

# CHAPTER I

## INTRODUCTION

This chapter discusses the background and the basic foundation of the research which consists of research background, research question, research purpose, research scope, and research limitation.

### 1.1. Research Background

In everyday life, there are two things that are obviously inevitable and always occur: interaction and communication among people. People interact with one another, meaning that there is a contact between at least two people, and they give feedback to each other. In the act of interaction, information is being shared. That is when a communication occurred. Language is the tool used to make communication happen. With that being said, language holds a major role when it comes to communication. The major role that a language holds in a communication, of one of many aspects, is located in how it becomes the representation of certain actions that are stated through utterances of the speakers or communicators. In other words, language has a function for communication.

Communication has a number of purposes, one of them is to influence people, and that is often found in public speaking (Anggraini, 2016) such as speeches. When a speaker has a goal to persuade an audience, the speaker desires to adopt a new position or belief, to change the audience's minds, or to be moved to action (pp. 6). Multimodality, an interdisciplinary concept, believes representation and communication are about more than just language. It has been developed during the past ten years to methodically handle hotly contested issues

regarding societal changes, such as those related to new media and technologies. Anstey and Bull (2010) argue that a text can be classified as multimodal when two or more semiotic systems are combined.

With its strict relation with language, multimodality can be analyzed through the perspective of linguistic, including pragmatics. When there are certain aims or purposes behind the utterance of a speaker, one of the many branches of pragmatics under the branch of linguistics is speech acts. According to J. L. Austin, speech acts are a pragmatic study that studies various things that can be done with words. Austin (1962, Gaparatou, 2017) begins the concept of various things that people can do with words by trying to distinguish between two kinds of utterance; constatives and performatives, which he soon breaks and considers that “whenever we say something about the world, we also do something in the world.”. This consideration led to the form of three different acts, which are a locutionary act, an illocutionary act, and a perlocutionary act. A locutionary is the act of pronouncing sounds ‘with sense and reference’ (Austin, 1962, pp. 92–98, 101, 102, Gaparatou, 2017) or the act of conveying some information and the utterance might be resulting as true or false. It is the act to utter words with a certain sense and reference (Matchzak, 2019) An example for this is this utterance: “The room is so cold.”. The speaker can sense the coldness in the room in which they are in, therefore they say what they sense. An illocutionary act or illocution is simply the act that the speaker does when they utter the sentence, in this case, it is “the room is so cold.”. The speaker might do some specific moves, they might act as if they are shivering, hugging their own body, or maybe grabbing a blanket. Therefore, in uttering the

sentence, the speaker announces the hearer to perform an act to make the room warm or to make the cold disappear. Austin's speech act theory was then further developed by American philosopher, J. R. Searle, which divided locutionary act into assertive, directives, commissive, expressive, and declaration (Wong, 2015), which involve speaker's commitment to the truth and fact as in assertive, speaker's directive act to get the hearer to do something as in directive, speaker's commitment to do something as in commissive, speaker's expression of their some psychological state as in expressive (Searle, 1979, 2007, Wong, 2015), and an utterance that enacts some changes as in declaration. A perlocutionary act or perlocution is the act that the hearer might do as a result of the utterance. It can be said that perlocution is the expected result of the utterance as it is said that perlocution "involves the consequences of my utterance to the audience and may happen in the future" (Austin, 1962). This, for the hearer, needs to be interpreted well in order to lead to the right perlocution or action. To summarize, locution is what is said and meant, illocution is what is done, and perlocution is the result or the effect of the utterance in the form of an act.

Other than speech acts, another language feature that can enhance persuasion, which often found in speeches is figurative languages. Figurative languages are meaningful utterances that is not literally true. As stated by Horton (2013), "Speakers appear to use metaphor and other types of figurative language as a means to create and reinforce social intimacy between themselves and their addressees." This has a strictly relation with mental imagery, that mental imagery is often experienced by the audience to enact the audience to explore more to what

the speaker is intended and the speaker probably wants them to do or to act, thus it can be impactful (Cartson, 2018). As an instance, Sopory and Dillard (2002) states that “Metaphors lead to enhanced persuasion by including a greater amount of appropriately valence (agreement with message) thinking than literal-only messages”. Figurative language or figure of speech is usually used by the speaker to bond with the audience and to reach the audience or the hearer’s attention which can establish the proximity with the hearer. With that being said, there are purposes as to why speakers use figurative language. This then strictly relates to the true intention of the speaker with their utterance. Therefore, from the elaboration above, this research will study about the speech acts and figurative languages to determine political discourse in Joe Biden’s victory speech.

As this study will analyze a multimodal text, the writer will also analyze the gestures of the speaker in the video of his victory speech. Sometimes, actions do not always occur with a mere utterance or verbal. Girsang, et. al (2021) defines non-verbal communication, or Paralinguistic or paralinguistic, is a nonverbal communication, in which people communicate their emotion, sincerity, and honesty in their gestures. Paralinguistic features conceive pitch, tempo, loudness, resonance, timbre, intonation range, syllabic duration, and rhythm. In addition, Muhammad (2022) argues that certain gestures such facial expression, clearing throats, and physical contacts can convey a lot of information to the audience of a speaker. The text and the video that will be analyzed is a victory speech delivered by Joe Biden, the 46<sup>th</sup> president of the United States of America, which was delivered at Seranton, Delaware, USA, on November 7<sup>th</sup> 2020.

