

BARRACK OBAMA'S IDEOLOGIES IN HIS CAMPAIGN SPEECH AT COLORADO STATE UNIVERSITY

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Abstract: In finding the ideologies, the researcher uses CDA (Critical Discourse Analysis) as a tool. By using this way, three main steps were applied; these are text analysis, discourse practice, and socio-cultural practice. It found that in text analysis, there are 21 repetitions spoken by Obama in his campaign speech, 2 synonymies, 7 hyponymy, 4 metonymies, and 6 antonyms. In the level of discourse practice, in opening, it was found that there are three main regularities in speech; these are phatic expressions, emotive function, and thanking. In content, the regularities are the use of jargon, poetic expressions and directive expressions. And in closing, the regularities are sequenced first by uttering the supportive utterance, poetic expressions, and farewell greeting. The last step, socio-cultural practice, it is found that there are 9 direct responses, applause for 77 times, laughter for 12 times, and last response by sneezing appears for once. Going through those steps, the researcher can take three dominant ideologies uttered by Obama; they are "Forwarding United State is needed", "No choice except choosing Obama", and "Raising tax is improper to raise citizen's prosperity".

Key words: *Critical Discourse Analysis, Ideology, Speech*

Critical Discourse Analysis (CDA) had become a very influential academic study activity among subjects in political, social, educational, and linguistic sciences. It sees language as social practice. It also examined ideological manipulations and power relation used among people manifested in texts. Furthermore, it was always interesting to investigate an influential politician's way to use exclusion and inclusion strategy through his political discourse. This study was an attempt to explain the study problem of how Barack Obama, as the United State's president candidate at that time, represented social actor in his campaign's speech. I decided to choose his speech at his campaign's speech at Colorado State University, Fort Collins at Tuesday, August 28th, 2012.

The concepts of discourse, genre, and style were intimately connected with each other. They were dealing with the macro and micro levels of sociological and linguistic studies. Macro and micro deal with the language use, discourse, verbal interaction, and communication belong to the microlevel of the social order.

Power, dominance, and inequality between social groups were typically terms that belong to a macrolevel of analysis.

This work would attempt to critically analyze the relationship between language, ideology and reality shown by Barack Obama's campaign speech. This critical discourse analysis attempted to reveal hidden meanings, which were ideologically inclined in a discourse. This work in other words shall reflect on insights in Critical Discourse Analysis (CDA) that is uncovering of implicit ideologies in texts. It outlined the underlying ideological prejudices and therefore the exercise of power in texts. (Widdoson, 2000:157).

Obama's ability in playing politics played main character in delivering his speech in front of at least fifteen thousands of his stalwarts at Fort Collins at that time. So that, his campaign speech was looked so life and adorable by anyone else. Politics has been a struggle for power necessary to put certain political, economic and social ideas into practice. In this process, language played a crucial role, for every political action was prepped, accompanied, influenced and played by language. This paper would analyze political discourse, namely campaign's speech of President Barack Obama delivered at Colorado State University at Tuesday, August 28th 2012.

The conceptual basis of this work was commonly adopted from Norman Fairclough's ideas on discourse, power, discourse, and hegemony. The attempt to link social practice and linguistic practice, as well as micro and macro analysis of discourse (Fairclough 1989: 97). At the same time, the analytical part of this study work would analyze the possible relation of textual properties and power relations, which is also underpinned in Fairclough's conceptual work. Furthermore, this study work would attempt to deconstruct ideology which is 'hidden' in the text – President Barack Obama's campaign speech, considering at the theoretical hypothesis of the Critical Discourse Analysis.

