

**AN ANALYSIS OF PERSUADING STRATEGIES  
IN BARACK OBAMA WEEKLY ADDRESSES YEAR 2012  
(A CRITICAL DISCOURSE ANALYSIS APPROACH)**



**THESIS**

Submitted as a Partial Fulfillment for Requirements  
For The Sarjana Sastra Degree in English Department  
Faculty of Cultural Sciences  
Sebelas Maret University

By:

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C1312017

**FACULTY OF CULTURAL SCIENCES  
SEBELAS MARET UNIVERSITY  
SURAKARTA**

**2015**

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## PRONOUNCEMENT

The researcher honestly declares that the thesis *An Analysis of Persuading Strategy of Barack Obama Weekly Addresses Year 2012 (A Based on Critical Discourse Analysis)* is not a plagiarism. The thesis is originally written by the researcher. All of the information which relates to other people's works are written in quotation and stated in the bibliography.

If the pronouncement is proven to be incorrect, the researcher will be ready to accept any academic consequence and penalty, including the cancellation of the thesis and academic degree obtained from completing the thesis and study.

Surakarta, June 2015

Umiyatun

## MOTOS

*Some days just pass by and some days are unforgettable*

*We can't choose the reason why*

*But we can choose what to do from the day after*

*So with that hope, with that determination*

*Let's make tomorrow be brighter and better day*

*(OOROCK – C.H.A.O.S.M.Y.T.H)*

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## DEDICATION

*I sincerely dedicate this thesis to...*

*My beloved Dad and Mom for the everlasting love and  
prayers*

*My beloved family for the never ending cares and supports*

*commit to user*

## ACKNOWLEDGEMENT

*Alhamdulillahirrobil'alamin*, all praises and gratitude are for Allah SWT, for blessing me in accomplishing this thesis entitled *An Analysis of Persuading Strategies in Barack Obama Weekly Addresses Year 2012*. I would like to express my deepest gratitude for people who had helped me in finishing this thesis.

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I realize that this research is not perfect. Therefore, I accept some advice and criticism in order to make it better. Finally, I wish this research paper would be useful for all readers.

Surakarta, June 2015

The Researcher



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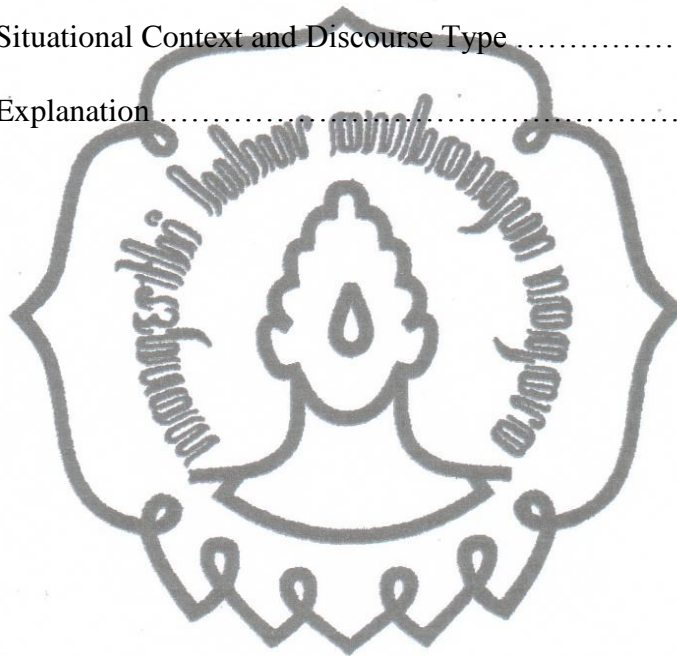
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## LIST OF ABBREVIATIONS

1. ARP : Attributive Relational Process
2. IRP : Identifying Relational Process
3. MB : Mental Behavior process



## ABSTRACT

**Umiyatun. 2015. *An Analysis of Persuading Strategies in Barack Obama Weekly Address Year 2012 (A Critical Discourse Analysis Approach)*. Thesis: English Department of Faculty of Cultural Sciences. Sebelas Maret University.**

This research was conducted to analyze persuading strategies applied in Barack Obama weekly addresses year of 2012. The objectives of this research were finding language features of persuading employed by Barack Obama in his weekly addresses, examining how Barack Obama linguistically realized his verbal engagement toward the target viewers through his speeches, and discovering the reasons why Barack Obama delivered his speeches the way he did.

This is a descriptive qualitative research. Thus, the data of this research were collected by using criterion-based sampling. The criteria of sampling in this research are features of persuasive language and relational process as well as the reasons behind them. This research uses documents analysis method. By using the document analysis method, I obtained five documents of Barack Obama weekly address year of 2012. The data were selected based on related topics.

The result of data analysis found in this research were divided into three: (1) In order to persuade the citizens, Barack Obama employed persuasive language covering the use of repetitions, adjectives, verbs, and rhetorical patterns covering some technical registers. (2) Obama also realized the relationship towards the viewers linguistically covering the use of formality aspect, the use of declarative mode, pronoun and modalities. (3) Related to persuading strategy used in his speech, Obama had the intention to address various issues including Europe crisis effect, the role of American president to help his citizen's life better, and presidential general election year of 2012.

This research is expected to be beneficial for other researchers, especially in using Critical Discourse Analysis as the approach. Additionally, this research is expected to give more contribution for scrutinizing the genuine intentions of a powerful person in delivering the speeches.

*Keywords: Persuasive Strategy, Critical Discourse Analysis, Power*