

**A SOCIO-PRAGMATICS ANALYSIS
OF PROMISING UTTERANCES
IN BARACK OBAMA'S CAMPAIGN SPEECHES**



RESEARCH PAPER

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by:

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CHAPTER I

INTRODUCTION

A. Background of the study

Promising utterances is a statement to telling somebody that the speaker will definitely do or not do something. In Western culture, saying things like “I’ll come to the ceremony” is meant and understood as a promise. Promising something is committing oneself to doing it (Egner, 2002:3).

Leech (1993:288) defines promising utterances as a kind of performative utterance. It is one that actually describes the act that it performs, for example “I promise to repay you tomorrow” is performative, because in saying it the speaker actually does or execute what the utterance describes, when the speaker utters the promise at the same time he conducts an act of promise.

According to Leech (1993:328), Promising utterances are categorized as commissive utterances which are classified into the type of speech act, a kind of speech acts that the speaker use to commit themselves to some future actions. For example, when someone says "I promise to do the dishes" in an appropriate context then he hereby does not just say something, and in particular he does not just describe what he is doing; rather, in making the utterance he performs the promise; since promising is an illocutionary act, the utterance is thus a performative utterance. If someone utters the sentence without the intention to keep the promise, or if eventually he does not keep it, then although something is

not in order with the utterance, the problem is not that the sentence is false: it is rather "unhappy", or "infelicitous", as Austin also says. In the absence of such flaw, on the other hand, the utterance is to be assessed as "happy" or "felicitous", rather than as "true".

Austin takes promising to be an illocutionary act, that is, he takes it that promising is merely a matter of a certain form of utterance, under certain conditions. Moreover the reason he takes this to be is that he thinks that promising is a conventional act, one that invokes a certain practice to formalize the action. Austin thinks that in this way promises are just of a piece with many sorts of obligation-producing actions, such as betting, buying and contracting (Austin, 1955:19)

The writer finds these similar phenomena dealing with promising utterances in speech. Speech and listen is a direct two ways communication activity which is face to face communication (Brooks, 1964:134). One example in politic field is speech that is one ways to have campaign for Election Day. People can see and listen the president candidate's performance in delivering their purposes with all promises. It is the one of political language, because political language deals with the use of power to organize people's mind and opinion. According to Santosa (2003:2) political language is an instrument used to control the society in general, which various socio-cultural backgrounds.

Speech heard by a lot of people, every person has different interpretations that can influence the success of the candidates. In Pragmatics aspect, this means

speech act theory, speech act performed by particular word often depends on the speaker's intention and the context in which the word often depends on the speaker's intention and the context in which the word uttered. Speech acts is also known as illocutionary acts that is act that occur in speech, and responses by the hearers are perlocutionary act that is act that occur through or as a result of speech (Peccei, 1999:63). For example the sentence "my sister promised to buy the tickets" in the real pragmatics conversation, someone does not know exactly whether it is a promise or an offer (Leech, 1993:352). It becomes one of the interesting things for the writer chooses promising utterances in Barack Obama's campaign speech as data in her research.

The reason of the writer chooses the topic; especially Barack Obama's campaign is because the writer sees that in this is a phenomenon, President candidate will make some promises to persuade their audience. This is a persuasive technique in political campaign but, when the leader uttering a promise, not all the audiences has the same interpretation. Promising utterances can be interpreted differently. Therefore, this research tries to find the meaning of those promising utterances based on the context of the speaker. In this study, the researcher observes the use of promising utterances which is used as persuasion in Barack Obama's Campaign Speeches based on socio-pragmatics analysis.

America has chosen the president who will lead United States to the future and to be greater, Democratic Party was ready for that. American people want real solutions and they do not want empty promises. They want a government that is

for them, not against life. They want a course that is reasonable, help that is realistic, and solutions that can be delivered, common sense agenda that will improve people's daily lives and not increase the size government. However, two president candidates competed. They debated each other to influence and persuade people to choose them as the leader. Speech is the way to influence and persuade them. Now, they get the answer, Barack Obama will lead them for the next 4 years. He become the first youngest and black skin president for USA. He gets the biggest vote from his supporters. In his speech "Obama's Housing Plan", he stated that "He will fix the economics system" (<http://centristvoice.wordpress.com/2008/05/27/transcript-obamas-housing-plan-speech/>).

There were many promises uttered by him, but people have different interpretation about that. It's not easy to make people believe and tricked into. One of the technique aspects of modern international political relationship today is the deliberate attempt by governments, through diplomat and propaganda, to influence the attitudes and behavior of foreign population or of specific ethnic, class, religions, economic, or language groups within those populations (Holsti, 1995:152). With the development of communication system, propaganda and culture become essential elements in the analysis of state's capability and become important parts of political activities (Nasution, 1989:35).

This is one of the examples of the use of promising utterances in Barack Obama's campaign speech:

Finally, we need a tax code that's fair. John McCain is running for a third-term of tax cuts that only shift the burden onto working people. That might make sense to the Washington lobbyists who run John McCain's campaign, but it won't do anything to help families who are struggling. *That's why I'm going to give a tax cut to working people.* We'll give homeowners a tax credit that covers 10 percent of a family's mortgage interest payment. We'll eliminate income taxes for seniors making under \$50,000 a year. And we'll extend a "Making Work Pay" tax credit of up to \$500 for American workers, and \$1,000 for working families. That's the kind of tax cut that makes sense for working people.

