

A Semantic Analysis of Speech Style Used by Barrack Obama

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Abstract

This research aimed to find out the types of speech style Obama used and the dominant type he used. This research is a qualitative research with a descriptive design. In analyzing the data, the writer read the transcript in the video and analyzed the data based on Martin Joos theory. In this research, the writer found that there were three speech styles used by Barrack Obama they were formal style, casual style and intimate style which is formal style has 13 data representing 59%, casual style has 9 data representing 36% and the last is intimate style found only in 1 data or representing 5% of all data. Based on the results there were some conclusions first. There were twenty two sentences to be analyzed and obtained three of speech style they were formal, casual and intimate styles and the dominant style that often appears is the formal style because of the situation in the speech is formal.

Keywords: Semantic Analysis, Speech style, Barrack Obama

INTRODUCTION

Humans as social beings in their lives cannot be separated from interaction, socialization, and communication with other humans as a means of connecting information but in communicating of course, we need language to formulate our meaning. Language is one of the ways used to communicate with other humans. There are two kinds of language, spoken language and written language. Spoken language is an utterance that is formed from sound, such as conversation, speech, storytelling, discussion, radio, television broadcast. While, written language is an utterance that is formed in the written form, such as novels, comics, newspapers, magazines, letters, books, journals, articles. In expressing or delivering ideas in both forms, spoken and written language people have and use their style because it is related to the social aspect (Afriza, 2017)

Speech is the term used in linguistics in its everyday sense, providing the subject with its primary data (Sakti & Weda, 2020). Furthermore, Sakti & Weda (2020) stated that all people use their ways to communicate with others. Usually, they put themselves in a current situation with a certain style. They do not always

talk at the same time in the same situation or even use the same grammatical forms it called speech style.

Most people speak quite differently when they speak to different people: to a child, to a friend, or a boss at work. People even speak differently to the same person when they meet them in a different situation at work people use the language of the office or at the game people use language of the game. It means speech style is the distinct variations or forms of the language used for the same purpose by a particular situation or the form of language that the speaker uses. It is characterized by the degree of formality.

Barrack Hussein Obama is an American politician who served as the 44th President of the United States. He is the first African-American who became president of The United States because of the skin colour and origin of his descendants, but that did not make Obama discouraged, instead he made several achievements, namely the success of his government in dealing with the financial crisis and health issues not only about that Obama has worked hard several times to make higher education more affordable which is a way to help more Americans to study. in college without having to spend any new expenses. He also said several times that the earlier a child starts learning, the better the child's achievement at school and in the future this shows Obama highly upholds education.

Obama has a very good speech style even though he is a man of the highest office, but when Obama has a speech he can make the audience feel he is just one of them, while he is their president. He can show maturity, intelligence and quite experienced in delivering his speech. Furthermore, Obama was able to fascinate the listeners with his choice of words and his ability to compose sentences, as well as the use of language styles that can refresh the audience. He has a variety of speech styles that is worth researching in relation to language studies e.g *“How's everybody? Well, it is so nice to see you guys.”* and *“First of all, I want to thank our Secretary of Education, who has done outstanding work, John King.”* The researchers conducted this research in order to find out the phenomena and used related to the theory from Joos. Besides, Obama has his own way of talking. He understands the power of language and he chooses his words carefully to disseminate his view.

METHOD

This study employs a qualitative method since it deals with the data in Barrack Obama's speech and classified into a descriptive qualitative, the data were in the form of utterances through the video which were analyzed descriptively. This type of this research utilized qualitative data in descriptive form. This type of qualitative descriptive research is often used to analyze social events, phenomena or circumstances.

The data source of this study was taken from Barrack Obama's speech. On this occasion, the researchers took a video entitled “President Obama Delivers Remarks on Education” and the source of the program was taken from YouTube Channel “The Obama White House”. The data was analyzed analytically and descriptively. The researchers used this technique to describe Barrack and the dominant speech style used by Barrack Obama.

FINDINGS AND DISCUSSIONS

The use of speech styles able to determine the purpose of communication. There are many kinds of speech style with different characteristics. It influences people to arrange the right style of language while they get interacting and communicating with others. The kinds of styles are explained by Martin Joos in The Five O’clocks book. There are five different kinds of styles, Frozen style, Formal style, Casual style, Consultative style and Intimate style.

This part was to show the data that has been obtain from research about the speech style which is used by Barrack Obama.

