

## DISCOURSE ANALYSIS OF PRESIDENT BARRACK OBAMA'S SPEECH IN AL AZHAR UNIVERSITY

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### ABSTRACT

*The purpose of this research is to analyze what kinds of attitudes showed in President Barack Obama's speech, how does President Barack Obama express his attitudes, and how does President Barack Obama amplify his attitude toward Islam in his Al-Azhar University speech. Based on the data analysis, this research concluded that president Barack Obama showed the three kinds of attitude namely affect, judgment, and appreciation. The affect dominates the proportion of the attitudes employed in president Barack Obama's speech 25 sentences it equal to 53%, followed by judgment in the second place 13 sentences it equal to 28%. Appreciation was the least resource of attitude used in the president Obama's speech 9 sentences it equal to 19%. The positive attitude consists of 36 sentences it equals to 77% than negative one consists of 11 sentences it equals to 23%, because he knew that America and Islam have been in tension. In amplifying his attitude the use of focus is more frequent than the force in which 33 sentences in focus and 14 sentences in force. As well as the amplification of President Barack Obama's attitude tend to focus because America and Islam has been in tension therefore he focused on improving the relationship between America and Islam. As American president who spoke in front of Muslim majority, he was a marvelous leader who could analyze problems and find the solutions.*

**Keywords:** *Barrack Obama, Speech, Attitude*



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## LATAR BELAKANG

Discourse analysis is the study of the relationship between the language and contexts in which it is used, whether it is written text of all kinds or spoken data, when it says language in use it means sentences, clauses or a linguistic units, such as conversational exchanges or written texts (Cartny,199:5).Furthermore, Sari (2013:15) emphasizes that the focus of discourse analysis is the conversation (the spoken or written word) and the main topic of interest is the underlying social structure contained within the conversation(Alhabib, 2020). The investigator draws no inferences about intentions and motivations of the individuals having the conversation, but rather attempts to identify categories, ideas, views, roles, and so on, within the text itself. For specific investigation, the researcher uses Appraisal framework to conduct this study(Rohmawati, 2016). It was done that this study would be able to give details the organization of the appraisal devices. White (2001) construes that the Appraisal framework has emerged over a period of almost 15 (years) as a result of work conducted by a group of researchers lead by Professor James Martin in the University of Sydney.

Speech is one of texts that can be analyzed because it does not only offer some interesting matters to analyze but include the speaker's personal opinions about them. Speech can be categorized as a kind of genre

as well. Elizabeth (2003: 95-105) states that speech genre is the complete concept or idea, feeling, or story in the speaker's mind or heart takes shape in different ways depending on the content, the intended audience. Speaker can select what kind of speech genre that he wants to start a form of written or spoken language, for example conversation script, journal, essays, speech, etc. Each speech genre has five characteristic areas; structure, style, content or subject matters, conception of audience, and range of purpose.

By considering those areas of speech, an orator should be aware of the appropriate use of appraisal devices so that he or she may be successful in negotiating meanings realized in his speech. Because of that reason, in this study, the writer analyzes how language works to unfold Social Discourse The speech of president Barrack Obama in Al-Azhar University is an interesting speech to analyze because this speech realized president Obama's Attitude toward the phenomenon In his speech, Barrack Obama talked seven points that directly related with Islam in the word One of the

points in his speech talked about Islam unity that is appropriate with human values. president Obama confidently says that Islam is not analogous with violence. In this point Obama persuades the members of Muslim in the world together to construct a world

peace. In this context he also makes Indonesia to be an example. His opinion concerning Islam in the world and problem in Islam is to repair image of America that has been broke in the eyes of Muslim in the world.

The focus of appraisal is on the attitude (the feelings and the values that are negotiated with the readers/the audience). This system relates the choices of the wordings to the ideological bases used in a text/speech (Fuentes-Lara & Arcila-Calderón, 2023). The possibility for choosing an appropriate expression of word besides the other choices (expression of words) makes it possible for readers to predict the writer's attitudes towards the phenomenon being talked about. The resources of appraisal are used for negotiating social relationships, by telling the listeners or readers how one feels about things and people (in other words, what our attitudes are) (Maria Ulfa & Mulyadi, 2021).

This theory, appraisal, is still developing among Systemic Functionalists, especially in the context of situation (Adisti & Hasbi, 2022). It is expected that this study will be able to describe the organization of the appraisal devices realizing attitudes attached in the speech. This study is concerned with evaluation-the kinds of attitudes that are negotiated in a text, the

strength of the feelings involved and the ways in which values are sourced and readers aligned (Martin and Rose, 2003: 22). Attitudes have to do with evaluating things, people's character and their feelings.