In the sentence "*That's why I am going to give a tax to cut to working people*", Barack Obama makes some promises that he will give a tax cut to working people. The intention of promising utterances is "*giving response*" because the speaker gives response to American that he will give a tax cut to working people.

It can be said that promising utterances in campaign speech has many influences; the last two candidates were struggle to get the people heart so, they were competing each other in giving such promises that especially to American people.

Based on the phenomena, the writer is interested in conducting a research dealing with the kind of promising utterances used in Barrack Obama's campaign speech entitled A SOCIO-PRAGMATICS ANALYSIS OF PROMISING UTTERANCES IN BARACK OBAMA'S CAMPAIGN SPEECHES.

B. Review of Previous study

To prove the originality of this study, the writer wants to present the previous research that deal with Socio-Pragmatics. Firstly, is “A Socio-Pragmatics analysis of Apology and Forgiveness Utterances in Cartoon Movie Manuscripts” by Tutik Winarsih (2006) .In her research, she analyzed the uses apology or forgiveness utterances as the object of the study taken from some cartoon movie manuscripts: Aladin, Beauty and the Beast and Disney’s Mulan. She analyzed the intention of apology and forgiveness utterances by employing speech act theory and the reason of apology and forgiveness by employing speaking theory of Hymes. Based on her analysis, she found some intentions that are condoling, regretting, accepting the blame and request of forgiveness. And from the reasons they are showing impressions, guilty, regret, accept of blame, request forgiveness, respect, being afraid, and close relationship.

The second researcher is Endrati Nugroho (2006), “A Socio Pragmatics Analysis of Love expression”. Her data of the research are the love expressions in A Cinderella story, The Prince and Me, and Pretty woman. She analyzed the linguistics forms of the expression to show love, the speaker’s intention in by using speech acts theory, and the reason of expression to show love by applying Dell Hymes’s speaking theory. She found there are three linguistics forms that used in that data; they are five simple words and one compound word, three noun phrases and twenty two sentences. And the intentions are eight data belong to asserting, one datum belong to suggesting, three data belong to admiring, five

data belong to one datum belong to greeting and committing. Based on the speaking elements the reasons of employing the expression, to show care, affection, praise, eagerness, engage.

The last is “A Socio-Pragmatics Analysis of Metaphor Expressions used in George W Bush’s Speeches of “Global War on Terror” by Intan Kandhi Sukmi (2008). She focused in Methapor expressions in the George w Bush which discuss “Global war and terror” speeches by conducting speech act theory. She formulated the aimed of her research as to clarify the form of metaphorical expressions, the types of metaphorical expressions, and to identify the message behind the metaphor expressions in George w Bush’s speeches. And she has drawn some conclusions of her research, there are three forms of utterances occurred in George W Bush’s speeches of “Global War on Terrorism” that is: Declarative, imperative, and interrogative sentence. Beside that, she found that the speaker often used the dead metaphor to represent his feeling about the issue of Global War and Terror. There nine intentions, that is stereotyping, threatening, warning, showing gratitude, sadness, hatred, commanding, hope, and informing.

The three researchers above are conducting speech acts theory. They focused on apology and forgiveness utterances in cartoon movie manuscripts, love expressions in movie manuscripts, and metaphor expressions in Speeches. But, there also differences between this research and those three researchers above. The recent writer has different data and source of data. And the data of this research is promising utterances in Barack Obama Campaign Speech. So, the

writer is interested in filling gap of Barack Obama by analyzing promising utterances in a campaign speech by conducting speech act theory. The writer wants to compare with her research A Socio Pragmatic Analysis of Promising Utterances in Barack Obama's Campaign Speeches.

C. Focus of the Study

1. What are the linguistic forms of promise utterances in Barack Obama's campaign speeches?
2. What are the intentions of the promise utterances in Barack Obama's campaign speeches?
3. What are the reasons of the using of promise utterances in Barack Obama's campaign speeches?

D. Objective of the Study

Based on the formulated problems, the objectives of the study are as follows:

1. To describes the linguistic forms of promising utterances in Barack Obama's campaign speeches.
2. To identify the intentions of the promising utterances in Barack Obama's campaign speeches.
3. To describe the reasons of the using of promising utterances in Barack Obama's campaign speeches.

E. Limitation of the Study

In order to limit this study the writer only chooses Barack Obama's campaign speeches as the data source. And these are many interesting aspects to study in Barack Obama's campaign speeches related to pragmatic, but the writer only focuses on promising utterances based on the speech act theory.

F. Benefits of the Study

Essentially there are two kinds of research significance of the research that the objectives can be related as the theoretical and practical benefit. The two are as follows:

1. Theoretical Benefit

This research will be an additional reference for further research especially in promising utterances.

2. Practical Benefit

- a. The Research will give more understanding to the readers about promising utterances.
- b. This research will give more information to the readers about the linguistics forms, intentions, and the reasons of using promising utterances.
- c. This research will give information to the next writers who want to discuss similar or related study.

G. Research Paper Organization

In order to make the research easier to follow, the research paper is organized into five chapters.

Chapter I is Introduction, which contains background of the study, review of previous study, research problem, objectives of the study, limitation of the study, benefit of the study, and research paper organization.

Then in Chapter II is underlying theory it deals with the socio-pragmatics, linguistics form, context and speech situation, felicity condition, speech act.

In Chapter III is research method; this chapter explains about type of research, object of the research, data and data source, method of collecting data, technique of analyzing the data.

Chapter IV contains the analysis and discussion of the research.

Finally, the writer presents conclusion and suggestion in the chapter V.