

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background of the Study

Speech are garnered by having the subjects repeat words, phrases, or certain carrier phrases within which the target words are embedded, by having the subjects read aloud, name objects, and describe pictured scenes, or by engaging them in spontaneous speech, while language is used as a strategic resource for politicians to maintain power to achieve political goals, create alliances and oppositions, and present an image that they want to have. “Language is a very strong way to communicate between one another and language can also be used to convey ideas and desires” Rido (2020). “Language can also be used to convey an argument that can be stated in a text and speech”Unggul & Gulo (2017). In a text and speech, we can see how they convey a meaning or a content through sentences. It can be concluded that the changes in language shows a hierarchy in public relations. Therefore, the topic of this study is about an interpretation of associative meaning.

One of the reasons why the researcher chooses Obama’s speech because it seems to be considered as an interesting current even because looking at today’s conditions the current event in Obama’s speech are relate with today’s condition which is talked about the Covid-19 since this pandemic became the global pandemic that is faced by people all around the world and the impact of today’s conditions for today’s generation of this problem should be considers as an important problem.The researcher intentionally selects President Barack Obama's speech on May 17, 2020. Barack Obama was the president of the United States who has the power to give good influence by using some words to the listener.

Crystal (1991: 100), “Meaning is an idea or concept that can be transferred from the mind of the speaker to the mind of the hearer by embodying them, as it were, in the form of one language or another”. An associative meaning is an expression has to do with individual mental understandings of the speaker. The associative meaning can be found in several context such as song, poem, prose, drama and speech. Meaning must be completed with context in accordance with the time and space in which an expression is applied because similar expression may have different meaning if it is used in different condition or context.

The definition of meaning are depend on the speaker, sometimes meaning also has variants meaning depend on the individual experience, while according to Leech (1974: 21), “Associative meaning is unstable of meaning and has variants of individual experience”. The associative meaning of an expression has to do with individual mental understanding of the speaker. Associative meaning is the meaning of words that has connection to the relationship of word with the condition beyond the language.

Nowadays, semantics has been used by people to interpret the meaning of words, phrases, and sentences so that people will be able to understand the sentences more easily and better in diagnosing the language. Furthermore, semantics leads people to understand more about language because it is the study of meaning that is used for understanding human expressions through language. Semantics has many aspects of meaning, and one of them is associative meaning which concerns expression related to the individual’s mental understandings of the speaker.

Jones (1996:1) stated that, “Another way we can experience the world around us through our imagination. It is an activity to express feeling, tough, ideas, spirits, beliefs, and another

expression that use language as the basic element". Literature an art work, is very interesting to discussed; it can be functioned as an entertainment and give much information about life. In our daily activity, we usually find literary work such as, poem, prose, novel and drama and in speech. The life is an experience of human, wishes of human, dream of human. All of them can be reflected by words or expressed in speech.

Based on background above, the writer is interested in investigating the associative meaning found in Obama's speech and will use Leech theory which in Obama's speech talk about today's conditions, the resercher believe that on his speech there must be an assosiative meaning inside what he says that is why the researcher is aware that language and the structure cannot be separated with the literary work itself.

## **1.2 Research Question**

In order to construct the discussion of the study, there are two problems that are formulated as follows:

1. What are thetypes of associative meaning found in Obama's Speech entitled *this is Your Generation's World to Shape?*

## **1.3 Research Objective**

Based on the problem formulation above, this study has two objectives, there are:

1. To analyze the associative meaning found in Obama's Speech entitled this is Your Generation's World to Shape.

## **1.4 Uses of the Study**

The uses of this research are as follows:

### **1.4.1 Theoretical Use**

In order to give a clear description of associative meaning towards Obama' Speech entitled this is Your Generation's World to Shape. Supporting the development of the subject dealing with language meaning and semantic. Helping the students on understanding the associative meaning, especially on the semantic towards Obama' Speech entitled this is Your Generation's World to Shape.

### **1.4.2 Practical Use**

This research will help the readers to know the types of the associative meaning in Obama's speech. Giving some contribution to the enlargement of new vocabulary to the readers. Giving some reference for the other researcher for similar research.

## **1.5 Scope of the study**

The researcher focused on analyzing the associative meaning towards Obama's Speech entitled this is Your Generation's World to Shape. In this research used semantic theory by leech1974 to find out the associative meaning.