By applying instruments of appraisal attitude to Barack Obama's speech as the text to analyze and the context in which the text occurs, the research would show what kinds of attitudes expressed and how Barack Obama apply his attitudes.

## **METODE PENELITIAN**

The design of research was based on the model suggested by Hadidi and Bagheri (2015). It implemented qualitative and descriptive investigation. Qualitative approach or method was used to uncover appraisal devices embedded in the text, while descriptive method was employed to describe the realization of the appraisal devices found in the text. The data of this study was the speech texts taken from the internet. In this study the texts has been analyzed by using appraisal systems which was introduced by Martin and Rose (2003: 43) and the model of analysis introduced by White (2001).

The object of this study was Barack Obama's speech at Al-Azhar University and focus on Barack Obama's attitudes toward Islam. This speech was delivered by Obama when he gave a lecture at Al-Azhar

University on June 4th, 2009 during his visit to Cairo. In his speech, president Barack Obama talked seven points that directly related with Islam in the word. One of the points in his speech talked about Islam unity that is appropriate with human values. President Obama confidently says that Islam is not analogous with violence. In this point he persuades the members of Muslim in the world together to construct a world peace. In this context he also makes Indonesia to be an example. His opinion concerning Islam in the world and problem in Islam is to repair image of America that has been broke in the eyes of Muslim in the world. It was the reason why the researcher chose president Barack Obama's speech at Al-Azhar University to analyze.

This research was intended to investigate the attitudes used to express feelings in the speech of President Barack Obama. The appraisal system analysis leads to the analysis of the interpersonal meanings realized through the tenor of the discourse based on the sentences. Gerot and Wignell (1994: 82) state that the sentence is a unit of written language. Therefore, it was only applicable analyzing the written language instead of the concept of sentences that was being applicable for both written and spoken languages.

Wardoyo (2003: 340) suggested that data collection in the study of discourse is conducted through close reading. Therefore, the researcher becomes the main instrument for collecting the data. To conduct the transactional analysis, the researcher uses some steps below:

- Close reading in order to understand the text of the speech.

- Selecting the sentences that contain part of attitude, and the words Islam or any words that related to Islam.

- Putting the selected sentences into table of data.

- Techniques of Data Analysis

After collecting the data, then the researcher analyzed attitudes of Barack Obama's speech in Al-Azhar University. To analyze the data the researcher was taken some steps, as follows:

- Data classification: classify and indentify the data.

- Data Analysis: the researcher will analyze and interpret of the data.

- Conclusion Drawing.

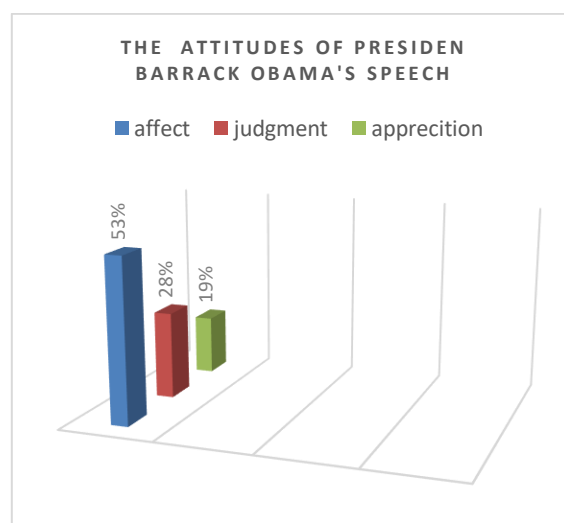
## **HASIL DAN PEMBAHASAN**

This chapter dealt with the core of the study, the analysis and their interpretations. They were results of the analysis done in the view points of appraisal system used in president Barack Obama's speech. It presented the answers to the

problems stated. Each of the research questions answered in a separate section. Answering research questions. discussed by using Martin and Rose (2003) theory to analyze the kinds of attitudes showed in President Barack Obama's speech in Al-Azhar University. In order to make analysis easier to identify each of the three resources, the words that carry attitude values are printed differently, the words printed in bold represent Affect, those in italic represent Judgment, and those underlined represent Appreciation.

