

AN ANALYSIS OF CONTEXT OF CULTURE AND CONTEXT OF SITUATION IN OBAMA'S SPEECH TEXT

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Abstract

Functional systemic linguistics studies the meaning of texts. In Understanding the meaning of the text, it needs the involvement of situation context and cultural context. The aim of this research is to analyze the speech text conveyed by Barack Obama in terms of situation context and cultural context. This research used descriptive qualitative approach as research design. Technique of data analysis uses the context of situation and cultural context analysis as formulated by Suzanne Eggins (2004) and Halliday and Hasan (1985). The result showed that situation context is determined in terms of field, tenor, and mode. The field of the text is about description of the problems faced by American State and how to solve those problems. The tenor of this text describes that relation between Barak Obama and the audience is not equal. The mode of the text shows that the text was conveyed orally and rewritten by the journalist in the form of written text. Then, the cultural context is determined in terms of the word choice in making the meaning of the text. In addition, cultural context is also determined by the genre and the purpose of text. Thus, it is analytical text whose purpose is to give the new hope and the solution to crises happening in America.

Keywords: *Context of Culture, Context of Situation, Speech Text*

I INTRODUCTION

English is used in academic field where it is used as a means of communication in education whether in the oral or written form. In a written speech text, language in specific English text will be used to persuade, influence, and give information to societies or audiences toward the content and the purpose of speech which is delivered by the speakers. In political speech, the the purpose of speaker is how to influence the audiences to follow and to take action toward what the speaker wants. The written text of political speech is not only in Indonesian text but also English one. They can usually be found in some media, such as newspaper, internet, magazine, etc. The English text as a language found in the speech text has two functions; as a means of transaction and interaction. First, transaction means a language, English texts, is used to express an 'information' or idea from the speaker or writer to the listener or reader. It is also called ideational meaning (Halliday, 1994). Second, interaction means a language, English texts, is used to express a social and personal relationship such as: feeling, mood, and attitude. Halliday (1994) called this, interpersonal meaning. Besides, using language in political speech also has two types of function, they are as information and transformation. Information means that a speech is used to give information or make societies know what speaker wants and what the content of political speech is. Then, transformation means that the political speech is used to change the societies' mind by purposing to make societies follow the concept or the content of speech. However, for the speakers who give a political speech should have good understanding of the context of situation and culture of a society or community where they live in. Therefore, the most important thing should pay attention for speaker is know the societies socio-cultural condition because knowing those condition will certainly affect the speakers' need.

Speech is expressed through language that functions to convey information, transformation, and interaction, so in composing speech content must be appropriate in accordance with the context. According to Saragih (2006: 23), context is the internal aspects of the text and everything that externally encompasses the text. Saragih also said that language is a social phenomenon which manifests itself as a social semiotic and language is a text that is contextual (determines and refers to one another) with a social context.

Functional systemic linguistics (LSF) is a flow of functional language studies that examines the meaning of texts. This flow develops a theory of language by looking at language as a social process. In other words, the genre seeks ways in which the language used by humans is arranged in different contexts (context of situation and cultural context). In addition to the context of the situation, a text is also built by the cultural context. Cultural context refers to the values shared by a group of people (the community). Halliday (1994) says that each actual context of the situation, the arrangement of certain fields, the involvement and the means that have formed the text, is not a collection of random features,

but rather a whole as a package that is typically coupled in a culture. Therefore, functional systemic linguistics is seen as relevant for studying political speech texts related to the disclosure of the context of the situation and cultural context.

