The Oranizations and Patterns of the Barack Obama's Speeches

Yusuf Bachtiar
English Language Teaching Program
Islamic University of Malang, East Java, Indonesia

Abstract

Speech is a medium to convey messages from a speaker to audiences. It may be in the form of description, exposition persuasion etc. The speaker will expect his message be accepted well by the audience without generating meaning digression. He/she have to manage the organization and patterns of his/her speeches carefully. Barack Obama is the person who is successful to manage his speeches so the people elect him as American president.

Keywords: organization, pattern, speech

In general, to be the president of nation requires special power, politically, militarily, economically, and linguistically. More specific to be president of a big country like the United State of America (USA), requires more tremendous powers in the field of above mentioned.

The people of developed country like USA are known to be that of having higher degree of capacities. The people of this country must also have a high degree of critical thought. Therefore, to win their sympathy is not an easy job. Linguistically and rhetorically, one must possess a special superiority than his competitor. His competence of delivering speeches must be appreciated by his people. His linguistic performance must also support his eloquent speeches.

Machiavelly state " to achieve a political end, power, of one kind or another, is necessary. This plain fact is concealed by slogans, such as 'right will prevail' and 'the triumph of evil is short-lived'. …It is true that power often depends upon opinion and opinion upon propaganda. It is true also that it is an advantage in propaganda to seem more virtuous than one's adversary and that one way of seeming virtuous is to be virtuous. For this reason, it is may sometimes happen 'hat victory goes to the side which has the most of what the general publics consider to be virtue.

I think most politicians and statement are aware of what Machiavelly said as quoted above. As a consequence, one who wants to be great politician or statesman must have the ability of gaining public sympathy by exposing accepted propaganda. In order that one propaganda is well appreciated by many, he must be excellent in speech. Barack Obama, I think also believes in Machiavelly's influential statement above. This is one reason why I want to investigate his speeches in various kinds of forum.

The reason is cause and effect, the way how the man can become the first class leader of a big and famous country like USA. This curiosity make me read any kind of reading material discussing about great men, until getting what Machiavelli has stated obove.

The circumstances are the fact that he wins the election of American President. His competitors is an experienced statesman too, but he gains more sympathy. Actually, he has superior propaganda than others.

This research intends to make the politician and statesmen in Indonesia aware and consider of delivering speeches of quality, having international recognition. Any piece of work, I think will have an international recognition, if it is done by utilizing international convention in term of content, organization, language, and mechanics.

It is based on rhetoric, especially finding out the organization of speeches of an outstanding figure and on discourse analysis, especially concerning the types of discourse of the same person.

The objective of the research are usually closely related to the research problem. Therefore, the general research is to find out the nature of the speeches delivered by President Obama, that are-to find out of the rhetorical patterns of Barack obama's speeches and to find out the patterns of his speeches.

Based on the back ground above, the problem of the research is formulated as follows: how does Barack Obama organize and what patterns does he utilize in his speeches?

Method

The research design in this study is descriptive qualitative study. Qualitative study has following characteristic 1. Natural setting is the direct source of data, and the researcher is the key instrument. The data of the research are twelve speeches in different occasion and the researcher is the key instrument. 2 Qualitative data are collected in the form of words, sentences, or discourse. 3 Qualitative research is concern with process as well as products. The study how Barack Obama organized and patterned his speeches means it concern with the process, that is the process of organizing and patterning speeches. As to the product, it is quite clear that what I analyzed is the product of Barak obama's thoughts represents in his speeches. 4 Qualitative researcher tent to analyze their data inductively.

The research more specifically in term of qualitative research , is a documentary analysis. Documentary analysis is just what its name implies –the analysis of the written content or document. It is more concerned with the documents.

Process of research starts with statement of the research problems. The problem of the study sets the stage for everything else. The problem statements are accompanied by a description of the background of the problem and rational or justification for studying it. Any legal or ethical ramifications related to the problem should be discussed and resolved. The next is definition, all key terms in the problems statement are defined as clearly possible. Then follow a review of related literature. This part shed light on the theoretical framework that I used to analyze the discourses. In the sample, subject –the subject –the speeches of Obama are identified and to be analyzed. The instrument consist of the analyzer, that is I myself as the researcher.

Findings

Based on the data, the findings of this research are first presented three tables which are immediately followed by verbal explanation for each table. The finding starts with the organization, then two kinds of patterns separately, one based on the purpose, and the other one based on the elements.