To answer the problem, the analysis was grounded on Norman Fairclough's assumptions in Critical Discourse Analysis, claiming that ideologies reside in texts that it is not possible to remove or ignore ideologies from texts and that texts were open to diverse interpretations. The analytical part of this study work analyzed the possible ideologies of textual properties and power relations, which is also grounded on Fairclough's conceptual work on Barack Obama's persuasive strategies showing the relationship between language, ideology and reality. This work would investigate the ability to empower the people with a new political power in speech and analyze Barack Obama's presidential speeches mainly from the politics' point, in which the readers can learn how the language serves the ideology and power. Moreover, the readers would have had a better understanding of the political purpose of the speech. This study would try to identify a main question related to President Barack Obama's campaign speech analyzed critically by using a critical discourse analysis. This study would constantly identify "What ideologies were brought by Obama in his campaign speech?". This study concerned to answer a main question related to President Barack Obama's campaign speech analyzed critically by using a critical discourse analysis. Then, this critical discourse analysis would analyze the ideologies brought by Barack Obama in his campaign speech that further can influence

Americans to get his final aim, that is provoking Americans to vote him instead.

DISCOURSE ANALYSIS

Discourse analysis is concerned with the study of the relationship between language and contexts in which it is used. It grew out of work in different disciplines in 1960s and early 1970s, including linguistics, semiotics, psychology, anthropology, and sociology. Discourse analysis study language in use; written texts of all kinds and spoken data from conversation to highly institutionalised forms of talks.

At the time when linguistics was largely concerned with the analysis of single sentences, Harris (1952) was interested in the distribution of linguistics elements in extended texts, and the links between the texts and its social situation, though his paper is a far cry from the discourse analysis we were used nowadays. Also important in the early years was the emergence of semiotics and the French structuralism approach to the study of narrative. In 1960s, Dell Hymes provided a sociological perspective with the study of speech in its social setting. The linguistic philosophers such as Austin (1962), Searle (1969), Grice (1975) were also influential in the study of language as social action, reflected in speech-act theory and the formulation of the conversational maxims, alongside the emerge of pragmatics which is study of meaning in context. (Levinson, Leech 1983)

What is Discourse Analysis then? Linguists define it at similar way. Cook (1989) points out that Discourse Analysis is the search of what makes discourse coherence. Hatch (1992) defines DA as the study of language for communication. Meanwhile, Brown and Yule (1996) state that DA is the study of how forms of language were used in communication. Agreeing with the above definitions, DA is basically the study of the underlying systems of discourse. Systems here, however, were different from rules in theoretical linguistics or laws in physical sciences, but rather the refer to regularities (Brown and Yule, 1996:22). Thus, DA is very much concerned with the regularities of occurrence of linguistics features, such as the regularities of occurrence of references, cohesive devices, staging, etc. (Chojimah, 2011).

The use of various cohesive ties to explicitly link together all of the proportions in a text results in cohesion of that text. The most obvious structural features of such connected discourse were the cohesive ties identified and discussed by Halliday and Hasan (1976, 1989). There were many grammatical ties such as reference, ellipsis, substitution, and conjunction. According to Renkema, cohesion always deals with the connections evidences in the discourse (1993:40). The cohesion of the text is a result of all these cohesive ties, which link together the words and proportions occurring in the texts.

In main line, cohesion is interconnection among sentences because of the formal factors or the internal factors in the language. Cohesion consists of two main ways; these were covering grammatical and lexical function. Grammatical function is the interconnection of the sentences because of the factors of grammar such as reference, ellipsis, conjunction, and substitution. Then, the

build-up of the discourse is not merely due to the grammatical functions but rather to a lexical choice significantly contributes as well. It means that the connection among sentences could be built through the word or lexical choices. Indeed, lexical cohesion refers to the connection in which related to the lexical choices or words such as synonymy, repetition, antonymy, metonymy, and hyponymy.

