

CHAPTER I

INTRODUCTION

In this chapter, the writer explains background of study, formulation of the problem, objective of the study, scope and limitation of the study, significance of the study, and definition of key terms.

A. Background of Study

Language is generally defined as a medium of communication to put forward opinions and ideas to other people, either in spoken or written form within the community. Although commonly understood as a communication tool to convey ideas between speakers, in fact, language is not only used as a means of communication but is also used to do something and can even be used as an instrument of power. Language is considered capable of influencing and binding people's lives to make certain changes or adapt to conditions. The more influential a community figure is, the greater the impact he will have in encouraging changes in social conditions that occur in society.

Currently, the ability of public speaking has become a necessity for many people, especially leaders or presidents for compiling and delivering a specific purpose, ideas, opinions, messages, or visualizations of certain phenomena or things that are important to convey to the audience. Good public speaking skills can be a leader's weapon to convince the general public about a certain concept so that they get a positive impression and sympathy from those who act as speech listeners. Some examples of speeches that are often found are graduation speeches, leadership speeches, religious speeches, speeches, and

official presidential speeches. Topics that are often raised by speeches are expressions of condolences, statements of certain feelings about certain situations, statements of messages or certain events, and so on. Speakers can put themselves on a par with listeners or show their position or power either higher or lower.

The subject of this research is the discourse of the speech put forward by the President of the United States, Joseph Robinette Biden Jr. otherwise known as Joe Biden at the 2021 G7 Summit at Tregenna Castle Resort Cornwall, United Kingdom. This speech is interesting to analyze because the president revealed his ambition to fight the Covid-19 pandemic globally by donating half a billion vaccines to approximately 100 low-income or middle-low-income countries. This mission is expected to be able to suppress the rate of reproduction and prevent new mutations of the Coronavirus in other areas so that it can save human lives around the world as well as be able to restore the pace of the global economy.

The researcher is interested in analyzing President Joe Biden's speech about how language can be a tool to convey certain interests, power, or ideology. Joe Biden's inauguration as the new president of the United States will certainly be observed by the international community regarding how much change in the national and international order will occur in the life of the United States and global life. As a superpower country, the world community hopes that America is currently able to lead, protect, and create world stability in facing various global threats, especially the Covid-19 pandemic. Donald Trump, The President of The United States before Joe Biden, is considered by

most of the global community as a country leader who has failed to overcome the Covid-19 pandemic. Trump's behavior tends to be considered not serious in dealing with Covid-19 and even separating the United States from membership of the World Health Organization (WHO) in the midst of the Covid-19 pandemic.

However, changes in American policy especially in dealing with the Covid-19 pandemic are clearly visible in the hands of Joe Biden by returning America to the World Health Organization (WHO) and seeking to lead the way in handling the Covid-19 pandemic. Some of the descriptions listed above show the current strength of the United States which is able to make a large humanitarian contribution to the world. Based on the explanation above, the researcher intends to examine how discourse communicators present the core problems of an event and reveal certain actions taken by discourse communicators in responding to these problems. This will be analyzed by researchers using a critical discourse analysis approach.

Critical discourse analysis (CDA) is an interdisciplinary approach to discourse studies that considers language as a social practice that focuses on how social and political domination is reproduced in a text or speech. Critical discourse analysis is defined by Van Dijk (2001: 352) as a type of discourse analysis research that examines the abuse of social power, and inequalities that are enforced, reproduced, and opposed in social and political contexts. CDA studies have existed and developed to offer assistance to ordinary people to understand the meaning of language more broadly and can reveal the implicit meanings proposed by discourse makers. The role of language, power, and

ideology can be seen in the phenomenon of social problems and social forces that intend to influence the ideology of society so that it can be in accordance with the wishes of the speaker.

Political discourse is often used in previous CDA studies because political language is often not neutral and contains certain interests. Political discourse is related to acts of abuse of power or dominance regarding the way a certain person or group influences the policies, beliefs, actions, and behavior of a particular community or group. Political discourse becomes the domain of the dominant group to persuade other groups in society to achieve certain goals which they want.