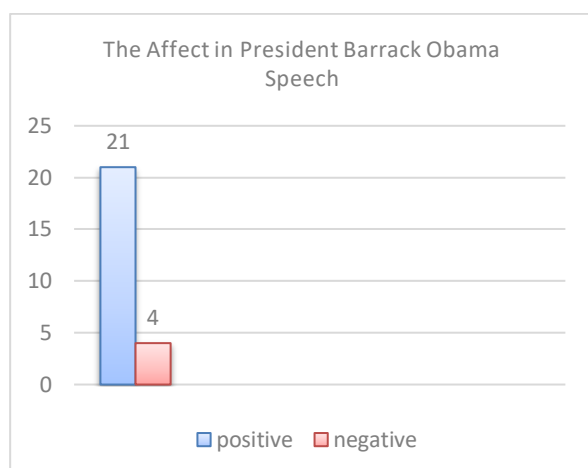
### The Attitudes of President Barack Obama's Speech

The research question was analyzed by using Martin and rose theory (2003) to analyze the kinds of attitudes showed in President Barack Obama's speech in Al-Azhar University, the speech used three Attitudes, namely Affect, Judgment, and Appreciation. As stated in the previous chapter that the speech was broken up into sentences. in order to analyze the Attitudes showed in president Barack Obama's speech. The total number of Attitudes among all sentences are 47. It consists of 25 sentences of Affect (53%), 13 sentences of Judgment (28%), and 9 sentences of Appreciation (19 %). All of the attitudes appeared in figure below:



#### AFFECT

Martin and Rose (2003: 25) explain that firstly, people can have good feelings, or they can have bad feelings, therefore affect can be positive or negative. Secondly, people can express their feelings directly (including emotional state or Physical expression) or implicitly (includes extraordinary behavior or metaphor). In the research, the feelings expressed by president Barack Obama were various; Positive consist of 21 sentences and negative consist of 4 sentences; and delivered directly (emotional state) without implicit expression, in order to give good understanding to the audiences because he spoke in front of Muslim majority in great tension between America and Islam. The affect appeared in figure below:



### Negative Affect (Emotional State)

Most of negative affect specifically was addressed to Muslim extremist (Al Qaeda) accused of attacking WTC building in New York City on September 11<sup>th</sup>, 2001.

*We meet at a time of **great tension** between the United States and Muslims around the world -- tension rooted in historical forces that go beyond any current policy debate (data: 1, sentence: 8).*

The bold word in reflected president Barack Obama's suspense toward the relationship between America and Islam having been in tension.

***The attacks of September 11 dl, 2001 and the continued efforts of these extremists to engage m violence against civilians has led some in my country to view Islam as inevitably hostile not only to America and Western countries, but also to human rights (data: 2, sentence: 13).***

*All this has bred **more fear and more mistrust** (data: 1, sentence: 14).*

The bold word in (data 2 sentence: 13 and data 1 sentence 14) reflected president Barack Obama's mistrust and fear toward Islam because of the attacks on September 11 h 2001 cause president Obama considered that Islam fought against not only to America and western country, but also to human rights.

*So long as **our relationship is defined by our differences**, we will empower those who sow hatred rather than peace, those who promote conflict rather than the cooperation that can help all of our people achieve justice and prosperity (data: 1, sentence: 15).*

The bold word in (data: 1 sentence 15) reflected president Barack Obama's fear toward the differences between America and Islam, this conflict would empower those who sow hatred and promote conflict.

The indicated excerpts as negative affect (emotional state) above was addressed to the feeling of president Barack Obama toward Muslim extremists (Al-Qaeda) who exploited the tension and killed a lot of people emphasized in data: 2, sentences: 13 and 86.

### Positive Affects (Emotional State)

Most of positive affect specifically was addressed to better relationship between

America and Islam exploited by Muslim extremist (Al Qaeda).

*And I'm also proud to carry with me the goodwill of the American people, and a greeting of peace from Muslim communities in my country: Assalaamu alaykum.*

The indicated excerpts as positive affect (emotional state) refer to the bold face in the excerpts above. President Barack Obama expressed his positive feeling to Islam, in which president Barack Obama proud to a greeting of peace from Muslim communities in his country that Assalaamu alaykum which also delivered by president Obama in front of Muslim in Al-Azhar University. It showed the arrival of president Obama is to bring peace between America and Islam that have been in tension a few years ago.

