

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Among society, there are many kinds of verbal communications that produce a discourse. One of verbal communication that also used as a means of producing a discourse is speech. According to Crystal (1985), speech is the way to express one's thoughts by words were arranged and delivered in public. While according to Oxford dictionary (2017), speech is the expression of or the ability to express thoughts and feelings by articulate sounds. Commonly, speech is delivered by important people in formal situation. In addition, different people will delivers different speech, depend on their purpose. One of the examples is political speech that talks about economy and social issue in a country or about Elections.

Here, the political speech that is going to be discussed is the speech from Condoleezza Rice entitled "We Stand For Free People, Free Markets". According to the information from Biography.com (2017), Condoleezza Rice becomes one of the most influential women in the world of global politics when President George W. Bush named her as his national security adviser in December of 2000. Her role became extremely important after the 9/11, 2001, attacks on New York City and the Pentagon in Washington. Rice has played a crucial part in shaping the most aggressive U.S. foreign policy in modern history, with wars launched against Afghanistan and Iraq during her time in office.

One of the reasons why the writer interested in analyzing this speech is because of its ideology that shows an interesting political discourse to be discussed, where in this case, the political discourse is about "who they can trust to lead America".

Basically, there are many linguistics theories that can be used to analyze a discourse. One of them is Fairclough's Critical Discourse Analysis theory that is able to analyze the underlying social practice of a discourse. In critical discourse analysis it is not only analyzes the linguistic elements, but also concern to the context behind the discourse.

Therefore, in critical discourse analysis according to Van Dijk (2001) explained that the analysis of a discourse is not only based on text analysis, but also examines how the text is produced. In addition, discourse, communication and other forms of action and interaction according to Van Dijk (1995), are monitored by social cognition. The same is true for the understanding of social events or social institutions and power relations. Hence, Resnick et al (1991) states that,

Social cognitions mediate between micro and macro levels of society, between discourse and action, between individual and the group. Although embodied in the minds of individuals, social cognitions are social because they are shared and presupposed by group members, monitor social action and interaction and because they underlie the social and cultural organization of society as a whole. (Resnick et al, 1991)

Based on the statement, it can be said that social cognition is able to link dominance and discourse. Both of them explain the production as well as the understanding and influence of dominant text and non-text (verbal). Further, Fairclough Critical Discourse Analysis considers being able to reveal an ideology that exist in Condoleezza's speech. Therefore, the writer intends to analyze the ideology that can be found in Condoleezza's speech using Discourse Analysis theory of Norman Fairclough.

1.2 Research Questions

Based on the background of Research, the writer formulates the problem into:

What is the ideology represented in Condoleezza Rice's speech?

1.3 Objective of the Study

Regarding the research question, the objective of this study is to find out the ideology represented in Condoleezza Rice's speech

1.4 Uses of the Study

1.4.1 Theoretical uses

Theoretically, the writer purpose this research can be as additional reference about Fairclough's theory. Also, this research is expected to have some significant point to enrich knowledge related to the ideology that can be found in Condoleezza Rice Speech entitled "We Stand For Free People, Free Markets".

1.4.2 Practical uses

Practically, the writer hopes that the readers are able to find out an ideology of someone that doing speech whether they are politicians or not. Since speech is a form of an ideology that is being disclosed.

1.5 Scope of the Study

In this research, the writer will focus on discussing an ideology that can be found in Condoleezza Rice Speech entitled "We Stand For Free People, Free Markets" that held on August 29, 2012 using Fairclough's Three Dimensional Framework