



4	We arrived at this point due to an era of profound irresponsibility that stretched from corporate board rooms to the halls of power in Washington, D.C.	Use Specific Evidence
5	Our problems are rooted in past mistakes, not our capacity for future greatness. It will take time -- perhaps many years -- but we can rebuild that lost trust and confidence. We can restore opportunity and prosperity	Hope
6	We should never forget that our workers are still more productive than any on Earth. Our universities are still the envy of the world. We are still home to the most brilliant minds, the most creative entrepreneurs, and the most advanced technology and innovation that history has ever known. And we are still the nation that has overcome great fears and improbable odds. If we act with the urgency and seriousness that this moment requires, I know that we can do it again.	Arousing
7	It's a plan that represents not just new policy, but a whole new approach to meeting our most urgent challenges	Hope
8	For if we hope to end this crisis, we must end the culture of anything goes that helped create it, and this change must begin in Washington. It's time to trade old habits for a new spirit of responsibility. It's time to finally change the ways of Washington so that we can set a new and better course for America.	Hope
9	There is no doubt that the cost of this plan will be considerable. It will certainly add to the budget deficit in the short term. But equally certain are the consequences of doing too little or nothing at all, for that will	Hope

	lead to an even greater deficit of jobs, incomes, and confidence in our economy.	
10	That's why we need to put money in the pockets of the American people, create new jobs, and invest in our future. That's why we need to restart the flow of credit and restore the rules of the road that will ensure a crisis like this never happens again.	Arousing
11	Now this plan begins with -- this plan must begin today, a plan I am confident will save or create at least three million jobs over the next few years. It's not just another public works program.	Hope
12	To finally spark the creation of a clean energy economy, we will double the production of alternative energy in the next three years. We will modernize more than 75 percent of federal buildings and improve the energy efficiency of 2 million American homes, saving consumers and taxpayers billions on our energy bills.	Hope
13	In the process, we will put Americans to work in new jobs that pay well and can't be outsourced, jobs building solar panels and wind turbines, constructing fuel-efficient cars and buildings, and developing the new energy technologies that will lead to even more jobs, more savings, and a cleaner, safer planet in the bargain.	Hope
14	And that's why the American Recovery and Reinvestment Plan won't just throw money at our problems; we'll invest in what works. The true test of policies we'll pursue won't be whether they're Democratic or Republican ideas, whether they're conservative or liberal ideas, but whether they create jobs, grow our economy, and put the	Hope

	American Dream within the reach of the American people.	
15	Every American will be able to hold Washington accountable for these decisions by going online to see how and where their taxpayer dollars are being spent	Hope
16	And as I announced yesterday, we will launch an unprecedented effort to eliminate unwise and unnecessary spending that has never been more unaffordable for our nation and our children's future than it is right now.	Hope
17	Now, this recovery plan alone will not solve all the problems that led us into this crisis. We must also work with the same sense of urgency to stabilize and repair the financial system we all depend on.	Hope
18	No longer can we allow Wall Street wrongdoers to slip through regulatory cracks. No longer can we allow special interests to put their thumbs on the economic scales. No longer can we allow the unscrupulous lending and borrowing that leads only to destructive cycles of bubble and bust. It is time to set a new course for this economy, and that change must begin now	Hope
19	That is not the country I know. It is not a future I accept as President of the United States. A world that depends on the strength of our economy is now watching and waiting for America to lead once more. And that is what we will do.	Hope
20	It will not come easy or happen overnight, and it is altogether likely that things may get worse before they get better. But that is all the more reason for Congress to act without delay. I know the scale of this plan is unprecedented, but so is the severity of our situation. We	Arousing