There are some previous researches relates to this research, such as a research was conducted by Hemmam (2006) entitle *Context of Situation Contained in English Commercial Advertisement*. This research analyzed the context of situation in commertial advertisement texts. The context of situation which is analyzed is field, tenor, and mood. While another research is a research conducted by Rosmawaty (2011) entitle *Tautan Konteks Situasi Dan Konteks Budaya: Kajian Linguistik Sistemik Fungsional Pada Cerita Terjemahan Fiksi Halilian*. This study used an approach proposed by Tarigan (1992:7) with the purpose is to reveal the social construction, comprising men's and women's positions and roles in society. Thus, based on the two previous research above, it can be concluded that the research conducted by Hemmam focuses on context of situation only and Rosmawaty tried to reveal social construction, comprising men's and women's positions and roles in society. This means that she used other approach to analyze context of situation and context of cultura. While this research tries to analyze political speech using approaches used by Hemmam and Rosmawaty.

The above phenomena are interesting to be studied in specific English written texts used in speech text. By using English written texts as a medium of international communication whether in formal situation, informal situation, and media will arise sosme problems especially for Indonesian people. One of the problems is that there will be difficulties for Indonesian people to understand the texts whether grammatically or semantically. Then, other problems are about the context of situation and culture contained in English text.

Based on the description above that this research aims to analyze the political speech text conveyed by Barack Obama using Suzanne Eggin's theory (2004) in a book entitled *An Introduction Systemic Functional Linguistics (second edition)* and Halliday and Hasan (1994) in a book entittled *An Introduction to Systemic Functional Linguistic*. This means that this research analyzes context of culture and context of situation.

II MATERIALS AND METHOD

In order to get the finding of this research objectively, the writer performed a research, provided with the descriptive qualitative approach. The data used is in the form of discourse, sentence, phrase and words gained from English political speech text taken from intenet. Method of data collection is documentation. Technique of Data Analysis uses the context situation analysis as formulated by Suzanne Eggins (2004) and Halliday and Hasan (1985:14).

III RESULTS AND DISCUSSION

Context is the internal aspects of the text and everything that externally surrounds it. This context analysis covers the context of the situation and cultural context. If the cultural context is the basis for understanding the translated text, the situation under study is limited to the main components, field, tenor, and mode. Field refers to what is happening in the text and the nature of social processes: what the participant is doing by using language as the medium, or as 'the social action'. Tenor or involvement is 'the role structure' refers to who is involved in the social event, the nature of the participants, social status and role. Mode or means is 'the symbolic organization' referring to the part played by the language. This concerns the participants' expectations by using language in certain situations: the symbolic organization of the text, its status, its function in context, the channel (channel): written or oral or a combination of both, the rhetorical means: persuasive, expository, didactic, and the like.

3.1 CONTEXT OF SITUATION

This text is a part of full text of Obama' Speech. The content of text describes the real condition faced by American State. In this case, Obama described the real condition of American citizen first. Then he gave spirit or motivation to his citizen to change their condition.

So it has been. So it must be with this generation of Americans. That we are in the midst of crisis is now well understood. Our nation is at war, against a far-reaching network of violence and hatred. Our economy is badly weakened, a consequence of greed and irresponsibility on the part of some, but also our collective failure to make hard choices and prepare the nation for a new age. Homes have been lost; jobs shed; businesses shuttered. Our health care is too costly; our schools fail too many; and each day brings further evidence that the ways we use energy strengthen our adversaries and threaten our planet. These are the indicators of crisis, subject to data and statistics. Less measurable but no less profound is a sapping of confidence across our land — a nagging fear that America's decline is inevitable, and that the next generation must lower its sights. Today I say to you that the challenges we face are real. They are serious and they are many. They will not be met easily or in a short span of time. But know this, America — they will be met. On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord. <http://www.mtv.com/news/1700540/obamas-president-inauguration-2013-full-speech>

Picture 1. Part of Obama's Speech

Situation Description

Field : It refers to the subject matter and it may be similar to certain uses of the term domain in computational linguistics: what is happening, to whom, where and when, why it is happening, and so on. Thus, the field is about Obama's second inaugural speech as 44th president of the United States. This speech happened in America on 21 January 2013 and this speech was conveyed by Barack Obama as a president in front of the American citizen.