The organization of the speeches
The distribution of the organization is summarized in the following table.
Table 1 Organization of the speeches

Number of speech	Order of importance	Chronological order
Speech one	v	-
Speech two	v	-

Speech three	v	-
Speech four	v	-
Speech five	v	-
Speech six	v	-
Speech seven	v	-
Speech eight	v	-
Speech nine	-	v
Speech ten	v	-
Speech eleven	v	-
Speech twelve	v	-
Total	11	1
Percentage	91.66%	8.33%

The pattern of the speeches viewed from the purpose

Table2 The pattern of speeches viewed from the purpose

Number of speech	Descriptive	Narrative	Expository	Argumentative
Speech 1	-	-	v	-
Speech 2	-	-	v	-
Speech 3	-	-	-	v
Speech 4	-	-	v	-
Speech 5	-	-	-	v
Speech 6	-	-	v	-
Speech 7	-	-	v	-
Speech 8	-	-	-	v
Speech 9	-	-	v	-
Speech 10	-	-	v	-
Speech 11	-	-	-	v
Speech 12	-	-	v	-
Total	-	-	8	4
Percentage	0%	0%	75%	25%

Seen from the purpose none of Barack obama'speeches is descriptive neither is a narrative. 75% of his speeches are exposition and 25% are argumentative.

The pattern of the speeches viewed from the Element

Table 3. The pattern of speeches viewed from element

Number of speech	Matching	Problem solving
Speech one	-	v
Speech two	-	v
Speech three	-	v
Speech four	-	v
Speech five	-	v
Speech six	v	-
Speech seven	V	-
Speech eight	-	v
Speech nine	v	-
Speech ten	v	-
Speech eleven	-	v
Speech twelve	v	-
Totl	5	7
Percentage	41.66%	58.33%

Discourse Organization

Any book on rhetoric presents that there are two major kinds of discourse organization. (Oshima and Hogue, 1983; Purves, Takala, and Crismore, 1983 and Smalley and Reutten, 1986). The major kinds of discourse organization are chronological order and order of importance.

Chronological order

Chronological is the order of a discourse based on the order of time. This term is taken from a Greek word 'cromos' time. It is used for something as simple as a recipe for something as complex as a history book. In academic writing it has many uses. One of the primary ways a writer might use it is to write a historical review of the subject of a paper or thesis.

Chronological order is also used in business, science and engineering to explain process and procedures. There are two keys to writing a good chronological essay; 1 to discuss the event 2 to use chronological transitional signals to indicate the sequence of events or steps.

The structure of chronological order of organization most often follows a sequence from beginning to end, earlier to later, or past to present. However this is not an easy matter. One problem a writer or a speaker might face is to decide what the beginning and ending point should be.

Order of importance

Another very common way to organize the ideas in an easy is to discuss them in the order of their importance. There are two ways (Oshima and Hogue, 1983 p. 41) to do this: we can discuss the most important point first and work down to the least important point, or we can begin with the least important end our essay or speech with the most important. They way we choose will depend on our topic and our purpose; both ways can be effective.

Order of importance can be used in describing objects. We can start the most impressive object and end up in the least impressive. We can also use this order for physical relation of object, starting from the closest to the most distant relations.

The most common transition signals used in the order of importance as 1 sentence connectors are first, second, third etc. next finally, above, all more important, most important etc. 2 in other positions are the first (plus nouns or noun phrases), the second (plus noun or noun phrases), and the most important (plus nouns or noun phrases).

Discourse pattern

Discourse patterns can be viewed from two angles; the purpose and the elements for constructing the discourse. Consequently, the following discussion concerns with factors connected to the corresponding angles.

Discourse pattern seen from the purpose

Viewed from their purpose discourses can be divided into four kinds: descriptive, narrative, expository, and persuasive or argumentative.

Descriptive

Descriptive writing or speech consist of two kinds : bird's eye view and pedestrian eye's view. Bird's eye view is appropriate for describing vas area from above. The writer or speaker behave as if we were a bird flying over the object described. The product of bird's eye description is sort of map giving a guide to us as to what place we are going to visit

and what direction we are going to take. Pedestrian's eye view is suitable for describing object in front of our eyes, exposed at the level as us, the describer.

Descriptive writing or speech requires specific language to make it clear. Inman and Gardner 1979 states that since description are to provide the reader or hearer with objective sensory details about objects, places, and people that are actually exist, they will necessarily include concrete and specific words that create images the reader and hearer. The sentences which are used to construct a description are called cumulative sentences.

