

CHAPTER I

INTRODUCTION

This section explains about background of study, the goals in this study are explained in research questions and objectives of study, scope and limitations of study, significance of study and definition of key terms.

A. Background of Study

Communication that is done privately or in public has differences in the procedures and use of language. It is also affected by the role or influence given by the person. (Huang, 2015) The public figures have good communication ability and professional advantages, so they are very persuasive. Therefore, the purpose of the communication can be achieved, if we pay attention, then humans tend to pay attention to speakers with the expected background. We have found many public figures do speaking in public. For example, Emma Watson, an actress famous through the Harry Potter films who campaigned for gender equality at the 2014 United Nations assembly, or David Beckham, a famous former football player from England who delivered a speech in 2019 to commemorate world children's day.

Speaking in public will be effective if we pay attention in understanding the audience and speaking goals, choosing elements for the speech that will engage the audience with a certain topic, and delivering message skillfully (Wrence, 2011). Speaking in public like speech is a way for humans to communicate with other humans on a large scale. Speeches also have various types such as persuasive speeches, informative speeches, and recreational speeches. Each of these speeches has its purpose and way of delivering it. For example, persuasive speeches have the

aim of influencing the listener, so these speeches are often delivered in an attractive and clear style.

In language, there is one of the sciences is used to research and study language more broadly and deeply. The science is linguistics, linguistics is the study of language starting from the structure and the process that language in shape. Learning a language will not be far from studying discourse. (Fasold, 2006) Discourse is a unit of language above and beyond a mere accumulation of sounds, morphemes, words, clauses, and sentences. It means that discourse is a complete unit of the structure and form of language. Discourse has various forms, namely in the form of narration, description, presentation, or opinion. When we want to research a discourse, we can find its object in the type of speech texts, reading books, arguments of various people about an event, and much more. Anything that has to do with language is called discourse.

The research method used in discourse to critically examine discourse is called critical discourse analysis. (Johnson, 2020) Critical discourse analysis (CDA) is a growing interdisciplinary research movement composed of multiple distinct theoretical and methodological approaches to the study of language. Generally, this research refers to the use of language seen from various aspects. In critical discourse analysis, there are also some genres or directions of thought from various linguistic figures. For example such as critical discourse analysis according to Teun Van Dijk, Norman Fairclough, Ruth Wodak, M.A.K Halliday, and many more. These figures have different analytical approaches in analyzing discourse critically.

For the method is used in this study, the researcher chooses the critical discourse analysis method from Teun Van Dijk. Teun Van Dijk's critical discourse analysis research method is an analysis in discourse to take explicit position, and thus want to understand, expose, and ultimately resist social inequality (Schriffin, 2001). In Teun Van Dijk's research, he examines discourse with three structures, namely social cognition, social analysis, and textual analysis. From the three structures, the researcher feels that the method used by Teun Van Dijk is appropriate with the objectives of this study. The objectives of this study is focused in textual analysis by Teun Van Dijk. Textual analysis by Teun Van Dijk is divided into three parts, namely superstructure, macrostructure and microstructure. The part of superstructure is analyzing the arrangement of the text, like opening, content and closing. The part of macrostructure is analyzing the theme which is taken by the speaker. The part of microstructure is analyzing the words and sentences, it is correlated with semantic, syntax, stylistic and rhetoric aspects.

The researcher has interested in researching a speech made by a member of a Korean Boy Band who is currently famous. (Hollingsworth, 2019) In April, BTS became only the third group in 50 years to have three number one albums on the Billboard 200 charts in less than 12 months, joining the ranks of The Beatles and The Monkees. A speech was delivered by Kim Namjon, a member of the Boy Band BTS from South Korea at the UN general assembly session in 2018. The UN session itself is a large forum that has communities from all countries in the world. The election of Kim Namjonn as the speaker proves his role and influence on a world scale. The Researcher wants to know how the use and procedures of Kim Namjoon's language in making speeches.

From the reasons that have been explained, the researcher decides to make an analysis with the research title: **A CRITICAL DISCOURSE ANALYSIS OF KIM NAM JUN'S SPEECH AT THE LAUNCH PROGRAM OF GENERATION UNLIMITED AT THE UNITED NATIONS GENERAL ASSEMBLY 2018.**

B. Research Questions

Regarding to the background of the study, the research problems are formulated as follows:

1. How is the Kim Namjoon's speech at United Nations General Assembly 2018 viewed from superstructure elements?
2. How is the Kim Namjoon's speech at United Nations General Assembly 2018 viewed from macrostructure elements?
3. How is the Kim Namjoon's speech at United Nations General Assembly 2018 viewed from microstructure elements?

C. Objective of Study

A research must have goals that is fulfilled to be able doing research. In objective of the study will be explained the objective of the researcher doing research, the objective of the study is:

1. To find out the superstructure elements in Kim Namjon's speech at UN General Assembly 2018.
2. To find out the macrostructure elements in Kim Namjon's speech at UN General Assembly 2018.
3. To find out the microstructure elements in Kim Namjon's speech at UN General Assembly 2018.

D. Scope and Limitations of Study

The scope of the study is explaining the analysis in speech as a written text, thus it is limited to Kim Namjoon's speech at UN General Assembly 2018 by the title "We have learned to love ourselves, so now I urge you to 'speak yourself.'" From the theory used, the scope of the study is analysis the speech through the Critical Discourse Analysis theory, yet it is limited to analyze using Van Dijk's theory particularly in text structure.

E. Significance of Study

Every research conducted by researchers must have theoretical and pedagogical advantages. in the significance of the study will discuss what are the

advantages of research conducted by researchers theoretically and pedagogically, here are the advantages:

1. Theoretically

a. The Readers

This study contains critical discourse analysis theory which is one of the important fields of knowledge in learning English. For students of IAIN Kediri or others, those who have an interest in-depth language analysis, the theory in this research will be very useful to add broad insight and overview of critical discourse analysis, especially in speech text discourse. In addition, this study shares many theories about critical discourse analysis according to TeunVan Dijk's point of view. It will increase knowledge about various kinds of Critical discourse analysis theory.

b. Other Researchers

This research will provide additional insight and broad overview for researchers who want to take up research in the field of critical discourse analysis with Teun Van Dijk theory. The results of this study can also be used as a review of previous research or for additional references in research.

2. Pedagogically

The researcher hopes that this research will motivate IAIN Kediri especially from English Education Department to be interested in field of research that may conduct the research in this scope. In addition, the researcher hopes that this research can contribute to develop a critical discourse analysis study.

F. Definition of Key Terms

1. Critical Discourse Analysis

Critical discourse analysis is a language analysis carried out to see the language of its use, influence, and consequences. This is one of the research methods in language.

2. Speech

Speech is a method commonly used by someone if they want to convey their aspirations in front of the general public. Speeches are usually made by those who have an important or influential role in a group.

3. UN General Assembly

UN General Assembly is a large community consisting of all countries in the world. This community is a community that usually handles social problems that exist in various countries.