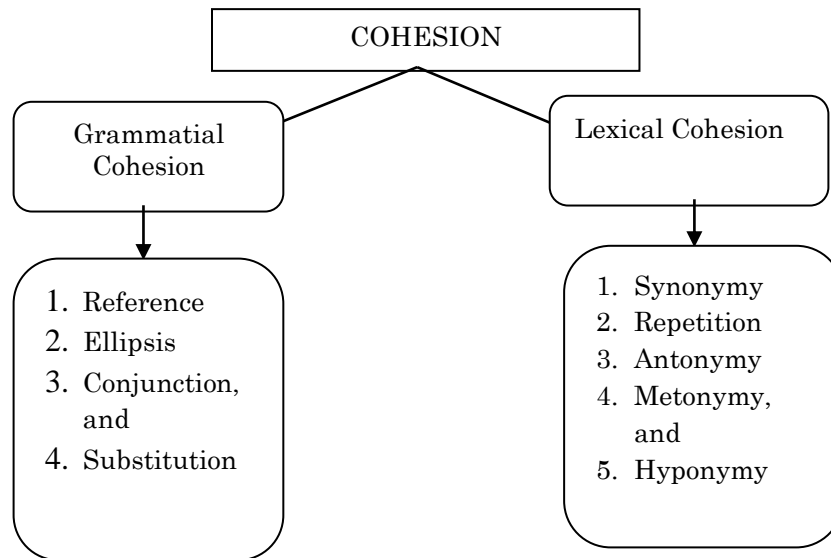


Figure 1: Cohesive Devices

In addition to the cohesion, which is expressed by language resources, the effective discourse also requires coherence, which can be viewed because of contributing to the unity of a piece of discourse such that the individual sentences or utterances hang together and relate to each pattern for the proportions and ideas in the passage, but it also depends on the presence of the linguistics devices that strengthen the global unity and create local connectivity. Coherence is Interconnection among sentences because of external factors. It means that coherence is the condition of being interconnected because of external factors of the language and there is no any physical evidence.

Example:

Mother : Don't forget to buy me some medicine!.

Father : The motorcycle is used by our son.

From the example above, the mother said "Don't forget to buy me some medicine" indicates that she wants her husband to buy her medicine. But, father shows the refusal by saying "The motorcycle is used by our son". It is actually a refusal even though he doesn't use refusal word "No".

After Roman Jakobson and Dell propose their idea about the functions of language, Cook syntesized their idea by pointing out that language function should be analyzed first by identifying the elements of language. These were:

- **Addresser/addressor:** Someone who creates the messages or we can call him/her as sender, the researcher, or speaker.
- **Addressee:** Somebody who receive the message or we can call him/her as hearer or reader.
- **Channel:** The medium used to send the message such as by phone, sound, e-mail, faximile, pager, etc.
- **Message form:** The particular grammatical and lexical choices of the message. For example 'Dream, believe, make it happen'.
- **Topic:** The information brought in the message.
- **Code:** The language or dialect used in the message. Such as English, Indonesian, Tulungagung dialect, etc.

After understanding the element of the language, then we can understand the function of the language. These were:

- **Emotive function** : A language function which has function to communicate the own emotion of the addresser. Indeed, sometimes the emotive impact of language is crucially important. But we should be aware that emotive language can cloud good reasoning. Some emotionally loaded words can distract us from the real claims being made. Such as 'Oh my God', 'What a hell', etc.
- **Directive function** : A language function which has function to direct others to do something, such as 'Go ahead', 'Just forget me', etc. Directive language attempts to motivate some sort of action, either positive or negative. Usually, directives consist of commands or requests for action. Directive utterances were intended to get results (cause or prevent actions).
- **Phatic function:** A language function which has function used for social purposes to open communication.
Examples:
Good morning, nice day isn't it?
Afternoon, lousy day isn't it?
- **Poetic function:** A language function which has function to express feeling, attitudes, or interest. the word poetic does not refer to the ability to write poetry, but the ability to manipulate language in a creative way. It's used to please the senses (e.g. rhyme, metre, intonation, sound, metaphors).
Examples:
The bloody watchman told a tale of trouble and torture
- **Referential function:** A language is informatin carrier. It uses words to indicate things or facts that can be tested for truth.