No.	Data	Speech Style
1	<i>“How’s everybody? Well, it is so nice to see you guys.” (1.1)</i>	The sentence above consisted of one style based, that is casual style.
2	<i>“As the father of two teenage daughters, I know the whole time you were just like, “And then she said -- girl, I couldn’t believe it.” (2.1)</i>	The sentences consisted of one speech style that was intimate style
3	<i>“First of all, I want to thank our Secretary of Education, who has done outstanding work, John King.” (3.1)</i>	This data consisted of one style that was formal style.
4	<i>“My great friend and former Education Secretary and multiple winner of the three-on-three contest, as well as at the NBA All-Star Game Arne Duncan” (4.1)</i> <i>“We have got your mayor: Muriel Bowser is here. Give her a big round of applause.” (4.2)</i>	The data consisted of two styles. The first style was casual and the second style was formal styles.
5	<i>“Getting the nerve to text that cute girl or boy in your English class. I don’t remember that; we didn’t have texts. We had to send little notes and then we used to actually have to go up to somebody if we liked them and talk to them.” (5.1)</i>	The data was categorized casual style.
6	<i>“We live in a global economy and when you graduate, you’re no longer going to be competing just with somebody here in D.C. for a great job. You’re competing with somebody on the other side of the world, in China or in India, because jobs can go wherever they want because of the Internet and</i>	The sentences included formal style



	<i>because of technology and the best jobs are going to go to the people who are the best educated.” (6.1)</i>	
7	<i>“We got to work, making real changes to improve the chances for all of our young people, from the time they are born all the way through until they got a career and the good news is that we have made real progress.” (7.1)</i>	The data consisted of one style only that was formal style.
8	<i>“In D.C, in just five years, the graduation rate in the District of Columbia public schools went from just 53 percent to 69 percent. So D.C.'s graduation rates grew faster than any other place in the country this year. That's something to be really proud of.” (8.1)</i> <i>“Now, of course, here at Banneker, you graduated 100 percent of your seniors last year, One hundred percent. It's been a while since I did math, but 100 percent is good. You can't do better than that.” (8.2)</i>	The data were categorizes as formal and casual style.
9	<i>“High-quality early education is one of the best investments we can make, which is why we've added over 60,000 children to Head Start. We called for high-quality preschool for every four-year-old in America. And when I took office, only 38 states offered access to state-funded preschool. Today, it's up to 46. We are trying to get those last holdouts to do the right thing. And, by the way, the District of Columbia leads the nation with the highest share of children -- nearly 9 out of 10 -- in high-quality preschool. And that is a big achievement.” (9.1)</i>	It was classified as formal style
10	<i>“We launched then a competition called Race to the Top, which inspired states to set higher, better standards so that we could out-teach and out-compete other nations, and make sure that we have got high expectations for our students. D.C. was one of the winners of this competition. It</i>	The sentence consisted a formal style

	<i>upgraded standards, upgraded curriculum, worked to help teachers build their skills. And that, in part, is why D.C. has done so well.” (10.1)</i>	
11	<i>“We realized that in today's world, when you all have a computer in your pocket in those phones, then you need to learn not just how to use a phone, you need to learn computer science. So we are working with private and philanthropic partners to bring high schools into the 21st century and give you a more personalized and real-world experience.” (11.1)</i>	The researchers only found one style was formal style
12	<i>“The teachers here and the teachers around the country, they're not doing it for the pay because teachers, unfortunately, still aren't paid as much as they should be. They're not doing it for the glory. They're doing it because they love you, and they believe in you, and they want to help you succeed.” (12.1)</i>	The data was categorized as casual style.
13	<i>“We've still got more work to do. So as I go, I'm giving you kind of a final report card.” (13.1)</i>	The sentences consisted of one style only that was casual style.
14	<i>“Because I know that's true in our family. Michelle and I, we've got cousins and friends who we've known since they were shorties, little kids - (laughter) -- and they -- we know how smart they are because they were just as smart as we were, but just the luck of the draw was they didn't get the same chance as we did.” (14.1)</i>	The data included casual style.
15	<i>“So, hey, Amari. I'm going to talk about you for a second. (laughter).” (15.1)</i>	This data was classified as casual style.
16	<i>“Where's Mr. Goldfarb? (applause) is he here or did he cut assembly? (laughter).” (16.1)</i>	The data included formal style.
17	<i>“Everybody here gave her, and she said, “I believed in myself because my teachers believed in me.” And that is</i>	The data was classified as formal style.

	<i>the kind of community that we want in every school where you are looking out for each other and you are taking care of one another.” (17.1)</i>	
18	<i>“Michelle and I talk a lot because we travel around the world and sometimes we forget that there are places around the world where people have so little but the kids are so hungry for an education. Michelle and I talk a lot because we travel around the world and sometimes we forget that there are places around the world where people have so little but the kids are so hungry for an education.” (18.1)</i>	The data was formal style.
19	<i>“Many young people around the country whose energy, and excitement, and how you treat each other, with respect. That gives me a lot of confidence, a lot of faith for our country.” (19.1)</i>	It was formal style.
20	<i>“I have got no doubt that we are going to continue to build a country where everybody has the chance to make of their lives what they will. And that is what America all about.” (20.1)</i>	This data was classified as formal style.