Tenor : It refers to the social relation existing between the interactants in a speech situation. It includes relations of formality, power, and affect (manager/clerk, father/son). Tenor influences interpersonal choices in the linguistic system, and thereby it affects role the structures and the strategies chosen to activate the linguistic exchange. The tenor of this text is that Barack Obama is a new President of United States of America in which he pursued American citizen to struggle to end the economic crisis faced by American citizen. While the citizens or audiences are government or civil societies of America.

Mode : It describes the way the language is being used in the speech interaction, including the medium (spoken, written, written to be spoken, etc.) as well as the rhetorical mode (expository, instructive, persuasive, etc.). Therefore, this text was conveyed in spoken using written text as guidance.

3.2 FIELD OF THE TEXT

The above text informs the readers or the audiences who attend the inaugural ceremony. The inaugural speech was conveyed by President namely Barack Obama in white house and in front of the American people. First, the description of the speech content is clearly expressed in the language through of process that are being written about, which are all processes of either existence and condition. In this case, the president, Barack Obama, described the American condition after taking inaugural. The description of their condition tells the audiences or American people about what they face and what should be done to face their condition. Besides he described their condition, he asks all American people to face all problems such as health, education, economic, the worker, and etc. Thus, this text tries to persuade American people to follow what the speaker wants. In addition, this text gives information about the real condition faced by American people. Therefore, this speech text is extremely important to read by his citizen as transaction of information.

3.3 TENOR OF THE TEXT

The interaction between speaker and the audiences or the readers is most directly expressed in terms of the person selections in the grammar. The speaker and readers have different positions and functions namely as a government and citizen. However, In this particular readers' grammar is at this position as subordinate. They refer to readers more than two readers or many as you and the speaker as representation of government which hired it uses the pronoun we. The government is more powerful because it determines the policy to the readers who are less powerful and they have obeyed all policies which are made up by the government. The powers of the government can also be seen from the mood. Later on, tenor of the text can be broken down into three aspects such as, power, contact, and affective involvement. In order to get better understanding tenor of the above text, it will be explained as follows: First, Power; The power continuum of the text above is unequal power. It means non reciprocal power like government / citizen. In this context the speaker is more powerful rather than the readers. Second,

Contact; the contact continuum of this text is occasional because between the speaker and the readers do not see each other directly (unseen). They have different time and place in writing and reading of the text. Third, Affective Involvement; the affective continuum of this text is formal situation. It can be identified by the situation such as formal, hierarchic power, infrequent, or one – off contact, low affective involvement. While the language used in formal situation can be characterized such as, neutral lexis, formal lexis (full forms, no slang), titles, no name, etc.

3.4 MODE OF THE TEXT

The mode is, of course, written language, planned or un-spontaneous text. The written language is clearly expressed in the statement forms, the statement informs and persuades the readers, Obama' speech text is a text that describes the real condition of America State and how to solve their problems. Further, related to the mode, Martin (1984) describes two different types of distance in the relation between language and situation. The writer will express the situation in the following:

3.4.1 SPATIAL/INTERPERSONAL DISTANCE

This continuum ranges situation according to the possibilities of immediate feedback between interactants. Spatial/Interpersonal is not visual, aural, and feedback. In other word, the text is written text. Thus, the writer/speaker and the reader/audience does not meet each other. The text uses modern communication mode such as, faxes, telexes, and electronic, magazine, etc.

3.4.2 EXPERIENTIAL DISTANCE

The continuum of experiential distance means the ranges according to distance between language and social process. This text informs about recounting experience like report in newspaper. In experiential distance is commonly divided into two poles, language accompanying social process, called language as ACTION. on the other hand, language constituting social process, called language as reflection. The text of this speech tends to use language as reflection. It means that the writer reflects his intention in order to attract the readers through the language. By the language constructed, the speaker will influence the audiences to solve the problems faced by the American People.

