

Critical Discourse Analysis of Barack Obama Speech

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Abstract: *Critical Discourse Analysis is often applied to analyze political discourse including public speaking. The analysis of this thesis is based on a theory of CDA and its analysis methods which were represented by Thomas N. Huckin. Whereas the discussion used the descriptive qualitative research method which deals with data that are in the form of words, rather than statistics and attempts to arrive at a rich description of something systematically. It starts by analyzing some features in the text as a whole. Then, it is continued by analyzing some features at sentence-level and word levels. Since it is a critical discourse, therefore those features are analyzed critically. In a fact, it is found a deficiency in analyzing each feature based on the speech of Obama. The last is by doing contextual interpretation; it is summarized what language expression is used by Obama to uncover power and ideology. The interpretation is also based on the results from the two previous analyses. The result shows that CDA can explore the relationships between language, power, and ideology. Through the language used, it can be known the strength of power and the purpose of the speaker, which the power is strongly felt, and the ideology is seen as well as understandable.*

Keywords: critical discourse analysis, ideology, language, power.

INTRODUCTION

Speech, or rather the use of oral language, is the main means by which we communicate, create community, and promote diversity (Faiz, 2017). In giving speech, especially speeches delivered by political figures and head of states like Obama, it is very conditional on interest, whether is personal interest, group or community interests. To make a speech means to produce language or discourse which can then be interpreted by the listeners. The language produce by Obama certainly has a function, which is more from the communicative function, for example the persuasive function, because the language is neutral or not depends on who is the speaker.

Discourse analysis in this study focuses on the text of Barack Obama's speech which delivered at his second presidential inauguration. Besides that, Barack Obama as president must also be viewed as a ruler who has his own power and ideology. This is in line with what Fairclough (2003) says about the relationship between discourse and ideology and power.

The focus of this study is to examine the ideology and power contained in the Barack Obama's speech text delivered at his

inauguration ceremony at the Washington DC building. Barack Obama's speech contains several views related to the vision and mission in the next five years tenure. Therefore, Barack Obama's speech is very interesting to study in terms of ideology and power. Based on the background, the purpose of this study is to find elements of ideology and power contained in Barack Obama's speech through analysis of language expression based on the theory of Thomas N. Huckin.

In essence, discourse is a study of language, both in the form of words, clauses, phrases, sentence and even the discourse itself. The critical discourse analysis does not only look at the level of words, phrases, clauses, and sentence, but rather at elements outside the discourse itself. Critical discourse analysis is a common approach in analysing written and spoken texts, starting from critical linguistics, critical semiotics and generally can be seen from socio-political studies which are investigated through language, discourse and communication (Van Dijk, 1995). The critical discourse analysis referred to Van Dijk does not only focus on analysis linguistic text but also in other aspect such as social practices that shape the discourse.

There are some features of CDA such notion as power, dominance, hegemony, ideology, class, gender, race, discrimination, 'social structure or social order. So the basic notion in CDA is differentiation or inequality. CDA takes a particular interest in the relationship between language and power (Fairclough, 1989; Wodak, 2001).

The assumption of Critical Discourse Analysis (CDA) is language not just a tool of communication, but behind the language there is already ideology that language is used as an instrument of power can even be a tool of oppression. Thus, language, power, and ideology can be seen from the usage to the social problem which is going on at that time and to the social power which is trying to influence the ideology of the community to become closer to something desire by the speaker.

As an illustration above, this study using Barack Obama's speech, it shows that there are 3 elements that we should analyse that is language, power, and ideology, and then will be explained one by one through example. The following are the example of analysis language, power, and ideology of Barrack Obama's inauguration speech. The language is used by Obama is a type of Argumentative text, he elaborates his view about a problem, display a factual data to convince the audience by way of analysing. The power is showed through the use of modal and tenor of register, for example such as the following Obama's speech, "We must take hard choices to reduce the cost of health care and the size of our deficit". This sentence contains the modal "must" which identify the strength of the sentence.

The word "must" denotes necessity and certainty. While Ideology can viewed from the analysis of presupposition, insinuation, register (field), and connotation. Ideology simply means a perspective for social subjects to perceive and interact with their immediate social environment (Williamson, 1978). Here is the example of ideology that contain in Barrack Obama's speech. "We hold these truths to be self-evident, that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life, liberty, and the pursuit of happiness" Today we continue a never-ending journey to bridge the meaning of those words with the realities of our time".

This sentence containing connotation can be seen from the use of word "to bridge", where the word "to bridge" refers to figure of speech. Why president Obama use the word "to bridge"? Based on the statement before "we hold these truths to be self-evident, that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life, liberty, and the pursuit of happiness.' The meaning of that sentence is that God gives us so much grace for us as a provision to continuous this life. How do we maintain the trust that has been given by God for us to use it properly? The expression "to bridge" is used by Obama is aimed to make the audience catch the meaning easily.