Based on the last problem, the researchers explored the result of finding above based on the second problem that was the dominant speech style used. The writer finds 3 of 5 types of speech style used by Barack Obama. They were formal style, casual style and intimate style and presented in a table below:

No	Kinds of Speech Style	Frequency	Percentage (%)
1.	Formal Style	13	59
2.	Casual style	8	36
3.	Intimate style	1	5
Total		22	100

Table 1. Kinds of Speech Style Used by Barack Obama

Based on Table 1, it can be seen that the highest type of speech style was formal style has 13 data or representing 59% of all data, casual style has 8 or representing 36% data and the last is intimate style found only in 1 data or representing 5% of all data.

Discussion

This part discussed about the result of data analysis of speech style used by Martin Joss theory there were five types of speech styles which were commonly occurred in human speaking, they are frozen style, formal style, consultative style, casual style, intimate style. However, based on the findings and analysis data above, the researchers meanly found three types of speech style, they were formal style, casual style and intimate style. In this part, after finding and analyzing the data were represent, a discussion of the finding is important to answer the two research problems.

1. Speech Style Used

After representing and analyzing data from Obama's speech, this study found three types of speech styles they were:

a. Formal style

Formal style can be as a style which is used in formal situation and uses formal language. Formal style is used by people who still have a distance between them (speaker and hearer). In this style only one way or no feedback from the audience. Speaker usually avoids repetition or another term which tends to be a casual term and used in the discussion on meeting.

The researchers found formal style occurred 13 times, it showed in the datum (3.1), (4.2), (6.1), (7.1), (8.1), (9.1), (10.1), (11.1), (16.1), (17.1), (18.1), (19.1), (20.1). Obama uses this type of formal a lot because of the situation in his formal speech which was the graduation ceremony of high school Banekers and Obama uses formal language to greet the visiting state officials and teachers. During the formal speech, Obama was share background problems using a broad vocabulary and also use pronunciation stress intonation carefully and avoid using repetition.

b. Casual style

Casual style is defined as a style that was used for the conversation in our relaxed or normal situation. According to Joos (1976:154), there were two devices of casual style those are Ellipsis and Slang. Ellipsis (Omissions) usually shows the differences between casual grammar and consultative grammar which require a shorter form.

The characteristic feature of casual style is the omission of unstressed words, particularly at the beginning of sentences. Those most often involved were articles, pronouns, auxiliaries, and be. Slang is employed in someone speech and characterized as casual style. Slang is a non-standard word, which was known and used by a particular group. slang is something that nearly everyone uses and recognized, but nobody can define.

The researchers found formal style occurred 8 times, it showed in the datum (1.1), (4.1), (5.1), (8.2), (12.1), (13.1), (14.1), (15.1). Obama used casual style followed by jokes and did not need well-structured speech. The utterance usually uses contraction, repetition, limited expression, slang, omission and the sentence was usually shortened or elliptical sentence as it is more practical.

c. Intimate style

Intimate style is completely private language used within family and very close friends. Normally, the intimate style is used in pair. It excludes public information and shows a very close relationship, Joos (1976). In this style, the utterances use grammar and vocabulary which is very short but have some special meaning each other

The researchers found formal style occurred 1 time, it showed in the datum (2.1). Intimate style is rarely found during Obama's speech due to formal situations and the audience is not a family member or close friend, but Obama talked about his two daughters and imitates his speaking style with the use of rapid, slurred pronunciation, the used of non-verbal communication and used of non-standard forms.

2. Dominant Speech Style

Based on data, the formal style was more dominant style Obama's used because the speech situation was a formal situation. Obama uses the formal type when greeting the audience and teachers Obama also used the formal type when discussed about serious matters such as the importance of implementing early education and also motivating students who have just graduated

In wearing casual style, it made the atmosphere warmed and attracted the attention of the audience so that the situation was become more relax and for intimate style, Obama did it at the beginning of the opening Obama discussed his two daughters and imitated their speaking style so that at the beginning of Obama's speech the audience was more focus and relax in paying attention to his speech.

Martin Joos theory has 5 speech styles but only 3 appear in Obama's speech due to the frozen style type. It is usually used for formal ceremonies and the characteristic of pronunciation is monotone so it cannot be changed and the second type that does not appear is the consultative style used for strangers and it happens in two ways participation that means it must be a pair conversation, while for Obama's speech there is no feedback from the audience or only one way.

CONCLUSION

Based on the results of the research that has been done, there are three conclusions obtained:

1. There were twenty two sentences analyzed. From five speech styles applied by Martin Joss theory in the speech of Barrack Obama he used three of speech styles. There were formal, casual and intimate styles. From twenty two sentences, formal style is 12 data, casual style is 9 data and intimate style 1 data.
2. The dominant style used by Barrack Obama is the formal style which appears 12 times. Obama used a more dominant formal style because the situation during the speech is formal situation.
3. In delivering his speech, Obama is very good at using a speech style which is of course greatly influenced by the situation that occurred when he delivered his speech. In general, Obama uses a formal style when he delivers his speech.

The impact of Obama's speech style can teach anyone the importance of personality, intelligence and experience in delivering a speech.

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