	have already tried the wait-and-see approach to our problems, and it is the same approach that helped lead us to this day of reckoning.	
21	That's why I'm calling on all Americans -- Democrats and Republicans and Independents -- to put -- to put good ideas ahead of the old ideological battles; a sense of common purpose above the same narrow partisanship; and insist that the first question each of us asks isn't, "What's good for me?" but "What's good for the country my children will inherit?"	Hope
22	More than any program or policy, it is this spirit that will enable us to confront these challenges with the same spirit that has led previous generations to face down war, and depression, and fear itself. And if we do, if we are able to summon that spirit again, if we are able to look out for one another, and listen to one another, and do our part for our nation and for posterity, then I have no doubt that years from now, we will look back on 2009 as one of those years that marked another new and hopeful beginning for the United States of America	Hope
Barack Obama's Speech in 18th January		
23	But despite all this despite the enormity of the task that lies ahead I stand here today as hopeful as ever that the United States of America will endure, that it will prevail, that the dream of our Founders will live on in our time.	Hope
24	And yet, as I stand here today, what gives me the greatest hope of all is not the stone and marble that surrounds us, but what fills the spaces in between. It is you	Pride

	Americans of every race and region and station who came here because you believe in what this country can be and because you want to help us get there.	
25	It's the same thing that gave me hope from the day we began this campaign for the presidency nearly two years ago: a belief that if we could just recognize ourselves in one another and bring everyone together Democrats, Republicans, Independents; Latino, Asian and Native American; black and white, gay and straight, disabled and then not only would we restore hope and opportunity in places that yearned for both, but maybe, just maybe, we might perfect our union in the process	Pride
26	This is what I believed, but you made this belief real. You proved once more that people who love this country can change it. And as I prepare to assume the presidency, yours are the voices I will take with me every day when I walk into that Oval Office the voices of men and women who have different stories but hold common hopes; who ask only for what was promised us as Americans that we might make of our lives what we will and see our children climb higher than we did.	Hope
27	It is this thread that binds us together in common effort; that runs through every memorial on this mall; that connects us to all those who struggled and sacrificed and stood here before. It is how this nation has overcome the greatest differences and the longest odds because there is no obstacle that can	Hope

	stand in the way of millions of voices calling for change. That is the belief with which we began this campaign, and that is how we will overcome what ails us now.	
28	There is no doubt that our road will be long, that our climb will be steep. But never forget that the true character of our nation is revealed not during times of comfort and ease, but by the right we do when the moment is hard. I ask you to help reveal that character once more, and together, we can carry forward as one nation, and one people, the legacy of our forefathers that we celebrate today.	Hope
Barack Obama's Speech in 21st January		
29	but because We the People have remained faithful to the ideals of our forebearers, and true to our founding documents.	Pride
30	Today I say to you that the challenges we face are real. They are serious and they are many.	Arousing
31	They will not be met easily or in a short span of time. But know this, America – they will be met	Hope
32	On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord	Hope
33	On this day, we come to proclaim an end to the petty grievances and false promises, the recriminations and worn out dogmas, that for far too long have strangled our politics.	Hope
34	We remain a young nation, but in the words of Scripture, the time has come to set aside childish things.	Hope
35	The time has come to reaffirm our enduring spirit; to choose our better history; to carry forward that precious gift, that noble idea, passed on from	Arousing

	generation to generation: the God-given promise that all are equal, all are free, and all deserve a chance to pursue their full measure of happiness.	
36	Our journey has never been one of short-cuts or settling for less.	Arousing
37	It has not been the path for the faint-hearted – for those who prefer leisure over work, or seek only the pleasures of riches and fame	Arousing
38	Rather, it has been the risk-takers, the doers, the makers of things – some celebrated but more often men and women obscure in their labor, who have carried us up the long, rugged path towards prosperity and freedom	Arousing
39	For us, they packed up their few worldly possessions and traveled across oceans in search of a new life.	Arousing
40	For us, they toiled in sweatshops and settled the West; endured the lash of the whip and plowed the hard earth.	Arousing
41	For us, they fought and died, in places like Concord and Gettysburg; Normandy and Khe Sahn	Arousing
42	Time and again these men and women struggled and sacrificed and worked till their hands were raw so that we might live a better life.	Arousing
43	They saw America as bigger than the sum of our individual ambitions; greater than all the differences of birth or wealth or faction.	Arousing
44	This is the journey we continue today.	Hope
45	We remain the most prosperous, powerful nation on Earth.	Pride
46	Starting today, we must pick ourselves up, dust ourselves off, and begin again the work of remaking America	Hope
47	For everywhere we look, there is work to be done	Hope



