

CHAPTER I

INTRODUCTION

This chapter presents several essential points as introduction of this thesis. They are background of the study, statement of the problem, the objective of the study, significance of the study, scope and limitation of the study, organization of the work, and the definition of key terms.

1.1 Background of the Study

Language is social phenomenon. It is a means of communication between individuals. It's also bring them into relationship with their environment. Language is therefore socially learned behavior, a skill that is acquired as we grow up in society (Boey, 1975: 3). As a means of communication between individuals, language is used in every human activities both in formal and informal situations. Speech is one of formal communication which use language as the main tool to deliver message or information. Talking about speech, Rhetoric is used as one of the field of science to analyze it. Rhetoric can be described as the study of language in its practical uses, focusing on the persuasive and other effects of language, and on the means by which one can achieve those effects on auditors or readers (Abrams, 2008: 311). Meanwhile, Bradford (1997: 3) said that the term rhetoric is taken from the Greek *techne rhetorike*, the art of speech, an art deals with the use of public speaking as a mean of persuasion. Nowadays rhetoric describe more broadly because it has placed in such arenas as

public relations, marketing, lobbying, law, advertising, journalism, history, literature, politics, and etc.

Presidents' Inaugural address, as a kind of political speech, is an art that includes all the skills of public speaking. The form of communication in politics especially speech, is used to deploy an idea using "language" which is arranged in certain way to convince the audience that what a speaker says is just what the audience must say yes. It is based on Joseph statement that is in politics, the hearer is not merely a passive recipient, and that the speakers normally adjust what they say to suit the social- political reaction they anticipate from their audience (2006: 43). This statement basically shows that any form of communication performed by any politician is intentionally intended to influence the recipient. The paradigm of influencing is not merely transferring an idea from the politician to the recipient and that the recipient agrees to that certain idea, more than that, it is expected to create certain action from the recipient; that is to take a part in the side where the politician stands in.

Wilson (2005: 389) believes that one of the main goals of political discourse analysis is to find out the ways of how language choice is manipulated for specific political effect. This statement shows language does exist in politics and that languages can be a means of influencing people. The form of manipulation itself can be at the level of lexical choice (words, technical words and euphemism), in grammar, pronoun, and studies of more pragmatically oriented objects such as implicates, metaphors and speech acts. Different approaches have been also made, such as descriptive and psychological approach.

Discussing about persuasion as the purpose of rhetoric, classical rhetorical theory divides the art of rhetoric into five parts are also called divisions or steps (Spangenberg, 2002: 2). Some other rhetorician call these parts cannons. They are *inventio* which means the invention, *dispositio* which means the arrangement, *elocutio* which means the style, *memoria* which means the memory, *pronuntiatio* which means the delivery. Elocutio or style – the artful expression of ideas using a set of figures of speech – will be used here to analyze the data namely, John Fitzgerald Kennedy’s Inaugural address, herein after termed JFK.

JFK has become one of the most famous and well thought of president in history. His speech touched thousands and his inaugural address will be examined for years later. JFK became the youngest President at mere age of 43. One of his skill was his seamless and eloquent ability to give speeches. Although his inaugural was no more than five minutes long, the message that he delivered was one that has resonated in the hearts of all Americans ever since and also people in the world. He delivered his speech in snowy winter day in January 20, 1961. It was time to call Americans to duty in their own country, not only depend on the government. JFK’s inaugural is a rhetorical masterpiece. It is considered not only extremely effective but also immensely profound, because like any other great presidential inaugural it is timeless. Expressing such idea and the incredible impact on the country and world, it has lived on to today (Biane, 2011: 1).

By the end of the twentieth century, more precisely in December 1999, an American speech community called The American Rhetoric tried to select 100 (one hundred) best American Speeches of the twentieth century. This board assigned 137 leading scholars to rank thousands of popular American speeches

deliver during the twentieth century. The ranking is made under the criteria of social and political impacts and rhetorical artistry (Eidenmuller, 2001-2006: 2). As the result of this ranking, American speech bank has set up the list of one hundred most significant speech, which is called Top-100 American Speeches of the Twentieth Century. The important thing about this list is the speech that delivered by JFK's Titled "Inaugural Address" as the second speech that are ranked after Martin Luther King Jr. Linguistically therefore, this is a scientific inquiry to answer. As far as the researcher's knowledge, there has been no research that analyzes JFK's Inaugural Address in terms of the figure of speech or figurative language. Such research will contribute to the study of linguistic in general, and the study of speech or rhetoric in particular. Based on this fact, the researcher tries to make a research on JFK's Inaugural Address by applying the theory of stylistics and some concepts of figures of speech.

1.2 Statements of The Problems

Based on the background of the study above, the statement of the problems are formulated as follows:

- 1.2.1** What figures of speech are used in JFK's Inaugural Address?
- 1.2.2** What are the possible meanings of the figures of speech used in the speech?
- 1.2.3** How do the figure of speech contribute to the power of the speech so that it can persuade the audience?

1.3 The Objectives of The Study

From the questions above, specifically the objectives of the study are to describe:

- 1.3.1** To identify figures of speech are used in JFK's Inaugural Address.
- 1.3.2** To find the possible meanings of the figures of speech used in JFK's Inaugural Address.
- 1.3.3** To analyze, how the figures of speech contribute to the power of the speech so that it can persuade the audience?