CRITICAL DISCOURSE ANALYSIS (CDA)

There were many types of CDA and these may be theoretically and analytically diverse. Critical Discourse Analysis of conversations is very different from an analysis of speeches or of news reports in the press or of lessons and teaching at school. Yet, the common perspective and the general aims of CDA, there can also be overall conceptual and theoretical frameworks that were closely related. "Most kinds of CDA would ask questions about the way specific

discourse structures were deployed in the reproduction of social dominance, whether they were part of a conversation or a news report or other genres and contexts” (Van Dijk 1998:131).

Fairclough considered scheme of analysis theoretically on quite specific definitions of some concept that we have to know. The following key terms were helpful to be used in understanding the main knowledge of critical discourse analysis. The key terms would appropriately be helpful in understanding his approach (Fairclough, 1993: 138):

- Discourse (abstract noun) – language use conceived as social practice.
 - Discursive event – instance of language use, analyzed as text, discursive practice, and social practice.
 - Text – the written or spoken language produced in discursive event.
- Later, Fairclough emphasizes the multi-semiotic character of the texts and adds visual images and sound such as television.

Fairclough’s understands CDA to be concerned with the investigation of the tension between two assumptions about language use that language is both socially constitutive and determined. The objectives may be derived from the theoretical foundations:

“Though in different terms, and from different point of view, most of us deal with power, dominance, hegemony, inequality, discursive processes of their enactment, concealment, legitimating, and reproduction. And many of us were interested in the subtle means by which text and talk manage the mind and manufacture consent, on the one hand, and articulate and sustain resistance and challenge, on the other. (Van Dijk 1993: 132)”

CDA sees itself as politically involved research with an emancipator requirement is seeks to have an effort on social practice and social relationship, for example in teacher development, in the elaboration of guidelines for non-sexist language use in proposal to increase the intelligibility of news of legal text. CDA is not only analyzing the text, but also discourse. Within the orders of discourse, Fairclough distinguishes two categories of discourse type, discourses and genres. ‘Discourses’ were formed on the basis of specific areas of experience and knowledge; ‘genres’ were related to the types of activity, such as job interview, media interview, or advertising. Discourse is used because the term *discourses* to refer to the whole process of social interaction of which text is just a part (Fairclough, 1989, 24). The general principles of CDA may be summarized as follows (Wodak 1996: 1996):

- CDA is concerned with social problems. It is not concerned with language or language use, but with the linguistic character of social and cultural process and structures. Accordingly CDA is essentially interdisciplinary.
- Power-relations have to do with discourse Foucault 1990. Bourdieu 1987), and CDA studies both power in discourse and power over discourse.
- Society and culture were dialectically related to discourse: society and culture were shaped by discourse, and at the same time constitute discourse. Every single instance of language reproduces or transforms society and culture, including power relations.

- Discourses were historical and only be understood in relation to their context. Discourses were not only embedded in a particular culture, ideology or history, but also connected to intertextually to other discourses.
- The connection between text and society is not direct, but it is manifesting through some intermediary such as socio-cognitive one advanced in the socio-psychological model of the text comprehension. (Wodak 1986)
- Discourse analysis is interpretative and explanatory. Critical analysis implies a systematical methodology and a relationship between the text and its social conditions, ideologies, and power-relations. Interpretations were always dynamic and open to new contexts and new information.
- Discourse is a form of social behavior. CDA is understood as a social scientific discipline which makes its interests explicit and prefers to apply discoveries to practical questions.

So, what is the “critical” part of Critical Discourse Analysis? The term *critical* in CDA is often associated with studying power relations. This concept of critical is rooted in the Frankfurt school of critical theory (Adorno, 1973; Adorno and Horkheimer, 1972; Habermas, 1976). Corson raised an important thing pointed concerning the nature of critical discourse work. The intensions of the analyst always guide the theory and method of CDA. Within this framework of critical, the analyst’s intention is to uncover power relationship and demonstrate inequities embedded in society. In this framework, the analyst may believe that the uncovering of the power relationships in their analysis may lead to disrupting the power relations in the social contexts in which they study. Three main terms in Critical Discourse Analysis:

Discourse Practice (Discursive)