*And this cycle of suspicion and discord must end (data: 1, sentence: 16).*

*I've come here to Cairo to seek a new beginning between the United States and Muslims around the world, one based on mutual interest and mutual respect and one based upon the truth that America and Islam are not exclusive and need not be in competition (data: 1, sentence: 17).*

The bold word in excerpts (data: 1 sentence 16 and data: 1 sentence 17) reflected the positive feeling of president Barack Obama that the tension must be end. He said that his

coming to Cairo was in order to seek a new beginning between America and Muslim around the world. Since the tragedy Of nine eleven in New York City, America and Islam was in great tension and president Obama hoped that his coming could come down the tension between America and Islam.

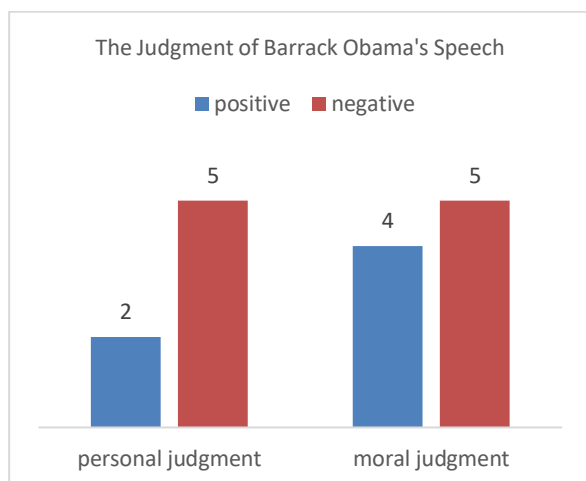
*Instead, they overlap, and share common principles principles of justice and progress; tolerance and the dignity of all human beings (data: 1, sentence: 18).*

feeling toward Islam, in which America is ready to join with Muslim government and Muslim communities in various sectors to establishing peace and help people pursue a better life.

## JUDGMENT

Judgment refers to the act of judging people's character in Discourse. Maria Ulfa & Mulyadi (2021) describe that the term 'Judgment' can be thought of as the institutionalization of feeling, judgment can be classified into personal judgment and moral judgment. Personal judgment concerns with language which criticizes or admires the characters or attitudes of people whom a speaker or writer is evaluating. Unlike personal judgment, moral judgment concerns with language which condemns or praises the behavior of people. In this research, the judgment was expressed by

President Barack Obama were various; personal judgment, positive (admire) and negative (criticize); and moral judgment, positive (praise) and negative (condemn).



The figure above showed percentage of judgment delivered by president Barack Obama in his speech. The analyzed judgments showed that there were 13 judgments were analyzed consisting of 7 in personal judgment. The personal judgments consist of 2 in positive (admire) and 5 in negative (criticize). And the judgments were moral judgment consisting of 6 and divided into two kinds of moral judgment, they are 4 in positive (praise) and 2 in negative (condemn).

### Personal judgment

The indicated excerpts as personal judgment was expressed by President Barack Obama were various; positive (admire) and negative (criticize). In which, the personal judgment are visible in excerpts bellow:

### Negative (criticize)

*Violent extremists have exploited these tensions in a small but potent minority of Muslims (data: 2, sentence: 12).*

*The attacks of September 11, 2001 and the continued efforts of these extremists to engage in violence against civilians has led some in my country to view Islam as inevitably hostile not only to America and Western countries, but also to human rights (data: 2, sentence: 13).*

*They have killed people of different faiths -- but more than any other, they have killed Muslims (data: 2, sentence: 101).*

*Their actions arc irreconcilable with the rights of human beings, the progress of nations, and with Islam (data: 2, sentence: 102).*

The indicated excerpts as negative judgment (criticize) referred to the italic face in the excerpts above and specifically, were addressed to the actions of Muslim extremists (Al Qaeda). Their actions are irreconcilable with the right of human beings have been criticized by president Barack Obama. The extremists Islam (Al Qaeda) has attacked WTC building in New York City inflicted a lot of people killed in different faith however more than any others, they have killed Muslim.



*Since the Islamic Revolution, Iran has played a role in acts of hostage-taking and violence against U.S. troops and civilians. (data: 2, sentence: 102).*

The indicated excerpts as negative judgment (criticize) referred to the italic face in the excerpts above and specifically, were addressed to Iraq because Since the Islamic Revolution, has played a role in acts of hostage-taking and violence against U.S. troops and civilians.

