as a struggle for power in order to put certain political, economic and social ideas into practice. In the process to achieve power, language plays an important role to realize ideals in society. Every little bit and details of political action are well-prepared, accompanied, influenced and played by language. This thesis is scoped to analyze the liberal discourse of Inaugural address of President Bill Clinton. Clinton's premier speech as a president invokes massive domestic and global significance in times of post cold war turmoil and long reign of republic party. It is very wise to decipher the ideological components revealed in Clinton's Inaugural address; specifically, considering the speech is the first effort to change the way of American from conservatives to liberal. Not only has the Inaugural address predestined policies of the newly appointed president, but it also a part of politic strategy about how to influence massive conservatives supported in Republic party. The overall significance is also about the case of Clinton's new policy, what kind of policies is introduced to the nation of America. In the time where Americans are overwhelmed with a new leader from different side of political party, Clinton rises to clear out their misunderstanding and confusion. This thesis aims to examine the overall theme of Clinton's Inaugural address, its ideological component, and its justification of Liberal ideals. To correctly achieve the goal of this thesis, Critical Discourse Analysis (CDA) from van Dijk is used as the grand theory.

Critical Discourse Analysis is best used to investigate how such texts emerge and how those texts can be ideologically shaped because of struggles over power. The political discourse is assumed as a means to secure power. One element of CDA that makes it distinct from other forms of discourse analysis lies

in its “critical” attribute. The word “critical” suggest an effort to unearth hidden causes and connections (Fairclough, 1992). It is crucial to reduce the opacity and expose the hidden causes and connections to the public. While those connections and causes are not visible for the people involved, the audience of a political discourse cannot fight consciously against ideology that enters their mind. Van Dijk’s theory is used as a grand theory because his Critical Discourse Study plays an important role to demystify ideology and political interest which has been frozen inside the discourse.

Critical Discourse Analysis (CDA) is not a monolithic model; it’s also not a paradigm. CDA is a shared perspective on doing linguistics, semiotic or discourse analysis (van Dijk, 1993). CDA goal is to understand language use as social practice. The language users do not function alone, but in a set of cultural and social context. CDA accepts those contexts and studies the connections between textual structures and social context. By using van Dijk’s theory, the links between textual structures and their function in interaction within the society can be explored in depth. One of the common goals of CDA is to maintain and reveal differences in power relations. On the other hand, Fairclough argue in his own definition, he perceives CDA as discourse analysis which aims to systematically explore the visible relationships of causality between discursive events and / or texts, and wider social and cultural practice, relations and processes (Fairclough, 1993). CDA have clear goal, as Batstone has said,

Critical Discourse Analysts seek to reveal how texts are constructed so that particular (and potentially indoctrinating) perspectives can be expressed delicately and covertly; because they are covert, they are elusive of direct challenge, facilitating

what Kress calls the “retreat into mystification and impersonality”. (Batstone, 1995)

1.2 Questions of the Research

Based on the fact and reasons from the background of the research, four statements of the problem are created in order to answer the main research purposes. Some questions are formulated as follows:

1. What are the issues introduced by Bill Clinton in his inaugural address?
2. What are some ideological components revealed by Bill Clinton in his inaugural address?
3. How does Bill Clinton conceal his ideological components?
4. How does Bill Clinton justify his liberal ideals in his inaugural address?

1.3 Objectives of the Research

Derived from the questions above, the objectives of the research are:

1. To make an outline of issues introduced by Bill Clinton in his inaugural address and conclude the overall theme.
2. To reveal some ideological components revealed by Bill Clinton in his inaugural address in terms of local meaning.
3. To describe how Bill Clinton conceal his ideological components in his inaugural address in terms of social cognition and context model.
4. To describe how Bill Clinton justify his liberal ideals in his inaugural address in terms of event model.

1.4 Significances of the Research

Not only is this research useful for the scholars of English Department in terms of theoretical knowledge, but this also is useful for the reader in terms of critical knowledge. For the students and lecturers of English Department, this research perceives discourse as empirical data and its best analyzed side by side with quantitative method. This research also utilizes discourse strands and discourse fragment concept for its data selection. When a discourse is identified into discourse strands and discourse fragment, the discourse is ready to be analyzed diachronically and synchronically. Both analysis methods is proposed by Foucault, indeed, the ground for both analysis depends on the historical point of time and space. The use of van Dijk's CDA instead of Fairclough's CDA is also a plus point, considering van Dijk's CDA method is newer and more specific regarding its dimension. This research covers political discourse, ideological discourse, and liberal discourse; all of which are uncommon discourse strands to be analyzed; therefore, this research provides expansion of discourse topics for the local library.

For the readers, this research provides critical insight on the predestined future policies of a politician. This research analyzes Bill Clinton's inaugural address to predict his future policies. By utilizing CDA, this research reveals clarity in the opaque relation between the speaker and the listener. Predicted future policies of a newly appointed president can be useful for data gathering about issues that matter to him and issues that do not. Issue that does matter to the leader of a country will affect international community as a whole. Acknowledging the history of past president is an example of a strategic effort to have a better future. This research also provides a better understanding on how

politician uses mental model to penetrate the listener's mind and to deliver their ideals to the listener. Finally, realizing this matter will makes the readers become more critical regarding the issues being introduced by politician, either local or foreign one.

1.5 Scope and Limitation

The method limitation of this research is only on the boundaries of Critical Discourse Analysis. The discourse topic is scoped for political discourse, ideological discourse, and liberal discourse. The scope of the corpus is analyzing Bill Clinton's inaugural address. At the end of this research, the findings will only focus on five cases: the global outline of the inaugural address, the social cognition of the ideological component, the local meaning of the ideological component, the context model of ideological component, and the event model used by Clinton to justify his statements.

1.6 Organization of the Research

This research is split into five chapters. First, chapter one contains introduction; consists of the background of the research, questions of the research, objectives of the research, significance of the research, scope and limitation, and organization of the research. Second, chapter two contains review of related literatures, reviewing discourse, and discourse as empirical data, discourse strands and fragments, diachronic and synchronic analysis, political discourse, ideological discourse, liberal discourse, van Dijk's Critical Discourse Analysis component including context, semantic macrostructure, local meaning, context model, event model, social cognition, and previous studies to support the analysis. Third,

chapter three contains research method. It includes the nature of the research, the source of the data and the data, the selection of the data, and the steps of data analysis. Then, chapter four, 'Analysis and Findings' contains analysis and the results of the research. Lastly, chapter five contains the conclusion and suggestion deducted from the research.