48	The state of the economy calls for action, bold and swift, and we will act – not only to create new jobs, but to lay a new foundation for growth.	Hope
49	We will build the roads and bridges, the electric grids and digital lines that feed our commerce and bind us together	Hope
50	We will restore science to its rightful place, and wield technology’s wonders to raise health care’s quality and lower its cost.	Hope
51	We will harness the sun and the winds and the soil to fuel our cars and run our factories.	Hope
52	And we will transform our schools and colleges and universities to meet the demands of a new age.	Hope
53	All this we can do. And all this we will do.	Hope
54	know that America is a friend of each nation and every man, woman, and child who seeks a future of peace and dignity, and that we are ready to lead once more.	Arousing
55	Recall that earlier generations faced down fascism and communism not just with missiles and tanks, but with sturdy alliances and enduring convictions. They understood that our power alone cannot protect us, nor does it entitle us to do as we please. Instead, they knew that our power grows through its prudent use; our security emanates from the justness of our cause, the force of our example, the tempering qualities of humility and restraint.	Use evidence to tell story
56	We will not apologize for our way of life, nor will we waver in its defense, and for those who seek to advance their aims by inducing terror and	Pride

	slaughtering innocents, we say to you now that our spirit is stronger and cannot be broken; you cannot outlast us, and we will defeat you.	
57	we cannot help but believe that the old hatreds shall someday pass; that the lines of tribe shall soon dissolve; that as the world grows smaller.	Hope
58	our common humanity shall reveal itself; and that America must play its role in ushering in a new era of peace.	Courage
59	Know that your people will judge you on what you can build, not what you destroy.	Arousing
60	To those who cling to power through corruption and deceit and the silencing of dissent, know that you are on the wrong side of history.	Courage
61	But that we will extend a hand if you are willing to unclench your fist.	Hope
62	For the world has changed, and we must change with it.	Hope
63	It is precisely this spirit that must inhabit us all.	Hope
64	For as much as government can do and must do, it is ultimately the faith and determination of the American people upon which this nation relies.	Hope
65	Our challenges may be new. The instruments with which we meet them may be new. But those values upon which our success depends – hard work and honesty, courage and fair play, tolerance and curiosity, loyalty and patriotism – these things are old.	Hope
66	With hope and virtue, let us brave once more the icy currents, and endure what storms may come.	Hope

67	Let it be said by our children's children that when we were tested we refused to let this journey end, that we did not turn back nor did we falter; and with eyes fixed on the horizon and God's grace upon us, we carried forth that great gift of freedom and delivered it safely to future generations.	Pride
Barack Obama's Speech in 24th January		
68	In short, if we do not act boldly and swiftly, a bad situation could become dramatically worse.	Use Appropriate fear appeal
69	I am pleased to say that both parties in Congress are already hard at work on this plan, and I hope to sign it into law in less than a month.	Hope
70	the fact that there are millions of Americans trying to find work even as, all around the country, there's so much work to be done.	Hope
71	It's one that will invest in our most important priorities like energy and education; health care and a new infrastructure that are necessary to keep us strong and competitive in the 21st century	Hope
72	To accelerate the creation of a clean energy economy, we will double our capacity to generate alternative sources of energy like wind, solar, and biofuels over the next three years.	Hope
73	We'll begin to build a new electricity grid that lay down more than 3,000 miles of transmission lines to convey this new energy from coast to coast	Hope
74	We'll save taxpayers \$2 billion a year by making 75% of federal buildings more energy efficient, and save the average working family \$350 on their energy bills by	Hope

	weatherizing 2.5 million homes.	
75	To lower health care cost, cut medical errors, and improve care, we'll computerize the nation's health record in five years, saving billions of dollars in health care costs and countless lives.	Hope
76	And we'll protect health insurance for more than 8 million Americans who are in danger of losing their coverage during this economic downturn.	Hope
77	To ensure our children can compete and succeed in this new economy, we'll renovate and modernize 10,000 schools, building state-of-the-art class rooms, libraries, and labs to improve learning for over five million students. We'll invest more in Pell Grants to make college affordable for seven million more students, provide a \$2,500 college tax credit to four million students, and triple the number of fellowships in science to help spur the next generation of innovation.	hope
78	We won't just throw money at our problems -- we'll invest in what works.	Hope
79	Instead of politicians doling out money behind a veil of secrecy, decisions about where we invest will be made public, and informed by independent experts whenever possible. We'll launch an unprecedented effort to root out waste, inefficiency, and unnecessary spending in our government, and every American will be able to see how and where we spend taxpayer dollars by going to a new website called	Hope
80	No one policy or program will solve the challenges we face right now,	Hope