Narrative

T details of narration, however, are the details of action and a written or spoken narration tells what happen; it present lfe in motion. Narration is telling of story; either finction or reeal, whose subject is an incident or a series of related incidents. A fictional narrative includes every kind of story from the short anecdote to a book-length account of a long series of incidents. Narration is a type of discourse whose purpose is to suggest or elucidate an attitude.

Diction in narration should be as specific and image-producing as diction in description, but diction in narration requires a different set of transitional terms. The simplest way to arrange details in time is to list actions in the order in which they occur, from beginning to end.

Expository

A writer of exposition tries to explain the logical relationships between things that exist or can be proved to have existed. The basic logical relationships upon which expositions are based, regardless of how varied they appear, according to Inman and Gardner (1979:96) are very few: they are similarities, differences and the relationship of the part to the whole. The type of expositions are exemplification, analysis, comparison and definition.

Argumentative

Argument can be defined in two ways. One is non academic, the other is academic. The non academic definition of an argument is that is consist of a series of statements and denials, ending in aquarrel. The academic one defines an argument as a mode of persuasion by logical reasoning the aim of which is to change one's ideas. Beliefs, attitudes and behavior.

In argument the central statement answer the question why. It is to show the reason. The reason covers a number of significantly different response.

Discourse pattern seen from the element

It is classified into two kinds problem solution pattern and matching pattern.

Problem solution pattern

Problem solution pattern consists of four element : situation, problem, solution and evaluation. The situation of discourse can be identified by its descriptive nature. There is no response concerning the evaluation, there is no signal indicating items of solution. Linguistically, the situation is characterized by cumulative sentence and image arousing dictions. Meanwhile, the problem in the discourse is characterized by the response that are related the question this of is happening in the given situation. This mean that the problem is recognized only after the situation identified. The solution is usually the direct response to the existing problem.

Matching Pattern

Matching is what happen when two part of discourse are compared in respect to their details. Sometimes they are matched for similarity, in which case we call the resulting relation Matching compatibility and sometime for differences, in which case we call the resulting relation Matching contrast or Matching Incompability. Sometimes a discourse highlights the similarities; sometimes it highlight its differences. Which one is more highlighted depends on the focus that the writer wants to emphasize.

Matching pattern is characterized by lexically, the frequent use of repetition, anaphoric relation and relevant conjunctions-both for similarities and contrast.

Discussion

In speech one, he presented in Florida Atlantic University students. As usual, he begins his speech by addressing to the audiences and guests in joke and appreciation. The way he attracts the audience by making jokes are signified by a lot of laughter and applauses. Obama positionates himself as senior or companion. He greets everybody intimately-hello, florida, how is everybody doing now? Other expression which he made to show his sympathy as follows:

I want to, first of all, thank Ayden not only for leading us in the Pledge of Allegiance, but also giving me great details about the burrowing owls. (Laughter.) He explained it all to me. And then he told me he wants my job. (Laughter.) And I explained to him that the Constitution requires you are 35 years old. (Laughter.) So I will keep the seat warm for him -- (applause) -- for a few more years.

a. The Organization of Speech one: This speech is organized in the order of importance, not only in the introduction (that is full of laughter and applauses), but also in other elements of the speech –the situation, the problem, the suggestion, and the solution. In the situation, for example, he begins to the most important, that is, in USA now is financial and economic crisis. This is the general situation in this country. Then he goes on to the second situation, the way to solve the problem.

But I also know that the future can be uncertain. Now, we've gone through the three toughest years in our lifetimes, economically -- worst financial crisis, worst economic crisis. Our economy is now recovering but it's not yet where it needs to be. Too many of your friends and too many of your neighbors are still hurting out there. They're still looking for work. Too many of your families are still searching for that sense of security that started slipping away long before this recession hit. Then he continues to the second situation, is the way to solve the problem by investment and work hard.

So at a time like this, we've got to ask ourselves a central, fundamental question as a nation: What do we have to do to make sure that America is a place where, if you work hard, if you're responsible, that that hard work and that responsibility pays off? (Applause.) And the reason it's important to ask this question right now is because there are alternative theories.

b. Pattern of speech one viewed from its purpose: In addition to the situation as described in part a, Obama in his speech one, intends to explain the students of Florida Atlantic University that the USA is facing multiple problems. Nationally, the State puts address on multiple crisis- both financial and economical crisis.

To solve the problems, Obama explain to the audiences that the government will not try to solve or will not answer everything but we must joint to other groups by strengthening neighborhood and families.