Based on the speech quote above this study focuses on analysing the language expression used in the speech of Barack Obama covering the word choice the expression and the style of language such as genre, framing, foregrounding, modal, connotation, presupposition, omission, insinuation, register, and modal to uncover power and ideology which contained in his speech through perspective of Critical Discourse Analysis.

METHODS

The analysis of this paper is based on the CDA theory and analysis method represented by Thomas N. Huckin. The discussion uses descriptive qualitative research methods, which deal with data in the form of words, rather than statistical data, and try to systematically describe things in a rich manner. It first analyzes some features in the text as a whole. Then, continue to analyze some features at the sentence level and word level. Since it is a critical discourse, these characteristics are critically analyzed.

The data of this thesis was in term of script which is taken place in Capitol Hill, American Congress Building in Washington DC, January 20, 2013. The script of the speech was in an article which taken from a blog on the internet named politico.com.

In analyzing the data, the researcher used some steps according to Huckin's theory. These steps were as follows:

1. Reading the Obama's speech in The Politico.com about the second inaugural address.
2. Classifying the data indicating three CDA methods of Huckin.
3. Making a conclusion of the analysis

FINDINGS AND DISCUSSION

1. Genre

After reading the speech's text, it is clear that the text is an argumentative text with a social function of presenting a point of view regarding the United States' future goal of equality, justice, and freedom. It may be seen more clearly in the headline and a passage in Obama's speech text, which reads as follows:

Each time we gather to inaugurate a President we bear witness to the enduring strength of our Constitution. We affirm the promise of our democracy. We recall that what binds this nation together is not the colors of our skin or the tenets of our faith or the origins of our names. What makes us exceptional — what makes us American — is our allegiance to an idea articulated in a declaration made more than two centuries ago: “We hold these truths to be self-evident, that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life, liberty, and the pursuit of happiness”.

The core subject of Obama's speech is to give a point of view regarding the United States' vision for the future related to equality, justice, and freedom by producing sustainable resources, as shown by the headline of his speech above. Obama continued his speech by greeting the audience as "fellow citizens" and telling them that they're well and listening to the issue; he recognized the significance of their presence by saying: "Each time we join to inaugurate a President, we bear witness to the enduring strength of our Constitution". Obama was able to gain the audience's attention and attention in this fashion back at the beginning of his speech. His statement conveyed to the audience that they would have gathered for a goal, and that explanation was very significant, as they were watching the president's inaugural.

Obama gave an inauguration speech as the re-elected president, and according to text of part of the speech above. He didn't need to offer a long introduction to get attention of the people and sympathize with him. He didn't need to appreciate the former president for his services. After reading his entire speech, Obama not only gives his point of view on equality, justice, and freedom, but he also tries to convince all readers and listeners, in this instance all Americans, to work together as a nation in order to continue the United States' growth. As a consequence, the

social function of Obama's speech can be considered to be less explicit, because there is another goal in mind.

Statement of position is the beginning process of the argumentative text's schematic structure. In this part, we convey our viewpoint and position in the text, as well as how we approach the material we are analyzing. The thesis statement is outlined in the following paragraph, which is derived from Barack Obama's speech data:

Each time we gather to inaugurate a President we bear witness to the enduring strength of our Constitution. We affirm the promise of our democracy. We recall that what binds this nation together is not the colors of our skin or the tenets of our faith or the origins of our names. What makes us exceptional — what makes us American — is our allegiance to an idea articulated in a declaration made more than two centuries ago: “We hold these truths to be self-evident, that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life, liberty, and the pursuit of happiness”.

As shown in the previous sentence, that statement gave the people the impression that they were gathered for a reason, and that possible explanation was highly important in that they were witnessing the president's inauguration. Furthermore, Barack Obama states in the previous sentence that what connects American citizens is not the colour of their skin, the beliefs of their creed, or the origins of their names, but rather the dedication to an idea that slowed more than two centuries ago. The first paragraphs of his speech cover a whole content of the inauguration speech. The overall Barack Obama's speech above is a main discussion or a theme used as a basic to analyse the next speech.

The second part of the argumentative text's schematic structure is the argument. It is sometimes supported by evidence. The arguments are shown in most of President Obama's speech's sentences, that are mentioned below. He presents a point of view about the vision of United States in the future that is he calls for equality, and freedom.