	<p>nor will this crisis recede in a short period of time. But if we act now and act boldly; if we start rewarding hard work and responsibility once more; if we act as citizens and not partisans and begin again the work of remaking America, then I have faith that we will emerge from this trying time even stronger and more prosperous than we were before.</p>	
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Table 4.2 Occurrence of Persuasive Strategies Used by Obama's Speech

Persuasive Strategies		Total
<b>1. Using Evidence</b>		
A	Use credible evidence	-
B	Use new evidence	-
C	Use specific evidence	1 (1,25%)
D	Use evidence to tell a story	1 (1,25%)
<b>2. Using Emotion</b>		
A	Use concrete example that help the listener or audience visualize what the persuasive speaker describes	-
B	Use emotion-arousing word	15 (18,75%)
C	Use appropriate metaphor and similes	-
D	Use appropriate fear appeal	2 (2,5%)
E	Consider using appeal to several emotions	
	1. Hope	53 (66,25%)
	2. Pride	6 (7,5%)
	3. Courage	2 (2,5%)
	4. Reverence	-

Table 4.1 above is made to answer the first research question which is about characteristic of persuasive strategies used by Barack Obama. From the table, we can see there seven from twelve characteristic of persuasive strategies that are used by Barack Obama. There are Use specific evidence, Use evidence to tell a story, Use emotion-arousing word, Use appropriate fear appeal, Hope, Pride, and



The speech above show that Obama often uses persuasive strategies by using *hope*, he implies his opinion and suggestion in his speech. Like what he said in one of his speech, he persuades (*It's one that will invest in our most important priorities like energy and education; health care and a new infrastructure*) and then he tells the benefit of what he persuades (*that are necessary to keep us strong and competitive in the 21st century*). By using *hope*, Obama hopes that the audience will do what he implies in his speech. *Hope* in a speech, especially Obama's speech, can be a motivation and a solution for the problem that is faced by the audience and the American people wholly.

#### b. Emotion-Arousing Words

The second mostly persuasive strategies used by Obama are *Emotion-Arousing Words*. Beebe & Beebe (2012, p. 352) said words and phrases can trigger emotional responses are included in *emotion-arousing words* strategy. This characteristic of persuasive strategy is used about 15 (18,75%) times from the total persuasive strategies. The examples of persuasive strategy in Obama's speech are:

1. *We should never forget that our workers are still more productive than any on Earth. Our universities are still the envy of the world. We are still home to the most brilliant minds, the most creative entrepreneurs, and the most advanced technology and innovation that history has ever known. And we are still the nation that has overcome great fears and improbable odds. If we act with the urgency and seriousness that this moment requires, I know that we can do it again. (8th January)*

2. *That's why we need to put money in the pockets of the American people, create new jobs, and invest in our future. That's why we need to restart the flow of credit and restore the rules of the road that will ensure a crisis like this never happens again. (8th January)*
3. *Today I say to you that the challenges we face are real. They are serious and there are many. (21st January)*
4. *The time has come to set aside childish things. The time has come to reaffirm our enduring spirit; to choose our better history; to carry forward that precious gift, that noble idea, passed on from generation to generation: the God-given promise that all are equal, all are free, and all deserve a chance to pursue their full measure of happiness. (21st January)*

