

CHAPTER I

INTRODUCTION

This chapter presents some sub-chapters, including the background of the study, the statements of the research problems, and the objectives of the study, the significances of the study and the scope and limitation of the study.

1.1 Background of the Study

Language is the media which can reflect the character of a person through the language they use. Speech is a perfect way for analyzing the individual character and it is very interesting to see because it can be analyzed through any aspects of linguistics point of view.

Linguistics is a study of human language concerned with any aspects of language, including sound, words form, context and meaning and any aspect related to the language. Optimism and pessimism are the subjects which are able to analyze through its language used. Based on the language usage, we can analyze the characteristics of words whether they are optimist or pessimist. It is kind of linguistics study because the writer uses discourse analysis approach to find out the optimist word uttered by Hillary Clinton in her speech.

Presidential election in America was held at the end of the year and there were many speeches the presidential candidates uttered to get peoples sympathy. Optimism is one of the keys of successful speech which can grab the audience attention by using optimistic words. Optimism and pessimism also reflect unconfidently in communication leading to unsuccessful in speech. Hence, the way

we do a speech and language that we use, including word choice can determine how optimistic we are.

Seligman and Zullo (1990) stated that the more optimistic president candidate, the more he/she has a chance to win the election. The fact shows the same result, there are 18 of 22 optimistic president candidate won the presidential elections, from the McKinley-Bryan race in 1900 through the Reagan-Mondale contest in 1984 and they found that the optimism of their nomination acceptance speeches was an even better predictor than polling or fundraising numbers. At this moment Hillary Clinton is predicted to be the next president because of her optimistic while delivering ideas. So that is why in this thesis the writer analysis optimism in Hillary Clinton's speech at The Democratic National Convention.

Hillary is one of first women who nominee to be the next president against her rival Donald Trump. In the early of party held, many Americans and Medias predicted Hillary to be the next president because she has so much experience to solve any issues when she was a senator. For 9 years as senator she served and help million people of America and solved many economic and social issues in America. Basically, she has more chance to win the election than his rival Trump who has less experience to lead America and handle America issues because his past experience just focus on his business and economic issues. Hence, Hillary also has big optimism, power, and ambition when she speech rather than Trump who causes controversial issues.

American psychologist, Seligman (1996) explains the basis of optimism does not lie in positive phrases or images of victory, but in the way we think about the causes. The similar opinion explained by Carver, Scheier, and Segerstrom

(2000), they said that that optimistic people are happier, experience more positive affect and less negative affect. For example, the optimism expression of the people who fail in the test usually says, "I'm not good at this time". According to the example, people think that he/she does not really fail in the test, but he/she says that is not good and maybe it will be better in the next time. It also indicates a bad in a temporary situation that will change sometimes.

Less optimism or called as Pessimism is the condition when an individual is considered having low-level optimism. Pessimist people when they fail in the test they will say "I'm always bad in this subject". The expression indicates how pessimist they are because those expressions determine a bad thing which always happen and never change.

Pessimism is a person's belief that the future event is nothing and they think the fail is a fail and cannot be changed. The theory of optimism and pessimism had already explained by any linguist, psychologist and other researchers in the past and still going till now. Seligman (1996) explained kinds of optimism and pessimism. In general, there are currently two main views of optimism, they are the explanatory style and the dispositional optimism view also known as the direct belief view.

Dispositional construct attempts to study optimism through the direct beliefs individuals have regarding future life events and the explanatory is determined people's beliefs based on past experiences and the way they perceive or explain past life experiences. Explanatory style divides into three factors, they are permanence, pervasiveness, and personalization. The factors of explanatory style are the main ideas which writer uses to analyze Hillary Clinton's speech at The Democratic National Convention as the source of data analyzing.

The source of data the writer took was from Hillary Clinton's speech at The Democratic National Convention. This is a very phenomenal moment because at the end of last year the presidential election in the United States held on November 8, 2016. There were many speeches and debates due to make people attracted in a certain candidates. Most people believe that the best presidential candidate is the one who can show up her/his confidence while delivering an ideas, opinions, and suggestion to the public and the measurement of those is the optimism.

The study of optimism has already been conducted by researchers, but most of them were focused on the psychological aspect, such as: the impact of the optimism, the positive mindset of optimism, and neuroticism. Until now, rarely researchers are analyzing optimism in linguistics point of view. The writer only found a few of them who analyze optimism. One of the view was Nisa Nur Amalina (2015), she was the one who analyzed optimism in the literature field. In her study, she analyzed optimism occurred in the novel. Referring to the previous studies, this research would analyze optimism from different perspective.

Hence, optimism is a key of successful speech to grab public attention and make them believe that the idea which they deliver is the best one. Hilary Clinton is the only one woman candidate in the presidential election who has big power on stage because of her big optimism. So, that is why the writer is going to analyze the Optimism of Hillary Clinton's speech at The Democratic National Convention.

1.2 Statements of the Research Problems

Based on the background of the study above, the problems can be formulated in two research questions, those are:

- 1 What are the factors that can be used to identify the optimism in Hillary Clinton's Speech?
- 2 What are the characteristics of optimism Hillary in Clinton speech?

1.3 Objectives of the Study

Based on the statement of the research problem above, the objective of study are as stated below:

- 1 To explain the factors that can be used to identify the optimism in Hillary Clinton's Speech.
- 2 To explain the characteristics of optimism in Hillary Clinton speech.

1.4 Significance of the Study

The result of this study is expected to give any contribution both theoretically and practically for the readers and everyone interested in analyzing optimism, especially for the students of English Study Program in The University of Trunojoyo Madura.

Theoretically, this study gives a contribution to the linguistic point of view, especially discourse analysis. Moreover, it is important for the readers and other writers to give better information and understanding about optimism which focuses on explanatory style.

Practically, this study is useful for the readers or other writers to learn about optimism and the factors which can use to identify optimism and also characterize whether someone indicated as an optimist or less optimist person.

1.5 Scope and the Limitation of the Study

This study focuses on the Hillary Clinton's speech which is indicated optimism. Therefore, this study focuses on optimism uttered by Hillary in her

speech. Then the writer used the explanatory style based on Seligman's theory which divides optimism into three factors: permanence, pervasiveness, and personalization. Then analyzed by using Critical discourse analysis which consist of three stages, they are: interpretation, descriptive and explanation about the optimism.

The writer limits the study only on the positive event which occurs in the video of Hillary Clinton's speech at The Democratic National Convention. The video duration is 1 hour and 27 minutes which shared by Global News channel on YouTube.