Now keep in mind, I start from the belief that government cannot and should not try to solve every single problem that we've got. Government is not the answer to everything. My first job in Chicago, when I wasn't much older than most of you, was working with a group of Catholic churches on the South Side of Chicago in low-income neighborhoods to try to figure out how could we improve the schools, and how could we strengthen neighborhoods and strengthen families. And I saw that the work that some of these churches did did more good for people in their communities than any government program could. (Applause)

c. The pattern of Speech one Viewed from its Elements: Viewed from its elements, the speech is arranged in problem-solution pattern with compatibility matching of every element. It means that the dominant pattern is problem solution because majority of the elements are contained in the situation, the problem, the solution, and evaluation, as indicated in the two preceding discussion. Since the elements that are arranged in Compatibility Matching are parts of each of the elements in Problem-Solution Pattern, seen from its elements, the pattern of this speech one is categorized in Problem-Solution Pattern.

In Speech two, Obama discusses his plans if he is elected as the President of USA. It is the event when he was campaign in North Carolina and nominated by his party, Democratic party. The analysis of this speech is presented in following order:

a. The organization of Speech two. As usual, he addresses the people, he delivers his speech with appreciation for the audiences. However, the opening is started with a surprised expression, rhetoric question.

You know, some were saying that North Carolina would be a game-changer in this election. But today, what North Carolina decided is that the only game that needs changing is the one in Washington, DC.

In addressing and appreciating his audiences, he organizes his opening speech by mentioning the important person moving down to the ordinary person in the audience. For example, he says consultation to senator Clinton on her victory in the state of Indiana then to the people in North Carolina. The contents of the speech are organized by order of importance.

b. The Pattern of Speech two in term of its Purpose. In term of its purpose, speech three contains Obama's persuasion to American people how to overcome problems of the country.

More importantly, because of you, we have seen that it's possible to overcome the politics of division and distraction; that it's possible to overcome the same old negative attacks that are always about scoring points and never about solving our problems. We've seen that the American people aren't looking for more spin or more gimmicks, but honest answers about the challenges we face. That's what you've accomplished in this campaign, and that's how we'll change the country together.

To convince his persuasion, Obama reveals his visions or dream if he was elected as The American President as follows;

The woman I met in Indiana who just lost her job, and her pension, and her insurance when the plant where she worked at her entire life closed down – she can't afford four more years of tax breaks for corporations like the one that shipped her job overseas. She needs us to give tax breaks to companies that create good jobs here in America. She can't afford four more years of tax breaks for CEOs like the one who walked away from her company with a multi-million dollar bonus. She needs middle-class tax relief that will help her pay the skyrocketing price of groceries, and gas, and college tuition. That's why I'm running for President.

The college student I met in Iowa who works the night shift after a full day of class and still can't pay the medical bills for a sister who's ill – she can't afford four more years of a health care plan that only takes care of the healthy and the wealthy; that allows insurance companies to discriminate and deny coverage to those Americans who need it most. She needs us to stand up to those insurance companies and pass a plan that lowers every family's premiums and gives every uninsured American the same kind of coverage that Members of Congress give themselves. That's why I'm running for President.

I therefore, conclude that the pattern of speech viewed from its purpose is persuasive or argumentative.

c. The Pattern of speech in Terms of its Elements. It also has problem-solution pattern. As I present in the above discussion, problem-solution pattern has four elements, situation, problem, solution, and evaluation. The situation described by Obama is that many problems nationally, jobless, financial and economical issues. The problem is fact that the government can not give them what the people needs, but the people have to attempt to solve their problems as part of an American responsibility.

The people I've met in small towns and big cities across this country understand that government can't solve all our problems – and we don't expect it to. We believe in hard work. We believe in personal responsibility and self-reliance. But we also believe that we have a larger responsibility to one another as Americans – that America is a place – that America is the place – where you can make it if you try. That no matter how much money you start with or where you come from or who your parents are, opportunity is yours if you're willing to reach for it and work for it. It's the idea that while there are few guarantees in life, you should be able to count on a job that pays the bills; health care for when you need it; a pension for when you retire; an education for your children that will allow them to fulfill their God-given potential. That's the America we believe in. That's the America I know.

Conclusion

Upon the six reasons on the background f the study, reason of a series of causes, reasons of circumstances, reason of future benefits, reason of justifications, judgmental reasons of knowledge, and judgmental reasons of value. The researcher has raised two major problems concerning the organizations and the patterns of Obama's ten speeches. By means of theoretical framework of rhetoric and discourse analysis.

In addition to the findings that the researcher has presented in the last part of chapter four after which he discussed in the early beginning of this chapter, I can conclude