There are several related studies which analyses political speeches with multimodality approach and pragmatics elements such as speech acts and figurative languages. One of the studies are a study conducted by Elshanhoury et. al (2020) called *A Multimodal Discourse Analysis of Political Speeches: The Case of Donald Trump's 2016 Election Speeches*. This article examines the different meaning-making resources of verbal and non-verbal applied in Donald Trump's 2016 campaign speeches in Akron, Ohio, and Phoenix, Arizona. How Donald Trump tries to influence his audience and show his populist leadership is revealed by the way verbal and non-verbal resources merge or interact intersemiotically. The research is broken up into two sections. The first section is devoted to a 'themes' analysis to identify the overarching themes and shed light on the key subjects that President Donald Trump addressed in order to win the audience's support. For the examination of verbal meaning-making resources, section two follows SF-MDA, which uses Kress and Van Leeuwen's visual grammar (1996/2006) to analyze non-verbal resources and Halliday's systemic functional linguistics (Halliday, 1978, 1994; Halliday & Matthiessen, 2004/2014) to analyze verbal meaning-making resources. The research shows that in terms of representational, interactive, and compositional meanings, both verbal and non-verbal meaning-making resources collaborate in order to provide a complete account of meaning and expose Donald Trump's populist leadership.

Other study which is conducted with pragmatic approach is the study by Bianca Drămnescu in an article journal titled *Pragmatic Approaches in the Analysis of the Political Discourse* (2016). In the research, it is argued that Pragmatics in



discourse analysis plays a significant role in creating creative political strategies. It understands that speech acts are conducted as one of the pragmatics theories that is selected by the author to analyze the political discourse “implies immediate actions” (2016, pp. 50) as the words of a speech can affect future actions. It also concludes that in the creation of political speech, it is related to the context.

A similar related study is also found in Pragmatic Analysis of Joe Biden’s Victory Speech, Sumera Baby, Uzma Afzal, Zeemal Basharat (2020). This research is conducted to investigate the role of speech acts in ruminating the ideologies of political leaders and it aims to attract the function of locutionary, illocutionary, and perlocutionary using J. L. Austin and J. R. Searle theory of speech acts. It says that the act of saying something is not only utterances and has a wide perception and intention. Speech acts is the notion of background ideologies of political leaders that is meant to gain attention from their audience by expressing promise, future planning, and interest.

The next previous related study is a study named Figurative Languages in the Speeches of the New British Prime Minister Elizabeth Truss (2022) which is conducted by Žaneta Pavlíková. It explains metaphor has become a figure of speech that has highly productive means in political speech and political discourse. It is targeted to find particular target domains and source domains during Truss’ period of time to be the prime minister of England. It is also concluded that conceptual metaphors in Truss’ speeches are to emphasize the strength in her words as well as the county’s future development.

After reading several previous studies, not much from the previous studies that analyze gestures and there are no previous studies which combined the theory of speech act, gesture cues, and figurative languages with the function of political discourse or political communication. Most of the previous studies either utilize speech acts or figurative languages as persuasive strategies and analysis of the theme and visual grammar to identify the goal of the speaker to influence the audience. In addition, there are no previous as mentioned which used the victory speech of Joe Biden as the source of data. The paralinguistic feature of gesture cues and the function of political communication features and the source of the data will be a novelty of this study since there are not much from the previous studies that use this theory and source of the data yet.

### **1.2. Research Question**

This study aims to answer these research questions:

- 1) What types of speech acts are found in the victory speech of Joe Biden?
- 2) What figurative languages are found in the victory speech of Joe Biden?
- 3) How are speech acts and figurative languages in the victory speech of Joe Biden determine the political discourse of his speech?

### **1.3. Research Purpose**

The study aims to analyze political discourse that is in the victory speech of the 46<sup>th</sup> president of the United States of America, Joe Biden, by identifying speech acts and figurative languages in the same speech.

- 1) To find out the types of speech acts in Joe Biden's victory speech
- 2) To find out figurative languages in Joe Biden's victory speech
- 3) To elaborate the intention of Joe Biden in using political discourse in his victory speech

#### **1.4. Research Scope**

This study aims to find out and identify political discourse that is used in Joe Biden's Victory Speech at Seranton, Delaware, using Multimodality and Pragmatics theory, especially Speech Act theory, figurative languages, and gesture cues of paralinguistic feature. It focuses on five categories of illocutionary acts by Searle (1979), figurative languages by Perrine (1977), and gesture cues that are used in Joe Biden's victory speech in at Seranton, Delaware, on November 7<sup>th</sup> 2020.

#### **1.5. Research Significance**

The importance of this study is coming together with the aim to provide significant knowledge and information from the selected topic. By linking speech acts and figurative languages to political discourse, along with gestures used by the speaker, this research is expected to enhance the students' knowledge of the association of linguistics and politics in a speech of a leader of a country, especially the students of linguistics and literature.