“Each time we gather to inaugurate a President we bear witness to the enduring strength of our Constitution. We affirm the promise of our democracy. We recall that what binds this nation together is not the colours of our skin or the tenets of our faith or the origins of our

names. What makes us exceptional — what makes us American — is our allegiance to an idea articulated in a declaration made more than two centuries ago. “We hold these truths to be self-evident, that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life, liberty, and the pursuit of happiness.”

We, the people, declare today that the most evident of truths — that all of us are created equal — is the star that guides us still; just as it guided our forebears through Seneca Falls, and Selma, and Stonewall; just as it guided all those men and women, sung and unsung, who left footprints along this great Mall, to hear a preacher say that we cannot walk alone; to hear a King proclaim that our individual freedom is inextricably bound to the freedom of every soul on Earth.

Based on the current paragraph above, the historical analogy has been used to promote Obama's arguments that every citizen was created equal, as they gained from their predecessors who were guided by historical movements for women's equality, racial justice, and equal sex rights. The audience could not reject the historical occurrences if they're well.

It is now our generation's task to carry on what those pioneers began. For our journey is not complete until our wives, our mothers and daughters can earn a living equal to their efforts. Our journey is not complete until our gay brothers and sisters are treated like anyone else under the law — (applause) — for if we are truly created equal, then surely the love we commit to one another must be equal as well.

Additionally, throughout order to achieve these goals, the American people must work together as an unit. Obama argues that in order to build a modern economy, several components must be in existence, namely railroads and roadways, schools and colleges, a free market with fair laws, and a security guarantee for every American.

Together, we determined that a modern economy requires railroads and highways to speed travel and commerce, schools and colleges to train our workers. Together, we discovered that a free market only thrives when there are rules to ensure competition and fair play. Together, we resolved that a great nation must care for the vulnerable, and protect its people from life's worst hazards and misfortune.

These words describe an argument that is marked by the use of opinion when someone

conveys their ideas, feelings, attitudes, solutions, and arguments in a specific sentence. Another statement below are related to equality and freedom

We understand that outworn programs are inadequate to the needs of our time. So we must harness new ideas and technology to remake our government, revamp our tax code, reform our schools, and empower our citizens with the skills they need to work harder, learn more, reach higher. But while the means will change, our purpose endures: a nation that rewards the effort and determination of every single American. That is what this moment requires. That is what will give real meaning to our creed

Obama also claims that the United States will advance if the economy of middle-class society greatly improves, if people's earnings are consistent with their hard work, and citizens are equipped with the necessary skills to work more and study more. As can be seen throughout the previous sentence:

For we, the people, understand that our country cannot succeed when a shrinking few do very well and a growing many barely make it. We believe that America's prosperity must rest upon the broad shoulders of a rising middle class. We know that America thrives when every person can find independence and pride in their work; when the wages of honest labour liberate families from the brink of hardship. We are true to our creed when a little girl born into the bleakest poverty knows that she has the same chance to succeed as anybody else.

Obama claimed that if there were more poor people than rich Americans, it would not be a developed country. When a child is born of the same hope and possibility for success as any other.

So we must harness new ideas and technology to remake our government, revamp our tax code, reform our schools, and empower our citizens with the skills they need to work harder, learn more, reach higher.

United States creating commitments through the creation of Medicare, Medicaid, and social security as a guarantee to the entire community. The commitments we make to each other through Medicare and Medicaid and Social Security, these things do not sap our initiative, they strengthen us.

The last stage of an argumentation text's schematic form is summing up. Obama

acknowledged the responsibilities of his administration by taking an oath to God and country. He stated, “And we must faithfully execute that pledge during the duration of our services”. He informed the people that his administration could not cure the ills of society alone by saying: “Through it all, we have never relinquished our scepticism of central authority, nor have we succumbed to the fiction that all society’s ills can be cured through government alone”.

The major issue of the speech is assured in the statement above, which is that the people of America are the ones who have the responsibility to care for, preserve, and safeguard their own country, as they are meant to do for and from them. The linguistic features in the speech of president Obama are divided into some elements which are mentioned and explained below; Today we continue a never-ending journey to bridge the meaning of those words with the realities of our time.

It is natural that simple present tense ranks with top priority since the addresses are to present the domestic and worldwide situations ranging from political, economic and cultural fields at present. Through blood drawn by lash and blood drawn by sword, we learned that no union founded on the principles of liberty and equality could survive half-slave and half-free. We made ourselves anew, and vowed to move forward together.

Simple past and present perfect tenses are used to refer to the actions or things in the past. As can be seen from the bold sentence “we learned”, Their function lies in that the newly elected presidents usually state the achievements in the founding of the country or in the last term or recall the positive or negative experiences in the past as basis or incentive of his following actions. Because these addresses are expected to introduce current domestic and foreign political, economic, and cultural fields, the simple present tense takes precedence. The use of tense helps to develop a close link between the president and the audience, and the reality of the arguments made in the speech is easy to detect and accept.