1.4 Significance of The Study

In terms of linguistic contribution, this goals that can be achieved in this study is to enrich the knowledge of stylistics, especially figures of speech in use, dealing with public speaking and speech which are today highly developed in the world. Most official speeches, especially by government representatives, in Indonesia linguistically use ordinary language. That is, the speeches usually prepared in ordinary language without including some styles. This kind of speech is quite good when it is meant to deliver information. That is to say, that this way of conveying ideas is suitable if the speech is meant just to inform.

When the purpose of the speech is meant to instruct the listener however, the speech need to avoid some harshness. That is, the speech should be presented stylistically so that the speech is powerfull, more vivid, influence, persuade and memorable for the audience. For that purpose, the speaker should present his idea stylistically using some suitable figures of speech.

In terms of language teaching, as stated above, most of official government representative speeches so far found in Indonesia are delivered in

direct language. They use the ordinary daily language or fairly basic linguistic ability. This, presumably, is the negative effect of language teaching which overstress the communicative function-considering too little about the social functions of language. That is, the language teacher might view that the final result of language learning and teaching is only to make the learners to use language for the purposes of communication. This is not wrong when the speech is intended just to give information.

However, there is a very important thing to note about stylistic in relation to language teaching. In daily real social aspects of life, both of the language teachers and learners will find it difficult to say something directly. In that case, what is needed to say is to use stylistic language in the form of indirect language. Another way of saying this is by stylistically using a suitable figure of speech; to avoid the harshness of the thing that needs to be said. In this way, the speaker will maintain the good perception and social relationship.

1.5 Scope and Limitation

Considering the questions of the study, the objective of the study, and the theory used, this study is limited to the study of the written text of JFK's Inaugural Address. That is the speech that has been converted into text by the American Rhetoric. The speech itself is available in both recorded speech and the transcription of the speech. This study, however, only analyzes the data generated from the transcription of the text of JFK's Inaugural Address

1.6 Definition of Key Terms

There are some key terms will be frequently used throughout the study. It is, therefore, necessary to define the terms in order to meet the purpose of the use and to avoid any ambiguity caused by other possible meanings or definitions of the terms. Those terms are, among others: 1) *Figures of Speech*, 2) *Persuasive*, 3) *Sentence*, and 4) *Inaugural Address*.

1.6.1 Figures of Speech

Arthur Quinn (1982: 2) said that figure of speech reveal to us the apparently limitless plasticity of language itself. Meanwhile, Bennet and Royle (2004) said that Figures of Speech is properly, one in which word or expression is use in other than literal sense. Such figures include, for example, hyperbole, metaphor, metonymy, and anthropomorphism. From those explanation above, it can be stated that figures of speech is word or expression reveal the apparently limitless plasticity of language itself.

1.6.2 Persuasive

In American Heritage Dictionary (1985), the word persuasive is derived from the word *persuade*. It means 1. (a) To cause (someone) to do something by means of argument, reasoning, or entreaty, (b) To win over (someone) to a course of action by reasoning or inducement. 2. To make (someone) believe something; convince. Meanwhile, Jabusch and Littlejohn(1987: 8) said that persuasion is communication in which two or more individuals act together to bring about an outcome of change. Persuasion involves *simultaneous action*. Although many models treat persuasion as if it were linear, occuring one step at a time, most

persuasion events consists of acts that overlap and occur simultaneously. As the politician speaks, the audience responds; they may shout, cheer, mill about, and talk to each other, even as the speaker is delivering the address (Ibid, 1987: 9). Persuasion refers generally to the use of language by one party to encourage another to accept a point of view. Black(2011: 13).

1.6.3 Sentence

It is stated in A Dictionary of Linguistic and Phonetic (2008) that sentence is the largest structural unit in terms of which the grammar of a language is organized. Meanwhile in Oxford Learner's Pocket Dictionary (1995), sentence is a group of words that express a statement, question, etc.

From the above definitions and views, this study draws a conclusion that the word sentence is structural units of words that express a statement and sometimes it's not only the statement but also in the form of question, etc.

1.6.4 Inaugural Address

In Oxford Pocket Dictionary (1995: 210), Inaugurate is defined as (1) introduce (a new official, etc) at a special ceremony. (2). start or open (an organization, exhibition, etc) with a special ceremony. (3). Be the beginning of inauguration. Meanwhile, An inauguration is a formal ceremony to mark the beginning of a major as public leader's term of office. The "inaugural address" is speech given during this ceremony which informs the people of his/ her intentions as a leader. The historical source of the word "inauguration" stems from the Latin *augur*, which refer to the rituals of ancient Roman priests seeking to interpret if it was the will of the gods for a public official to be deemed worthy to assume

office. An inauguration site that is for someone of a public figure.
(<http://en.m.wikipedia.org/wiki/inauguration>)

1.7 The Organization of the Study

There are five chapters in this study. In chapter I, the writer introduces the study by discussing the background of the study, statement of the problem, Purpose of the study, Significance of the Study, scope and Limitation, Operational Definition, Organization of the Study.

In chapter II, Review of related literature : some concept of stylistics, some concepts of figure of speech, some types of figures of speech, review of previous studies.

In Chapter III, the writer discusses the method of the study. In this part, the some steps of the analysis in arriving at the goals of the analysis, is explained the research design, where the core the analysis is finding the meaning implicit in the text of the speeches, is also explained. Other points of the steps such as subject of the study, data collection, data collecting technique, and data analysis techniques.

In Chapter IV of the study, the writer analyzes the data and discusses the findings and presents the results of the discussions. As generally found in qualitative study, the findings and the results of the discussions are summarized in chapter V in the form of conclusions.