CHAPTER I

INTRODUCTION

1. Background of the Study

In society, people absolutely communicate with others around them regardless of where they come from or what language they speak. Talking about communication, there are two ways of communication which most people know and use it namely direct and indirect (Priatmoko, 2013). First of all, direct communication is communication that is spoken by someone directly from his voice with the aim of giving some words or information to the others. Whereas indirect communication is usually in the form of writing or via media, such as video or newspaper. Both of the ways are included as public speaking. Public speaking is when someone speaks some speech in public.

The people who do this profession are called public speakers. The ability of public speaking is very important. For example, a famous person like president is obligated to speak in front of the listener either directly or indirectly (via video or written news) to deliver some important massage or information. From public speaking events, such as speech we can know and learn someone's conceptual thinking, ideas and expression.

Speech known as the one of public speaking practice, whoever the speaker or the media is used. Based on Cambridge Dictionary speech has a lot of definitions, the researcher take two example definitions of speech. First, speech is the ability to talk, the activity of talking, or a piece of spoken language. And then number two, speech is a formal talk given usually to a large number of people on a special occasion. So, from the two definitions there are similarities in the meaning of speech. It can be said that speech is an activity of speaking in public with the aim of providing information or opinions.

Fairclough (2001) assumes that social structure not only determines social practice, they are also a product of social practice, and more particularly, social structures not only determines discourse, they are also a product of discourse. The researcher will focusing on Pep Guardiola's speech in post-match champions league final in press conference, which is Pep as a head manager from Manchester City failed to win the champions league after Chelsea beat them with 1-0 score.

As a head manager, Pep Guardiola become the "one and only" in his Football Club. The president of the club and his player put their trust in him to bring the club to achieve many achievements and trophies. Pep Guardiola is a Spanish, he brings a lot of things, such as culture, dialectal language and ideology. That is why the researcher put interest to him as a figures. Critical Discourse Analysis is an interdisciplinary approach study that analyze the discourse and social practice among language or linguistic features. The researcher will analyze the form of language that Pep uses also discourse practice that contain in his speech with using Critical Discourse Analysis (CDA) three-dimensional model by N. Fairclough. However, the researcher only utilizing the first two layer namely, textual analysis and discourse practice.

2. Problem formulation of the study

The problems are formulated as follows:

1. How are the textual linguistic features reflected in Pep Guardiola's speech?

2. What the discourse practice can be seen from the language that Pep Guardiola used in his speech?

3. Objectives to the study

Based on several question that the researcher explain, the researcher provided some objectives to answer those question, state as below:

1. To examine/describe the textual linguistic features reflected on Pep Guardiola's speech.

2. To describe the discourse practice of language contained in Pep Guardiola's speech.

4. Scope of the study.

This research focuses on text analysis and discourse practice by following Norman Fairclough's Critical Discourse Analysis scheme. Among other things, at least, I take text analysis and discourse practice from the three aspects in his three-dimensional model. Pep Guardiola's speech at the Champions League final press conference became the main study in this research. In short, this research focuses on text analysis and discourse practice on Pep Guardiola's speech at the Champions League final press conference.

5. Review of related studies

In this part contains a review of previous research that have a relationship with the main topic, even though they have different objects or variables. Proving how broad the views related to Critical Discourse Analysis from different authors.

A journal by Junling Wang (2010) *A Critical Discourse Analysis of Barack Obama's Speeches.* According to the researcher, Critical Discourse Analysis is a type of discourse analysis that mainly examines several aspects, including social power abuse, dmominance and inequality contained in a text or someone's speech in a social and political sphere. The researcher uses three meta-functions belonging to M.A.K. Halliday, among others, ideational function, interpersonal function and textual function. This approach is

taken by the author with the aim of finding the relationship between languages, plus he also looks for the ideology and power in Barack Obama's speech. In the research method section, the researcher processes the data by making 3 things in a table. Those three things are transitivity analysis, modality analysis and textual analysis. In transitivity analysis the researcher explain that the process in Barack Obama's speech such as, what the government has achieved or what they will going to do. In the modality analysis, the researcher examines the attitude of the speaker about the opinion through the words or sentences. This study uses M.A.K Halliday's three-meta function consisting of ideational function, interpersonal function and textual function as the approach, while my research uses N. Fairclough's three-dimensional model approach.

Lei Zhu and Wei Wang (2020) conducted a research entitled *A Critical Discourse Analysis of the US and China Political Speeches – Based on the Two Speeches Respectively by Trump and Wang Yi in the General Debate of the 72nd Session of UN Assembly.* They analyzed the political discourse conveyed by the two figures, namely Donald Trump as the president of the United States and the Minister of Foreign Affairs of China, Wang Yi in the 72nd session of the UN assembly. In the opinion of the researcher, the two discourses can bring up the attitudes and ideologies of each speaker. The researchers used N. Fairclough's three-dimensional model approach which consisted of 3 layers, text analysis, discursive practice and social practice. In the data processing section, the researchers collected words from each character, totaling 4134 in English and 3459 in China. In the text analysis session, the researchers used 3 meta-functions from M.A.K Halliday, which contained ideational functions, interpersonal functions and textual analysis. In the discursive practice section, the researchers explain about intertextuality which means the

relationship between two or more texts from the past to the present. In this study, intertextuality was found in the two characters, besides that both characters had an intertextuality preference on "The Original Producer of Discourse being the Speaker's Compatriots". While Chinese politicians prefer to quote sages from China, American leaders are more likely to use intertextuality sources from laws and government documents. This study uses M.A.K Halliday's three-meta function which consists of ideational function, interpersonal function and textual function as an approach from the speech of the two figures, Donald Trump as president and Minister of Foreign Affairs of China, Wang Yi. The difference with my research, this research added Intertextuality analysis of the speech of the two figures.