The tense aids the president in planning for the president or his government to promote national construction during his time of office, as well as the resulting changes or outcomes in the future. The government's goals are mirrored in this manner, while the audience's confidence in the prospects for a better and wealthy future life

is also boosted. For the following four years, the American people will follow the government's instructions and advice in order to attain the goal of seeking assistance. This is a natural outcome. To refer to previous actions or things, simple past and present perfect tenses are utilized. Their purpose is for the newly-elected president to describe the country's or semester's successes, or to recall great or terrible experiences from the past, or to inspire the following habits. The verbs that are commonly used in the speech to express the opinion of President Obama are displayed and explained below.

“But know this, America – they will be met “. He encourages his audience to gain their self-confidence to build their future as expressed in the directive illocutionary act: “we must pick ourselves up, dust ourselves up, and begin again the work of remaking America”. We will act ...” ; “We will build the roads and bridges”; “We will restore science to its rightful place”; “We will harness the sun and the winds and the soils to fuel our cars and run our factories, and we will transform our schools and colleges and universities to meet the demand of a new age. All this we can do. And all this we will do.

This shows that the next President believes he and his incoming administration are powerful enough to do whatever they want. The aiding verb "will" demonstrates his steadfast determinations, which he intends to manifest in his administration. This shows that the next President believes he and his incoming administration are powerful enough to do whatever they want.

A passive form is sentences or clauses which the subject is being given of an action, in other words it is the opposite of the active form. Form of the passive is be + past participle. As the example, it can be seen from the following sentences of president Obama’s speech, “but generation after generation has shown that it can always be perfected” (Passive verb). “Unless we perfect our union by understanding that we may have different stories, but we hold common hopes“ (active verb).

Examples and illustrate verbal: the former in the passive and the latter in the active, with a finite form combined with the 1st person pronoun, which is used once again metonymically, so that everyone becomes an active participant in Obama’s message of change.

Obama used the words "I," "you," "us," and "them" throughout his speech. By using the

words "you and I," he is implying a dialogic correspondence relationship, whereas "we and they" is a different form of correspondence relationship that reflects between himself and the listener. He/she is referred to by the term "I." "They" as way to suggest human, people in general, but other pronouns are "I", "you" and "we" are used only to suggest human. It can be seen from the following quotation, as follows;

"For us, they packed up their few worldly possessions and traveled across oceans in search of a new life. For us, they toiled in sweatshops and settled the West; endured the lash of the whip and plowed the hard earth. For us, they fought and died, in places like Concord and Gettysburg; Normandy and KheSahn".

Data compiled gives us the clear implication that Obama needs cooperative work, sympathy and closeness assigning himself (as a team (world) leader that the rest has to believe, follow and worship him. He would like to figure out cooperation from the youth and male (the He, generation. Generally, Obama speaks the "I" and "We" ideology believing himself as the "architect" and "leader" of the New World Order, Neoliberalism/New Capitalism, Democracy and Freedom and seeking others to cooperate with him. He would like to address the rest within the mass like "They" and "You". So he would like to give the "wine and the bread" if "peace and security" remain unchanged, kept constant.

Together, we discovered that a free market only thrives when there are rules to ensure competition and fair play. We, the people, still believe that enduring security and lasting peace do not require perpetual war. The first-person pronoun "we," for example, is used to bridge the gap between the speaker and the audience, regardless of age, socioeconomic rank, or occupation. The stage, so that the audience may sense the speaker's proximity and point of view.

They are the words of citizens and they represent our greatest hope. You and I, as citizens, have the power to set this country's course. You and I, as citizens, have the obligation to shape the debates of our time — not only with the votes we cast, but with the voices we lift in defense of our most ancient values and enduring ideals.

The first person "I" and the second person "you" are used in the final section of the speech to give the impression that the president is speaking directly to them. This strategy was

employed to persuade the public that citizens had the authority to correct the country's trajectory. He was the citizen of the American as they were the citizens. By taking oath as the president did not make him any different from the rest of the American citizens.

2. Framing

Framing refers to how the substance of a speech script is presented, as well as the speaker's point of view. The perspective is captured by combining all of the information into a coherent whole. The sensory experience captures a human point of view on reality called perspective. Vice President Biden, Mr. Chief Justice, members of the United States Congress, distinguished guests, and fellow citizens:

President Barack Obama began his speech by expressing gratitude. Obama conveys his humility in the face of the presidency, his gratitude for the American people's trust in him, and his recollection of his predecessors' sacrifices.