The writer finds that *emotion-arousing word* is often used by Obama in his speech. By arousing, the emotion of the audience can be raised when they hear the speech. Like what Obama says in his speech, “*we should never forget that our workers are still more productive than any on Earth. Our universities are still the envy of the world. We are still home to the most brilliant minds, the most creative entrepreneurs, and the most advanced technology and innovation that history has ever known. And we are still the nation that has overcome great fears and improbable odds. If we act with the urgency and seriousness that this moment requires, I know that we can do it again*”. By this speech, Obama often uses the word “most”, it implies that America is still the best country in the world and the people can keep



this condition. This speech can raise the audience's emotion up, and then their spirit to keep their country and the quality of the people raise up also.

c. Pride

The third mostly strategies used by Obama is *Pride*. According to Beebe & Beebe (2012, p. 354) *Pride* is a persuasive appeal to achieve a goal based on pride in oneself or one's country, state or community. This type is used about 6 (7,5%) times in Obama's speech from the total 80 persuasive strategies. The examples of *pride* are:

1. *It's the same thing that gave me hope from the day we began this campaign for the presidency nearly two years ago: a belief that if we could just recognize ourselves in one another and bring everyone together Democrats, Republicans, Independents; Latino, Asian and Native American; Black and white, gay and straight, disabled and then not only would we restore hope and opportunity in places that yearned for both, but maybe, just maybe, we might perfect our union in the process. (18th January)*
2. *But because We the People have remained faithful to the ideals of our forbearers, and true to our founding documents. (21st January)*
3. *We remain the most prosperous, powerful nation on Earth. (21st January)*

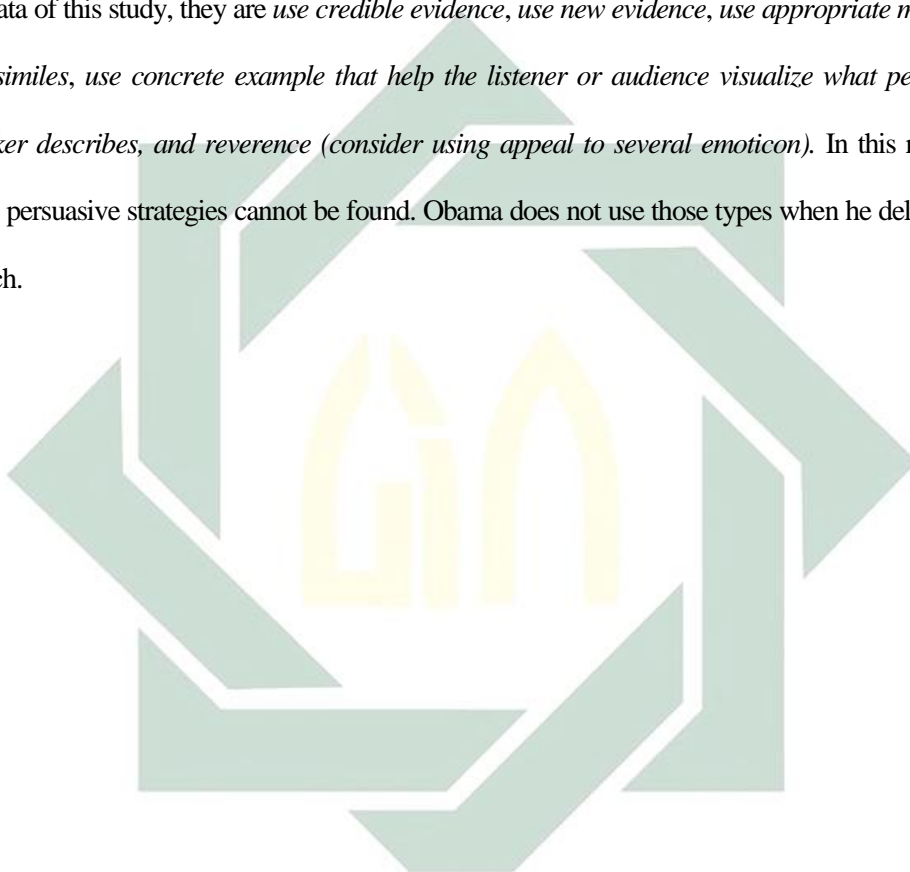






nationality can be stronger. One thing that must be pointed is the using of evidence to tell story should be use fact, or if it is an opinion, it should be credible, to make the evidence more powerful.