This term is related to the power relations that were discursive. That is CDA explains how social relations of power were exercised and negotiated in and through discourse (Fairclough & Wodak, 1997). It refers to the analysis on how the text is produced or might be interpreted. Discursive practice- through which texts were produced (created) and consumed (received and interpreted) – were viewed as an important form of social practice which contributes to the constitution of the social world including social identities and social relations. It is partly through discursive practices in everyday life (processes of the text production and consumption) that social and cultural reproduction and change take place. It follows that the societal phenomena were not of a linguistic discursive character. (Jorgensen, 2002)

The aim of critical discourse analysis is to shed light on the linguistics discursive dimension of social and cultural phenomena and processes of change in late modernity. Research in critical discourse analysis has covered areas such as organizational analysis (e.g. Mumby and Clair, 1997), pedagogy (Chouliaraki, 1999), mass communication and racism, nationalism, and economy (Richardson, 1998), and mass communication, democracy, and politics (Fairclough 1995, 2000). (Jorgensen, 2002)

Constitutive and Constituted

The second principle is that CDA addresses social problems. CDA not only focuses on language and language use, but also on the linguistic characteristics of social and cultural processes. For critical discourse analysts, discourse is a form of social practice which both constitutes the social world and is constituted by other practices. As social practice, discourse is in a dialectical relationship with other social dimensions. It does not just contribute the shaping and reshaping of social structures but also reflects them (Jorgensen, 2010). CDA follows a critical approach to social problems to make explicit power relationships which were frequently hidden. It aims to derive results which were of practical relevance to the social, cultural, political and even economic contexts (Fairclough & Wodak, 1997). Somehow, discourse sometime influence the society in shaping its power of discourse but anyhow the society also can shape the discourse especially in changing the discourse.

Language is not only socially constitutive, but also viewed as socially constituted or determined. According to Fairclough this is very complex relationship: on the one hand very different types of discourse may coexist within the same institution, while on the other hand the relationship between actual language use and the underlying conventions and norms is not a simple linear one (Fairclough, 1993:135).

Ideology

Theoretically, Ideology is meaning construction. According to Fairlough, language ia a material form of ideology. Furthermore, he says that ideology is construction of meaning that contribute to the production, reproduction, and transformation of relation domination (in Jongersen, 2002: 75). The first principle is that CDA addresses social problems. CDA not only focuses on language and language use, but also on the linguistic characteristics of social and cultural processes. CDA follows a critical approach to social problems in its endeavours to make explicit power relationships which were frequently hidden. It aims to derive results which were of practical relevance to the social, cultural, political and even economic contexts (Fairclough & Wodak, 1997).

In critical discourse analysis, it is claimed that discursive practices contribute to the creation and reproduction of unequal power relations between social groups – for example, between social classes, women and men, ethnic minorities and majority. These effects were understood as *ideological* effects. Critical discourse analysis is ‘critical’ in the sense that it aims to reveal the role of discursive practice in the maintenance of the social world, including those social relations that involve unequal relations of power. It aims to contribute to the social change along the lines of more equal power relations in communication processes and society in general. (Jorgensen, 2002)

Ideology, for Fairclough, is meaning in the service of power. More precisely, he understands ideologies as constructions of meaning that contribute to the production, reproduction, and transformation of relations of domination (Fairclough, 1992b; 87). Ideologies were created in societies in which relations and dominations were based on social structures such as class and gender. According to Fairclough’s definition, discourses can be more or less ideological,

the ideological discourses being those that contribute to the maintenance and transformation of power relations. Our view is that there is a problem in operationalizing this definition. The question is power or dominance relations in society. It is difficult to distinguish between what is ideology and what is not (Jorgensen, 2002).

According to Fairclough, the concept of hegemony gives us the means by which to analyze how discursive practice is part of a larger social practice involving power relations; discursive practice can be seen as an aspect of a hegemonic struggle that contributes to the reproduction and transformation of the order of discourse which it is part.