Based on Bulan and Kasman (2018) conducted a research entitled *Analisis Wacana Kritis pada Pidato Ahok di Kepulauan Seribu*. This study aims to analyze ideological discourse, the relationship between discourse and power and the implicatures that appeared in Ahok's speech in the Kepulauan Seribu. To uphold the smooth running of this research, the researcher uses the concept of Critical Discourse Analysis. The purpose of the ideology in this research is a value-building tool that contributes to the relationship between domination and power. While the Implicature is an external element in the discourse that can contain a specific purpose uttered by the speaker. In the research method section, the researchers collect data in the form of Ahok's speech in the Kepulauan Seribu which is found on the Youtube page. In the analysis session, the first is Ideological Analysis, in the example that the researcher gives there is evidence of the emergence of two ideologies, namely religious ideology and feminist ideology. What feminism means here is that in Ahok's speech there is a movement for gender equality between men and women. In the

analysis of the relationship between discourse and power, Ahok showed his inferiority towards the audience with the aim of forming a power relationship with the officials present. While the implicature section shows the implied meaning of Ahok's speech, that Ahok is a good leader and deserves to be elected. This study analyzes the ideology and implicatures spoken by Ahok. The difference with my research is that this research does not use text analysis, but only analyzes the ideology and implicatures of Ahok's speech.

Asghar, Jabreel (2014) conducted a research entitled *Language Power and Ideology in Commercial Discourse: A Prologue to Critical Discourse Analysis for Neophyte Analysts*. This research is intended to review and prove the performance of Critical Discourse Analysis theory on a commercial advertisement, as well as find out the basic concepts of Critical Discourse Analysis in the form of ideology contained in illustrations and texts. The researcher also adds an opinion that Critical Discourse Analysis can bring up the ideology hidden behind a discourse that contains a shallow meaning. The researcher uses N. Fairclough's Critical Discourse Analysis concept which contains 3 components, text analysis, discursive practice and sociolinguistic practice. In the text analysis section, the researcher analyzes several aspects that touch on textual features, including text, vocabulary, grammar, cohesion and text structure contained in commercial advertisements that have been provided. Discourse practice in this study is intended to detect the relationship between discourse and sociocultural practice so that discourse practice produces and receives messages. While in the sociolinguistic practice section, the researcher revealed that a discourse can affect the social structure and can even bring about certain changes. So in conclusion, this study aims to uncover the hidden ideologies in a

discourse by using the concept of Critical Discourse Analysis on illustrations and texts in commercial advertisements. This study uses the same approach, namely N. Fairclough's three-dimensional model. The differences lies in the research data, namely commercial advertising which is the subject of this research. As well as to explore the hidden ideologies of the advertisement as a discursive practice and socio practice..

Based on research entitled *Critical Discourse Analysis on TV Program of Indonesian Lawyer Club in Prespective of Norman Fairclough (Execution of General Susno Duaji).* By Mukhroji, M (2016). The researcher intends to examine a discourse from the TV Talkshow, Indonesian Lawyer Club with the concept of Critical Discourse Analysis. According to him, Critical Discourse Analysis can be known by paying attention to the correlation between the language contexts, the language context is very well known in the pragmatic world. The researcher also added that the context in this study can be seen from the utterances of the speakers on the TV show. The researcher uses N. Fairclough's approach, namely textual analysis, discursive practice and social culture practice dimension. Meanwhile, to analyze the discourse itself, it uses Implicature theory and the pragmatic force of the text represented. A Critical Discourse Analysis can be used to find anything implicit, especially those related to ideology in the dialogue of the TV show. To collect and gather the data, the researcher uses dialogue and conventions between the participants who communicate on the TV show, for example, the politicians or people who are proficient in law. The utterance contained in the ILC dialogue is an active sentence and has pragmatic power so that it raises the ideological thoughts contained in the utterance. The ideological thoughts of the speakers can be known from their choice of diction or words. The role of the implicature here is to give meaning to the utterance that the speaker

says. This study uses the same concept, namely Critical Discourse Analysis. The difference lies in the approach used, this study does not use text analysis, but only analyzes how a discursive practice is formed. Discursive practice in this study is formed from pragmatic elements and implicatures spoken in the dialogue between stores on the ILC TV show.

6. Research Methodology

a. Data and data source

The data is collected from the utterances of Pep Guardiola's speech in post-match final of Champions league at press conference on May 30, 2021. Or we can see in this link: https://www.youtube.com/watch?v=qtKv72ZTIYM. And use https://anthiago.com/ for the transcription tools. This study directly focus on text and interpretation produced by utterances.

b. Method and technique of collecting data

The researcher applied the way of technique collecting data, as state follows:

1. Researcher watch and listen carefully what Pep Guardiola say on his speech at Champions League final press conference.

2. Then researcher read and write down those transcript in order to describe textual linguistic aspect.

3. The researcher finding some external event reproduced by the discursive event.

c. Method and technique of analyzing data

In a study the most important things is the process of data analysis to support success in a research. The researcher explains the methods in analyzing the data in stages.

1. In this study, researcher uses descriptive-qualitative method, because the data is in the form of spoken text. Moleong (2000) assumes that qualitative research is a research that produce descriptive data in the form of writing or utterance by people and behavior (p.3) the researcher transcribed the spoken text in Pep Guardiola's speech in order to detect the textual analysis.

2. From the speech, the researcher will examine the textual features and find some discourse practice by finding the text production and consumption, especially about interpretation. From this the researcher can interpret the situational context, at least.