Each time we gather to inaugurate a President we bear witness to the enduring strength of our Constitution. We affirm the promise of our democracy. We recall that what binds this nation together is not the colors of our skin or the tenets of our faith or the origins of our names. What makes us exceptional — what makes us American — is our allegiance to an idea articulated in a declaration made more than two centuries ago. "We hold these truths to be self-evident, that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life, liberty, and the pursuit of happiness."

Today we continue a never-ending journey to bridge the meaning of those words with the realities of our time. For history tells us that while these truths may be self-evident, they've never been self-executing; that while freedom is a gift from God, it must be secured by His people here on Earth. (Applause.) The patriots of 1776 did not fight to replace the tyranny of a king with the privileges of a few or the rule of a mob. They gave to us a republic, a government of, and by, and for the people, entrusting each generation to keep safe our founding creed.

The greeting by historical knots was resumed by President Obama. Obama attempted to tie together the forty-four presidential oaths taken by his predecessors, including his own. These are also related throughout American

history, in both good and bad times. It was not only because of individuals in positions of power, but also because of the people. The following paragraphs are the closing utterances by president Obama where he concluded his speech and said the closing remarks.

My fellow Americans, the oath I have sworn before you today, like the one recited by others who serve in this Capitol, was an oath to God and country, not party or faction. And we must faithfully execute that pledge during the duration of our service. But the words I spoke today are not so different from the oath that is taken each time a soldier signs up for duty or an immigrant realizes her dream. My oath is not so different from the pledge we all make to the flag that waves above and that fills our hearts with pride.

Let us, each of us, now embrace with solemn duty and awesome joy what is our lasting birthright. With common effort and common purpose, with passion and dedication, let us answer the call of history and carry into an uncertain future that precious light of freedom.

Thank you. God bless you, and may He forever bless these United States of America. Obama brilliantly draws a link between the military and ordinary citizens in terms of embodying the spirit of service that will determine his administration's success. He is so amazing at rallying his people to such a cause. Obama's citation of the American Revolutionary War's positive attitude reflects the expectation that their country must continue to improve, and it also serves as a wonderful way to end his inauguration speech.

Finally, in the last paragraph of the speech, Obama used the metaphor of "prosperity is a building" because this building is built bit by bit and must start from a solid foundation, which can be Build or just restore it. This is our chance to answer that call. This is our moment. This is our time – to put our people back to work and open doors of opportunity for our kids; to restore prosperity and promote the cause of peace.

3. Foregrounding

The suppression of specific notions from the text is referred to by these phrases. The term "concept" refers to the overall notion. As a result, the researcher considers Foreground to be the speaker's stated broad notion. As may be seen from the subsequent debate, it has begun to discuss the foreground.

The major theme of Obama's inaugural speech can be defined as the speech's uniting theme about the kind of life that may be expected for all Americans. The theme is a recurring element in the speech as a unifying idea. For that purpose, Obama's inauguration speech repeatedly drew examples from the American historical backgrounds as the theme reinforces among other things, as stated by Obama: "The time has come to reaffirm our enduring spirit; to choose our better history; to carry forward that precious gift, that noble idea, passed on from generation to generation". He also strongly encourages all Americans to return to their old historical values as stated toward the end of the speech:

"But those values upon which our success depends - hard work and honesty, courage and fair play, tolerance and curiosity, loyalty and patriotism - these things are old. These things are true. They have been the quiet force of progress throughout our history. What is demanded then is a return to these truths."

Central to the unifying thought of Obama's speech is a statement that America is in the midst of crisis. Serious and many though the challenges are, Obama convinces his people that America will be able to overcome them: "All this we can do. And all this we will do". Therefore, he pleads his people to "... begin again the work of remaking America". As normally expected from such an inauguration speech, Obama also expresses his new attitudes to the world affairs both for the cause of peace, security, and welfare. Therefore, the main idea of Obama's inauguration speech may be highlighted as "Americans with the enduring strength of their heritage are capable of remaking the nation and the world".

Here other examples of Forgrounding in Obama's Victory's speech: "a party founded on the values of self-reliance and individual liberty and national unity". And that cannot happen if we go back to the way things were. It cannot happen without you, without a new spirit of service, a new spirit of sacrifice. So let us summon a new spirit of patriotism, of responsibility where each of us resolves to work harder and look after not only ourselves, but each other. Tonight we proved once more that the strength of our nation comes not from the might of our arms or the scale of our wealth, but from the enduring power of our ideals-democracy, liberty, opportunity and unyielding hope.