Three Main Steps in Critical Discourse Analysis

For the systematical operationalization of the theoretical considerations, Fairclough develops an analytical framework (Fairclough 1993, 1995a), and relates to this the concepts of *interdiscursivity* (that is, the combination of genres and discourse in a text) and *hegemony* (the predominance in and dominance in political, ideological and cultural domains of society) (Fairclough, 1995:76). He attributes three dimensions to every discursive event. According to Fairclough, there were three main elements consisting on critical discourse analysis, these were text analysis, discourse practice, and social practice (1995: 98). The key concepts applied by Fairclough in 3 different ways and every instance of language use is communicative event consisting of three dimensions, these were text, discursive practice, and social practice. Then, this is the dimensions of discourse based on Fairlough's idea:

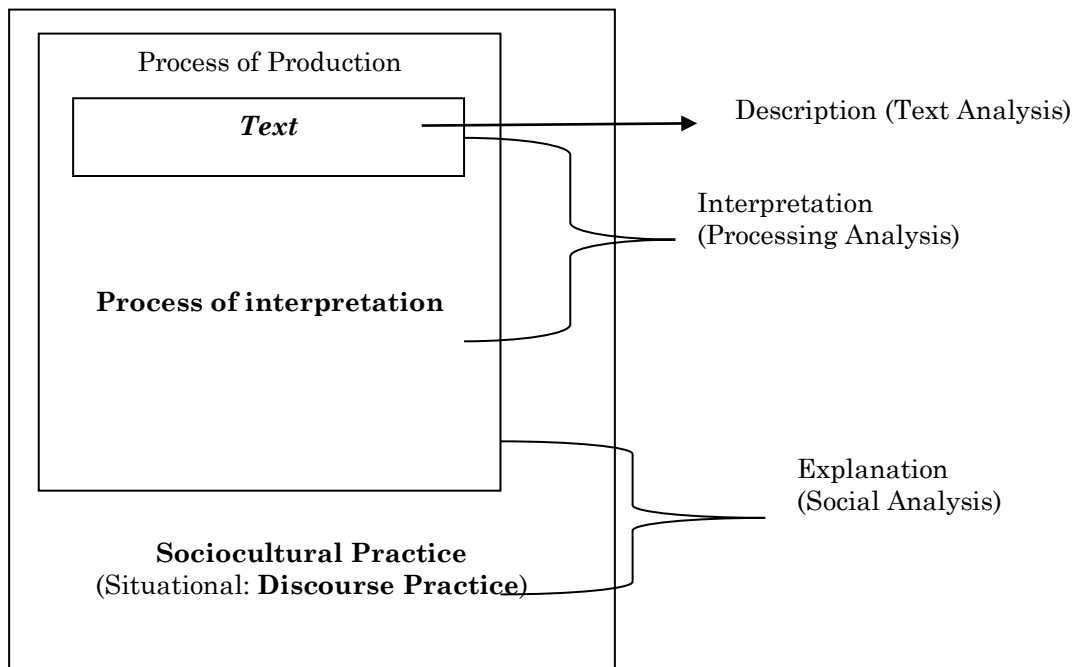


Figure 2: Dimensions of Discourse based on Fairclough (1995:98)

POLITICAL CAMPAIGN

Do political campaigns matter? This question like so many political sciences seems so important and straightforward. What is campaign? Minimally defined, campaign is the period right before the citizens make a real political choice. This common knowledge typically heightens citizen's attention to politics in direct relation to the proximity of the vent. Constantly, campaign activity is like a register of voter's mind as Election Day draws near. There is an interaction between campaign's effort and approaching 'deadline' of the Election Day.

Evidence of greater salience for voters would manifest itself in, for example, media attentiveness, political discussion, campaign interest, knowledge about candidates, and strange about voters intention. Another indicator of intensity is the effort to put into the campaign by candidates and the parties which usually increases as usually as the campaign progress. This increase may come total outlays such as a flurry television and advertisement.