#### **Positive (admire)**

*They have fought in our wars, they have served in our government, they have stood for civil rights, they have started businesses, they have taught at our universities, they've excelled in our sports arenas, they've won Nobel Prizes, built our tallest building, and lit the Olympic Torch (data: 2, sentence: 38).*

*And when the first Muslim American was recently elected to Congress, he took the oath to defend our Constitution using the same Holy Koran that one of our Founding Fathers -- Thomas Jefferson -- kept in his personal library (data: 2, sentence: 39),*

The indicated excerpts as positive judgment (admire) were referred to the italic face in the excerpts above. Positive judgments have addressed to Muslim American who fought with America in various fields and also to the first Muslim American elected recently

in Congress took the oath to defend Constitution of America using the same Holy Koran that one of America Founding Fathers Thomas Jefferson.

#### **Moral judgment**

The indicated excerpts as moral judgment was expressed by President Barrack. Obama were various; positive (praise) and negative (condemn). In which, the personal judgment are visible in excerpts below:

#### **Positive (praise)**

*As a young man, I worked in Chicago communities where many found dignity and peace in their Muslim faith (data: 2, sentence: 28).*

*And throughout history, Islam has demonstrated through words and deeds the possibilities of religious tolerance and racial equality (data: 2, sentence: 33).*

*Islam has a proud tradition of tolerance (data: 2, sentence: 217).*

*I saw it firsthand as a child in Indonesia, where devout Christians worshiped freely in an overwhelmingly Muslim country (data: 2, sentence: 219).*

*The indicated excerpts as positive judgment (praise) referred to the italic face in the excerpts above, and have addressed to good behavior Muslims in religious tolerance and racial equality. Indonesia was conducted as an example of religious tolerance by President Barack Obama, in which the*

*other religions worshiped freely in an overwhelmingly Muslim country.*

*Negative (condemn)*

*Among some Muslims, there's a disturbing tendency to measure one's own faith by the rejection of somebody else's faith (data: 2, sentence: 223).*

*And if we are being honest, fault lines must be closed among Muslims, as well, as the divisions between Sunni and Shia have led to tragic violence, particularly in Iraq (data: 2, sentence: 225).*

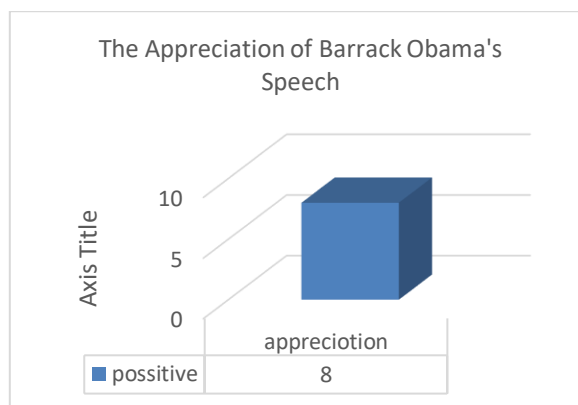
The indicated excerpts as negative judgment (condemn) refer to the italic face in the excerpts above, and have addressed to bad behavior among Muslims who disturbed tendency in order to measure one another own faith by the rejection of somebody else's faith. The conflict between Sunni and Shia was a real example toward the rejection of somebody else's faith among Muslim.

## APPRECIATION

The previous sections on attitude have discussed a lot how people feel about another people and the way they behave. Unlike judgment, appreciation deals with how people appreciate and feel about things, not about people's behavior in discourse (Martin and Rose, 2003: 32). Appreciation of things includes our attitudes about TV shows, films, books, CD; about paintings,

sculptures, homes, public buildings, parks; about plays, recitals, parades or spectacles and performances of any kind; feeling about nature for that matter:

panoramas and glens, sunrises and sunsets, constellations, shooting stars and satellites on a starry night. Appreciation includes negative and positive. The indicated appreciations in this research were positive appreciation only. The percentage of positive appreciations is in figure bellow:



The figure 3above showed percentage of appreciation delivered by president Barack Obama in his speech. The analyzed appreciation showed that there was positive appreciation only analyzed in this research consisting of 8 positive appreciations. The following positive appreciations are visible in excerpts bellow:

*For over a thousand years, Al-Azhar has stood as a beacon of Islamic learning; and for over a century, Cairo University has*

*been a source of Egypt's advancement (data: 3, sentence: 4).*

The indicated excerpts as positive appreciation referred to the underline face in the excerpts above and were addressed to Al- Azhar as Islam University in Cairo. Al-Azhar University has stood as a beacon of Islamic learning and, carried the light of learning through a lot of centuries, paving the way for Europe's Renaissance and Enlightenment, therefore president Barack Obama gave positive appreciation to Al-Azhar University.