Obama displayed his patriotism and solid confidence in the American dream, and he exploited it to promote national unity and boost public morale. The need of patriotism, sense of duty, self-reliance, and national unity in forging a more affluent future was then underlined by him. He also underlined the need of faith and steadfast hope in igniting popular excitement. Finally, as the president of a superpower, he demonstrated his superiority. He demonstrated that the United States serves as a lighthouse for other countries across the world, and that the American democratic system is a good model for others to follow.

4. Presupposition

A speaker's presupposition is anything he or she believes to be true before making a statement. Speakers have presuppositions, not sentences. Presupposition has been linked to the use of a wide variety of words, phrases, and structures in studies of how speakers convey their preconceptions. Through the sentences and paragraphs following, the researcher tries to mention and discuss it:

During conveying his inaugural speech, there are some words are mentioned by Obama indicating his characteristics terms such as "nation, America, people, generation, now, today, time, spirit, crisis, peace, Americans and journeys". On the basis of the frequency counts, it turned out that 880 different words were used in the speech with 2400 token words. Out of these 880 words, basic words (verbs) such as 'carry', 'remain' and 'meet' were repeatedly used to make his speech lucid. 'America' and 'Americans' are among the 'buzz words' frequently used in U.S. presidential inaugural speeches. 'Buzz words' mean "the terms which arouse U.S. citizens' patriotism" (Matsuo 2002). Other examples of such expressions are 'peace', 'hero', 'unity', 'believe' and so on. Obama uses a larger number of buzz words usually in his speeches (notably, the 2008 election campaign slogan was 'change we can believe in'). But in this inaugural address, he used few buzz words. Instead, he managed to arouse patriotic feelings in context and with the strategic usage of pronouns.

Obama might also try to bring people together by acting as a role model for them. As a result, his goal is to demonstration that his acts are both reasonable and legal. The following line makes it plain that he is looking for compromise.

"I know that political campaigns can sometimes seem small, even silly. And that provides plenty of fodder for the cynics that tell us that politics is nothing more than a contest of egos or the domain of special interests. But if you ever get the chance to talk to folks who turned out at our rallies and crowded along a rope line in a high school gym, or saw folks working late in a campaign office in some tiny county far away from home, you'll discover something else." "(Obama Victory speech).

He goes on to give many more examples from folks like a young field organizer or a military spouse in this section. The presumption of discourse's ideological role has been employed in this case. Obama assumed the election season would be difficult. He used digital games as a discourse approach to find a purpose for this complicated, noisy, and chaotic scenario. He pointed out that "in our country with a population of 300 million democracies can become noisy, chaotic, and complicated.

In the following section, there are some examples of presupposition. Obama choice of comparative structure may indicate that he is already a good president. He said the following sentence — "...you've made me a better president ..." "I return to the White House more determined and more inspired than ever..." "They might be an appraisal for the people, but they also mean that he has the qualifications of a very strong president."

In the utterance —What makes America exceptional are the bonds that hold together the most diverse nation on earth." Positive self-image, negative other representation, and presupposition are examples of discursive tactics. He seeks to reach a consensus that they should stick together so they may be one, while also assuming that there is a bond that binds all Americans together and that all other nations lack that bond: the word "special" leads us to this conclusion. This also shows that America is on the positive side, but the others are on the negative side.

Analysing the Text in the sentence and word level

Topicalization

Topicalization is focusing more closely at the individual sentence which has a sentence topic. Sentence topic is what the sentence said by

the speaker talks about. Thus, it creates speaker's perspective that influences reader's perception.

Obama began his address to gain the attention of audience by calling them "fellow citizens" and to make them well-disposed and receptive to the issue; he acknowledged the importance of their attendance by saying: "Each time we gather to inaugurate a President we bear witness to the enduring strength of our Constitution"

In this way, Obama managed to gain the sympathy and attention of the audience at very beginning of his address. His statement gave the people understanding that they were gathered for a purpose and that purpose was very significant in which they witnessed the president inaugurating.

"We hold these truths to be self-evident, that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these are life, liberty, and the pursuit of happiness". Obama addressed some of the most controversial issues of societies: gender equality, gay rights, and immigration and made the people understand that their journey was not complete until every citizen got equal rights.

America fought two wars on terror in alliance with other nations. He stressed upon the importance of unity among the nations beyond boundaries by saying: "For the America people can no more meet the demands of today's world by acting alone...". Obama showed his satisfaction on the American alliance with other nations by saying: "American will remain the anchor of strong alliances in every corner of the globe".

The topicalization of the speech was confined due to the fact that Obama made an inaugural speech as the re-elected president. He did not need to give a detailed introduction to gain attention and sympathy. He did not need to acknowledge the services of the former president.