Campaign is really playing apart as one of the important thing before Election Day comes; campaign seems to be effective to attract the voters to pay more attention about the candidate's programs. And there were several reasons to believe that campaigns were important to the election outcome, despite the evidence to the contrary. First, recent research has found that the number of potentially persuadable voters could be as high as 25% (Hillygus and Shields, 2008). This was the percentage of voters who strongly believe in an issue not traditionally supported by the party they identify with in the 2004 presidential election. Therefore any small difference in the campaigns could make a larger impact than previously thought. Second, if a candidate did not campaign at all, many voters would be uncertain about the candidate and uncertainty has been found to have a negative effect on voters (Alvwerz, 1997). Furthermore, it is certainly believable that if a candidate ran a counterproductive campaign, the number of loyal voters for that party would decline in that election.

But what kind of an effect do campaigns have? There were four types discussed in the literature: *persuasion*, *priming*, *mobilization*, and *strategic alteration*. Persuasion is when a campaign is successful in switching the intended vote of a voter. Priming is just like what Ford's campaign team wrote, "If past is indeed prologue, you would lose on November 2nd – because to win you must do what has never been done: close a gap of about 20 points in 73 days from the base of a minority party while spending approximately the same amount of money as your opponent...You cannot overcome the Carter lead on your own, no matter what you do" (Campaign Strategy for President Ford, 1976) where campaigns make a certain issue or consideration salient to a particular voter. Mobilization is when campaigns cause a voter to vote. Finally, strategic alteration is where campaigns change the decision calculus of a voter, such as voting for the candidate most likely to win, not the one closest to them ideologically. I define the total effect a candidate has on getting votes through persuasion, priming, mobilization, and strategic alteration as the magnitude of

the candidate's effectiveness. "Every book I've read about presidential campaigns is the person that won ran a perfectly flawless, beautifully machined, great campaign, and the person who lost... screwed up" John McCain on Jay Leno, November 12, 2008

FINDINGS

In conclusion, the Sociocultural practice is related to the society's feedback of the discourse uttered by Obama. The feedback given by the audiences regarding to his hegemony and commonly spoken together by the audiences of the campaign. Generally, there were four main styles of responses given by the stalwarts toward Obama's hegemony; these were in the form of direct responses, applause, laughter, and sneezes. Basically, the researcher counts there were 9 direct responses, 77 responses for applause, 15 times for laughter, and once for sneezes. For every single response given by the society, the meanings of the responses were totally diverse and interpretable.

All in all, the researcher sums up that in finding the ideologies of Barrack Obama at his campaign speech, there were three primary steps which should be done; these steps were text analysis, discourse practice, and sociocultural practice. In text analysis, the researcher concerns to analyze the lexical cohesion of the case in the form of repetition, synonymy, antonym, hyponymy, and metonymy.

Table 1: The frequency of cohesive devices

No.	Types of Cohesion	Frequency
1.	Repetition	21 times
2.	Synonymy	Twice
3.	Hyponymy	7 times
4.	Antonymy	6 times
5.	Metonymy	4 times

After understanding them, we come in to the next level named "discourse practice" in which we analyze the regular regularities of Obama's speech in three primary parts. In opening, the researcher found that the regularities of the opening of Barrack Obama's speech were including the use of phatic expressions, emotive functions, and thanking. The deeper analysis is concerned to the content and the researcher found there were three regularities were analyzed, these were the regularities of jargon, the regularities of poetic expressions, and the regularities of directive expressions. In closing, there were the regularities of poetic, simile, and a closing greeting indeed. Last, the step of sociocultural practice is used to analyze the feedbacks given by the audiences toward Obama's hegemony.

Table 2: The regularities of speech content

No.	Regularities	Expressions
1.	The use of jargon	FORWARD
		Gotta Register not Gotto Register I Believe in You
2.	The use of poetic expressions	No matter your last name is, you can pursue your own happiness

		Campaign seems manner and smaller, Washington seems more gridlocked than ever!
		We go forward, we don't go backward!
		Get Registered!
3.	The use of directive expressions	Don't boo, vote!
		Now, look, show in Tampa!
		Ask your friends, ask your neighbors!