One of the CDA approaches that are applicable and able to offer a complete discourse analysis is the discourse structure introduced by Van Dijk. Van Dijk's CDA approach is often referred to as social cognition which is taken from the field approach of social psychology to examine the structure and process of forming a text. Van Dijk views discourse as having several levels that are interrelated with one another. Van Dijk divides the framework of discourse analysis into three, namely text structure, social cognition, and social context. The structure of the text is further divided into macrostructure, superstructure, and microstructure. Macrostructure is a variety of global meanings, such as topics, themes, or essences (Van Dijk, 1980: 10); Superstructure is a 'schematic form' that manages the global meaning of a text (Van Dijk, 1980: 108–109); and microstructure is related to the local meaning of discourse that focuses on the semantic, syntactic, stylistic, and rhetoric aspects (Van Dijk, 1993: 23). Social cognition is a link between discourse and

society related to the individual cognition of discourse makers while the social context examines the framework of discourse that develops in the general public.

Researcher has found several previous studies that are relevant to critical discourse analysis. Some of these studies are research by Rifki Nugraha (2014) which focused on analyzing the structure of the text and ideology in the speech delivered by Hillary Clinton, former Minister of Foreign Affairs of the United States, research by Lidya Annisa (2018) which focused on the analysis of macrostructure and microstructure in the text of the speech of Turkish President Erdogan, and research by Husnaya Sarah (2019) which focused on the analysis of CDA elements and discussing social cognitive found in Donald Trump's speech. Some of these studies make it easier for researcher to understand research with a critical discourse analysis approach.

In this study, the researcher intends to limit the scope of the analysis by only presenting textual analysis using Van Dijk's critical discourse analysis framework. This is because the researcher wants the analysis to be more specific and focused on the text to see the certain purpose conveyed by the discourse maker, understand the rhetoric and persuasion of the words used by discourse communicator to convey certain messages, show and strengthen positions and attitudes, and build a certain image. Based on the background that has been stated previously, the researcher takes qualitative research using a critical discourse analysis study entitled ***“A Critical Discourse Analysis on Joe Biden's Speech on Covid-19 Vaccination Program”***

B. Formulation of The Problem

Based on the research background above, the research problem is formulated through the following research questions.

1. How is President Joe Biden's speech on Covid-19 Vaccination Program viewed from the thematic elements?
2. How is President Joe Biden's speech on Covid-19 Vaccination Program viewed from the schematic elements?
3. How is President Joe Biden's speech on Covid-19 Vaccination Program viewed from the microstructure elements?

C. Objective of The Study

To answer the research questions that have been stated previously, the research objectives are formulated as follows.

1. To analyze the discourse issues that can be found at the thematic elements in President Joe Biden's speech on Covid-19 Vaccination Program
2. To analyze the discourse issues that can be found at the schematic elements in President Joe Biden's speech on Covid-19 Vaccination Program
3. To analyze the discourse issues that can be found at the microstructure elements in President Joe Biden's speech on Covid-19 Vaccination Program

D. Scope and Limitation of The Study

The scope of this study is an analysis of the transcript of President Joe Biden's speech using Van Dijk's critical discourse analysis framework. The transcript of the speech was obtained on the White House website with the title

"Remarks by President Biden on the Covid-19 Vaccination Program and the Effort to Defeat Covid-19 Globally". To avoid too broad a discussion, the research is limited to only analyzing the text structure of Van Dijk's discourse-analytical framework, which are macrostructure, superstructure, and microstructure. The transcript of the speech can be accessed through the following address <https://www.whitehouse.gov>.

E. Significance of The Study

The writer hopes that the results of this study can be used both theoretically and practically as follows:

1. Theoretically, this research is expected to be able to offer additional sources regarding critical discourse analysis (CDA) in speech using Teun Van Dijk's CDA theory so that it can improve abilities and facilitate understanding of the Van Dijk's CDA theory especially in textual analysis which are macrostructure, superstructure, and microstructure.
2. Practically, this research is expected to be a reference for students who carry out similar research and contribute to the university, namely increasing the achievement of research conducted by students of Department of English Language Education, State Islamic Institute (IAIN) Kediri in successfully completing the research taken.

F. Definition of Key Terms

Key terms are words or phrases that have function to express a thing or concept. Key terms in this case are used to provide keywords and avoid misunderstandings in analyzing speech. The following are important terms to

be clarified in this research:

1. Critical Discourse Analysis

Critical Discourse Analysis is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context.

2. Van Dijk's Critical Discourse Analysis

Van Dijk divides the discourse analysis framework into several levels that support each other. There are three text structure levels of Van Dijk's discourse-analytical framework formulated by Van Dijk including macrostructure, superstructure, and microstructure.

3. Speech

Speech is an activity to provide information orally which is supported by aspects outside of language such as facial expressions, eye contact, the accuracy of speech, expressions, the loudness of voice, intonation, fluency, and mastery of topics.