Deletion/omission

In this sentence level analysis, deletion or omission deals with the agent. Agent-deletion occurs most often through nominalization and the use of passive verbs. In this part of analysis, readers or listeners are forced to guess this. Instead, the speaker probably assumed that readers or listeners could easily infer this.

My fellow citizens, I stand here today humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by our ancestors. Those are deletion or omission which is found in Obama's speech. Overall, it is an additional form of nominal phrases in order to assert something which refers to the context. The absence of that addition will not affect the meaning to be delivered. In fact there are still many criticism found on it. It shows that the speaker in this case Obama still has a deficiency in the use of language, especially in the case of deletion or omission.

Insinuation

Insinuation is comments that are slyly suggestive. It typically has double meanings and if challenged, the writer or the speaker can claim innocence, pretending to have only one of these two meanings in mind.

The following example below describes insinuation found in Barack Obama speech. It can be seen in the excerpt below: "Islam must be based on what it is, not what it isn't". A discourse use insinuation shown leads to believe that Obama gives the highest concern of protection/security for the Jews/Jewish religion followers-Israelites, advise the Islam/Muslims not to be hostile to them and the Christians.

Connotation

Connotation is the meaning of a word or group of words based on feelings or thoughts that arise in the speaker. A word is called has connotative meaning if it has "sense of value", both positive and negative. Positive and negative the sense of values sometimes also occurred as a result of the use its reference as the word symbol. On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord. On this day, we come to proclaim an end to the petty grievances and false promises, the recriminations and worn out dogmas, that for far too long have strangled our politics.

The use of words that are opposite in their meaning such as "hope" and "fear" not only are used to emphasize the sentence but also to make the public think about what the speaker is saying. In this case they are opposing terms with positive connotations like "hope" or "unity of purpose" versus terms with negative connotations like "fear", "conflict" or "discord". However, Obama makes clear to the audience that with him as a

president only takes place positive things like hope or unity. Other examples as follows:

The question we ask today is not whether our government is too big or too small, but whether it works - whether it helps families find jobs at a decent wage, care they can afford, a retirement that is dignified. Where the answer is yes, we intend to move forward. Where the answer is no, programs will end. And those of us who manage the public's dollars will be held to account - to spend wisely, reform bad habits, and do our business in the light of day - because only then can we restore the vital trust between a people and their government.

Obama portrays himself as a forward-looking politician who clearly has his goal to make progress in the nation. With this metaphor Obama simply makes explicit that to progress one has to move forward and not backward and at the same time he reinforces his image. Here clearly “forward” indicates progress, a better future, definitely a good thing. “Forward” is good also has its opposite version which is “backward” is bad, although it does not appear throughout this speech.

Modal

Interesting to see is also the frequent use of modal verbs, especially „must“, „should“, „can“ and „will“, in connection with the pronoun „we“. This indicates that „we“ is often used in connection of what has to and should be done by the American people and the president.

The tasks and the responsibilities of all American citizens therefore also play a major part in the inaugural address. Thus, President Obama, for instance, when he talks about the plans he has for his country encourages his fellow citizens with the following words:

Starting today, we must pick ourselves up, dust ourselves off, and begin again the work of remaking America. For everywhere we look, there is work to be done. The state of our economy calls for action, bold and swift, and we will act. We will build the roads. And digital lines that feed our commerce and binds us together. We will restore science to its rightful place. We will harness the sun and the winds and the soil to fuel our cars and run our factories. And we will transform our schools and colleges and universities to meet the demands of a new age. All this we can do. All this we will do.

The quotes above also show the high use of other personal pronouns which again indicate

the unity of the president with the American people (e.g. „ourselves“, „our“, „us“, „fellow citizens“). Taking a closer look at the use of the pronoun „our“, the analysis shows that the most frequent collocation with „our“ are „our people“ (50 times), „our country“ (47 times), „our government“ (21 times), „our nation“ (20 times), „our fellow citizens“ and „in our history“.

Register (Field)

Register is defined as ‘variation according to use’ that is, it typically use certain recognizable configurations of linguistic resources in certain contexts (Halliday and Hasan, 1985).

The following example describes register found in Barack Obama victory speech. It can be seen in the excerpt below: Who waited three hours and four hours, many for the first time in their lives?

It can be seen in the excerpt above that the verb “waited” is treated as the material process in that clause. It indicates that there is a process of doing. Based on the clause, it is found that the verb “waited” refers to the people of the United States of America who wait for the glory of their country. The researcher notices that the verb “waited” expresses the notion that an entity physically does something, so that verb has a process of doing. The entity refers to the people who attend Barack Obama victory speech and the word “who” are treated as the actor of the clause.