Luckily, the researcher found that there were four kinds of responses given in the form of direct feedback, applause, laughter, and sneeze.

Table 3: The frequency of responses of Socio-cultural Practice

No.	Responses	Frequency
1.	I love you!	Once
	Boo!	6 times
	You did!	Once
	Spoken responses	
	With your help!	Once
	Four more years!	3 times
	No!	3 times
	Bless you!	Once
2.	Response in the form of applause	77 times
3.	Response in the form of laughter	12 times
4.	Response in the form of sneezes	Once

After having those three primary steps above, the researcher can conclude that there were three important ideologies brought by Obama in his campaign speech, these were: (1) By, his main jargon "FORWARD" and some other jargons consisted of the word FORWARD; Obama creates the meaning that "**Something forward is something good in development**". It aims to make a whole understanding that for four previous years, Obama has led United States to be forward and developed in many aspects of life, and for the future four years, he can totally lead United States to be more FORWARD in many aspects that lead the citizens of America to be more prosperous and developed. (2) By his primary poetic motto of campaign "Gotta Register not Gotto Register, Obama creates a meaning construction that "**Registering to vote him is a must**". Obama builds his power dominancy by stating that registering to the voting booth is a must to all people who want to see United States moves forward. (3)Based on the explanations of Obama's view related to Romney's plan to raise the taxes, Obama creates his ideology that "**Raising the taxes is decreasing the citizens' prosperity**". Consciously, Obama constructs the meaning to give the description that what were planned by Romney can make the citizens spend much money and time to do something wasteful. So that, the citizens

unconsciously aware that raising the taxes based Romney's plan is decreasing their prosperity.

CONCLUSION

Background study of this research reveals that there must be something hidden behind the text, explicitly on the surface of the discourse. Ideologies will be found by using a specific analysis in the framing of critical discourse. This way is usually called as CDA (Critical Discourse Analysis). the analytical part of this study also analyzed the possible relation of textual properties and power relations, which is also underpinned in Fairclough's conceptual work. Furthermore, this study work would attempt to deconstruct ideology which is 'hidden' in the text – President Barack Obama's campaign speech, considering at the theoretical hypothesis of the Critical Discourse Analysis.

The objective of Critical Discourse Analysis (CDA) is to perceive language use as social practice. The users of language do not function in isolation, but in a set of cultural, social and psychological frameworks. Critical discourse analysis (CDA) accepts this social context and studies the connections between textual structures by taking this social context into account and explores the links between textual structures and their function in interaction within the society. One of the objectives of CDA is to create a framework for decreasing this said opacity.

In the basic of the theory of Fairclough, there were three main primary steps in finding the ideologies of Barack Obama in his campaign speech, these main steps were; text analysis, discourse practice, and sociocultural practice. In case of text analysis of this research, the researcher concerns to the lexical cohesion that consists of repetition, synonymy, antonym, hyponymy, and metonymy. In analyzing the discourse practice, the researcher analyzed the regularities of three main parts of speech such as the regularities of opening, content, and closing. Further analysis is concerned to sociocultural practice is which is used to analyze the feedbacks given by the audiences toward Obama's hegemony in the form of direct responses, applause, laughter, and sneezing. After having those three primary steps above, the researcher can conclude that there were three important ideologies brought by Obama.

All in all, the researcher sums up that in the basic of the interpretation of the whole meaning constructions of Barack Obama's ideologies of his campaign speech, it is understandable that there is no any neutral discourse. Obama brought his ideologies through his hegemony by consciously spreading what he means to influence the society that the things he brought to the public were unconsciously true for the society. After understanding the text analysis, discourse practice, and sociocultural practice, we come in to the next level named finding the ideologies. After having those three primary steps above, the researcher can conclude that there were three important ideologies brought by Obama is his campaign speech, these were: (1) Something forward is something good in development, (2) Registering to vote Obama is a must, and (3) Raising the taxes is decreasing the citizens' prosperity.

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