*It was innovation in Muslim communities, it was innovation in Muslim communities that developed the order of algebra our magnetic compass and tools of navigation: our mastery of pens and printing: our understanding of how disease spreads and how it can be healed (data: 3, sentence: 31).*

The indicated excerpt as positive appreciation referred to the underline face in the excerpts above, and was addressed to the innovation done in developing the order of algebra, magnetic compass, and tool of navigation; mastery of pen and printing therefore the positive appreciation was given to Muslim for what they have done.

*The dream of opportunity for all people has not come true for everyone in America, but its promise exists for all who come to our shores and that includes nearly 7 million*

*American Muslims in our country today who, by the way, enjoy incomes and educational levels that are higher than the American average (data: 3, sentence: 51).*

The indicated excerpt as positive appreciation referred to the underline face in the excerpt above, and was addressed to the incomes and educational obtained by American Muslim are higher than the American average.

*Islamic culture has given us maiestic arches and soaring spires: . timeless oet and cherished music•ele ant calli a h and laces of eaceful contem lation (data: 3, sentence: 32).*

The indicated excerpt as positive appreciation referred to the underline face in the excerpt above, and was addressed to the conducted artworks by Muslim. President Barack Obama appreciated artwork like timeless poetry, cherished music and elegant calligraphy etc.

*The Holy Koran teaches that whoever kills an innocent is as if he has killed all mankind (data: 3, sentence: 103).*

*As the Holy Koran tells us, "Be conscious of God and speak always the truth" (data: 3, sentence: 23).*

The indicated excerpts as positive appreciation referred to the underline face in the excerpts above, and were addressed to the Al-Qur'an as the guidance of Muslim

which taught to behave honestly and always tell the truth, and also to help and save each other even they have different beliefs.

**KESIMPULAN**

This section was analyzed how President Barrack Obama expressed his attitude toward Islam. The results of analysis in the first research question appear in the tables to make this study easier in analyzing how Barrack Obama expressed his attitude. The following table is bellow:

Table: The Attitude of Barrack Obama’s Speech

	ATTITUDE			
	Negative		positive	
Affect	4	8%	21	45%
Judgement	7	15%	6	13%
Appreciation	0	0%	8	19%
Total	11	23%	36	77%

Based on the table above, the attitude was analyzed that the percentage is varied among Affect, Judgment, and Appreciation. Firstly, from Affect point of view, president Barrack Obama reflected himself through 25 sentences it equal to 53% of Affect. In the table 4, the indicated affect in the research dominates the Attitudes. The Affect consists of 21 sentences it equals to 45% in Positive Affects and 4 sentences it equals to 8% in

Negative Affects. The percentage of Affect is 53% in which its position is in the first rank among Judgment and Appreciation. From the table above, the affect showed that the use of Positive Affect is more frequent than Negative one. Dealing with the reflection of him, president Barrack Obama gave priority to Positive sense in presenting his speech to improve the relationship between America and Islam in which the relationship has been in tension. Secondly, from Judgment point of view, president Barrack Obama reflected himself through 13 sentences of Judgments. In the table the indicated judgment in the second position among affect and appreciation. The percentage is 28% consisting of 6sentences it equals to 13% in positive judgment and 7 sentences it equals to 15% in negative one. From the excerpts of Judgment, the choice of words in the excerpts indicates that he had high capability in persuading people by using his Judgment. President Barrack Obama specifically addressed his negative judgment to extremist Muslim who attacked WTC building in New York City. The use of more negative capacity showed that the action of Muslim extremist effected Islam was viewed vicious by America and even the world.

The third is from Appreciation point of view. Based on the table, the appreciation

showed that president Barack Obama appreciated things through 8 sentences or it equals to 19% only in positive appreciation. The use of Positive Valuation only showed that president Barack Obama was proud to the creations of Muslim in various fields.

Thus by considering the total number of sentences, the use of Positive attitude is more frequents than the Negative ones. As well as the attitude of President Barack Obama tend to positive attitude, in which the positive attitude consist of 36 sentences it equals to 77% than negative one consist of 11 sentences it equals to 23%, because he knew that America and Islam has been in tension. A\$. American president who spoke in front of Muslim majority, he was a marvelous leader who could analyze problems and find the solutions. He knew how he should behave in a certain condition, especially how to solve the tension between America and Muslim around the world.

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