Then, it can be seen in the excerpt 2 above that mood of that clause is declarative. The excerpt above shows that Barack Obama told to his people who attend his speech that they will not wait any longer since he becomes their president and he will help his people by making their dreams come true.

Thus, it can be seen that the textual pattern in the excerpt 2 above is topical. The word “who” is treated as the topical theme since it refers to the people who attend the president speech and have waited for a long time to feel the glory of the new era. The word “who” here describes that Barack Obama has declared that he convinces his people. He as the new president, will decrease the poverty and make people’s live better.

The following excerpt below is another example of register produced by the President of Barack Obama in his victory speech. That America is a place. In the excerpt above, the relational attributive processes were giving

identification about what is being talked by the United States President Barack Obama.

The phrase “that America” is treated as the theme of the clause in the excerpt above because it refers to the people who attend the president speech and in this case, the president Barack Obama gives his people information that living in America is safe and they can live without any trouble.

Analysing the Text in Contextual Interpretation

Analysis at this stage can be used to answer questions about how language, power and ideology that are contained in the Obama’s Inaugural speech. In fact there are some aspects in the process of identifying the language used in the speech these aspects can be seen clearly through the analysis of genre, framing, foregrounding and background, deletion and omission, insinuation, and register.

In its identification process, power is clearly seen in the analysis of the background, but it can also be seen in the analysis of the register, and insinuation. On the analysis the background, power is clearly viewed, from the background the implicit meaning can be known well. It is said to have power when the speaker believes with what he says, whereas does not have power or less power when he is no sure.

The Relation of language, power, and ideology

In this part of discussion, the researcher tries to interpret the relationship between language, power, and ideology in advance so that it can be known an overview of it. In order to reveal the language, power, and ideology contained in Obama’s speech, these three things were described in detail by referring to several previous analyses. The first is language. In fact, there are some aspects in the process of recognizing the language used in the entire speech.

These aspects can be clearly seen through the analysis of genre, framing, deletion and omission, and register. In this type, it is known whether the language is formal or less formal, and it is also possible to know whether the language used conforms to the actual composition rules of speech. It can be seen from the analysis of the framework that the clarity and precision of the language are used. The deletions and omissions reflect the emphasis on the language used. It aims to enhance the meaning of

the message to be conveyed in the speech. Language can be observed in more detail from the discourse patterns in register analysis.

In explaining about the relationship between language and power. As we all know, Obama expressed his language about the importance of democracy and independence in his speech to all the people of America. It is their duty to defend democracy. The use of language in the speech can describe or reflect a power, in which case it may be the strong or the weak. Vice versa, the power of power can be seen in the language used.

In addition of that, it also needs to be known that Obama is the President which certainly has powers, especially the power in the case of language use. Basically what is said by someone who has the authority such as Obama in this regard, the language that is used by him should contain a strong power as well.

By analyzing the relationship between language and ideology, basically, ideology deals with language that tells something or a problem. In this case, President Obama said in his speech. Through the language in his speech, it makes people’s thoughts have a certain meaning. In other words, the speaker has a specific purpose or implicit purpose through speech.

As we all know, Obama’s speech in the context of power and ideology cannot be separated. It can be seen that words containing powerful power and ideology will also be obvious. In other words, if the ideology of speech can be realized, it can be said that what is said has power. These are interpretations of language, power, and ideology as a whole, both individually and in relation to each other. Based on these explanations, it can be concluded that these three things are a unified whole and are closely related to each other.

CONCLUSION

Based on the analysis explained in the previous page, it can be concluded that the language used by President Obama is to convey information. Otherwise, the delivery of information will be less coherent, which will make the information less obvious, so the message captured by the address is not optimal. In addition, the language used by President Obama can be reflected in the language characteristics of the process type and genre, and the language characteristics can be reflected in the past tense,

which means that people have made many achievements in the past and in the past. There are also problems that have occurred in the past. It can be concluded that President Obama speech can explain the importance of democracy and the people have the responsibility to defend democracy.

President's inaugural speech in America is the typical political speech and president usually makes use of the speech to express his standpoint, opinion, charm, ambition and courage. When Obama issued instructions to all the people of America to stay alert to the threat of democracy and to take action, the use of power can be felt strongly. This can be illustrated by the use of President Obama, for example: Will, should and must be regarded as a representative of power in practice, because it has a strong certainty. Especially for the "must" method, it is the most important method used, and it can also make others take certain actions. In Obama words, power is expressed through words that contain power, enabling others to act according to his words. In other words, he has the right to control what he says.

Since these three aspects (language, power and ideology) in CDA are closely related to each other, especially when analysing public broadcasting, it can be concluded that when using language, it also contains certain ideologies and power. This means that the strength of the power and the purpose of the speaker can be known from the language used.

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