Aside from the situation, there are also two more linguistics features that are highly sensitive to mode variation: the degree of grammatical complexity, and the lexical density of the language chosen.

3.4.3 NOMINALIZATION

This text was conveyed the president, Barack Obama, after taking inaugural. It is dominantly spoken text although in written form. In order to get better understanding, in the following the writer analyzes it clearly by taking one paragraph as an example:

So it has been.// So it must be with this generation of Americans.// That we are in the midst of crisis is now well understood.// Our nation is at war, against a far-reaching network of violence and hatred.// Our economy is badly weakened, a consequence of greed and irresponsibility on the part of some, but also our collective failure to make hard choices and prepare the nation for a new age.// Homes have been lost; jobs shed; businesses shuttered.// Our health care is too costly; our schools fail too many; and each day brings further evidence that the ways we use energy strengthen our adversaries and threaten our planet.// These are the indicators of crisis, subject to data and statistics.// Less measurable but no less profound is a sapping of confidence across our land — a nagging fear that America's decline is inevitable, and that the next generation must lower its sights.// Today I say to you that the challenges we face are real.// They are serious and they are many.// They will not be met easily or in a short span of time.// But know this, America — they will be met.// On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord//.

In the first sentence, it consists of one uncomplete sentence. because this sentence is the transcription of speaker's statement. In this case, such sentence is spoken form. Then, in next sentence, the speaker uses two be namely are and is. It means that in formal written text it is called as a sentence is not good enough. However, in a spoken form the audiences do not affect the meaning of the text at all. It means that in understanding the text either wittern form or spoken form involved the context of situation and context of culture. Then other sentences, there will actually be nominalization of the verb used in

every sentence but they are mostly using human actors lied on the first sentence such as, we, they, you, and I. Moreover, in this text, the speaker frequently uses spontaneous speech formations such as, I say to you, they are serious, they are many, they will not be met easily, they will be met, we gather, and we have chosen hope. Those expressions show to the readers that it seems visual contact, aural, and immediate feedback. In short, there is no nominalization in the text and there is a spoken language form even though the speech is composed in written form.

3.5 CONTEXT OF CULTURE

The analysis of context of cultures focused on the genre of text and the purpose of text itself. There are many types of text that we can produce namely genre of the text and the purpose of the text. Thus, the text chosen above is about President Obama's Second Inaugural Speech.

The Genre of the text : Analytical text

The Purpose of the Text : Barack Obama gives the new hope to United State of America that new president can end to petty grievances and false promises, the recriminations and worn-out dogmas, that for far too long have strangled American politics and gives solution about crisis happening in America.

IV CONCLUSION

Context is the internal aspects of the text and everything that externally surrounds it. This context analysis covers the context of the situation and cultural context. Thus, context of situation is limited to description of field, tenor, and mood. Based on the description above, it can be concluded that the field of this text is about Barack Obama's second inaugural speech as 44th president of the United States. This speech was happened in America State on 21 January 2013 and this speech was conveyed by Barack Obama as a president in front of the American citizen. Then, the tenor of this text is that Barack Obama is as new President of United State of America in which he pursued American citizen to struggle to end the economic crisis faced by American citizen. While the citizens or audiences are American people both government or civil societies. And the last is mood. mood describes the way the language is being used in the speech interaction, including the medium (spoken, written, written to be spoken, etc.) as well as the rhetorical mode (expository, instructive, persuasive, etc.). Therefore, the mood of this text is conveyed in spoken using written text as guidance. Then context of cultural in this research focuses on the genre of text and the purpose of text. Thus, the Genre of the text is analytical text because content of the text is description of the real American condition and how to solve the problem faced by the American people. Then, the purpose of the text Barack Obama gives the new hope to United State of America that new president can end to petty grievances and false promises, the recriminations and worn-out dogmas, that for far too long have strangled American politics and gives solution about crisis happening in America.

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