There are many persuasive strategies that are not used in Obama's speech which is become the data of this study, they are *use credible evidence, use new evidence, use appropriate metaphor and similes, use concrete example that help the listener or audience visualize what persuasive speaker describes, and reverence (consider using appeal to several emoticon)*. In this research, those persuasive strategies cannot be found. Obama does not use those types when he delivers his speech.



#### 4.1.2. The Overall Finding of Speech Functions that Relate with Persuasive Strategies Used by Barack Obama

Table 4.3 Speech Function that Relate with Persuasive Strategies

Persuasive Strategies		Speech Function											
		Ex		Di		Re		Me		Po		Ph	
1. Using Evidence		n	%	n	%	n	%	n	%	n	%	n	%
A	Use credible evidence	-	-	-	-	-	-	-	-	-	-	-	-
B	Use new evidence	-	-	-	-	-	-	-	-	-	-	-	-
C	Use specific evidence	-	-	-	-	1	1,25	-	-	-	-	-	-
D	Use evidence to tell a story	-	-	-	-	1	1,25	-	-	-	-	-	-
2. Using Emotion													
A	Use concrete example that help the listener or audience visualize what the persuasive speaker describes	-	-	-	-	-	-	-	-	-	-	-	-
B	Use emotion-arousing word	5	6,25	1	1,25	7	8,75	-	-	-	-	2	2,5
C	Use appropriate metaphor and similes	-	-	-	-	-	-	-	-	-	-	-	-
D	Use appropriate fear appeal	2	2,5	-	-	-	-	-	-	-	-	-	-
E	Consider using appeal to several emotions												
5.	Hope	13	16,25	13	16,25	21	26,25	-	-	-	-	6	7,5
6.	Pride	4	5	1	1,25	1	1,25	-	-	-	-	-	-
7.	Courage	1	1,25	1	1,25	-	-	-	-	-	-	-	-
8.	Reverence	-	-	-	-	-	-	-	-	-	-	-	-

From the table above, the writer sees very significant patterns that related in doing persuasion in Obama's speech. This table is made to answer the second research question which is about the speech functions that related with types of persuasive strategies used in Obama's speech. From the previous table, the writer finds that there are many speech functions influence Obama in doing persuasive strategies. Expressive, directive, referential, and phatic appears in the data. On the other hand, metalinguistic and poetic cannot be found.

- a. Referential become dominantly affect the activity in doing persuasive strategies. The referential of Obama's speech is percentage 38,75% (31 times). It shows from examples bellow;

1. *We should never forget that our workers are still more productive than any on Earth. Our universities are still the envy of the world. We are still home to the most brilliant minds, the most creative entrepreneurs, and the most advanced technology and innovation that history has ever known. And we are still the nation that has overcome great fears and improbable odds. If we act with the urgency and seriousness that this moment requires, I know that we can do it again. (8th January)*
2. *It is this thread that binds us together in common effort; that runs through every memorial on this mall; that connects us to all those who struggled and sacrificed and stood here before. It is how this nation has overcome the greatest differences and the longest odds because there is no obstacle that can stand in the way of millions of voices calling for*

change. That is the belief with which we began this campaign, and that is how we will overcome what ails us now. (18th January)

3. But because We the People have remained faithful to the ideals of our forbearers, and true to our founding documents. (21st January)

According to Holmes (1996, p.286), the meaning of referential is the utterance provide the information. From the underlined sentences above show that use *emotion-arousing word (1), hope (2), and pride (3)* have relationship with speech function because the sentence has information. So, the speech function here is giving the information while Obama used persuasive strategies. That is why both of this theories are related each other.

- b. Expressive is the other significant factor that affects the activity in persuasive strategies. The percentage of expressive is 31,25% (25 times). It can be showed from examples bellow;

1. *Today I say to you that the challenges we face are real. They are serious and they are many.* (21st January)
2. *On this day, we gather because we have chosen hope over fear, unity of purpose over conflict and discord.* (21st January)
3. *In short, if we do not act boldly and swiftly, a bad situation could become dramatically worse.* (24th January)







## 4.2. Discussion

After analyzing and classifying the data into persuasive strategies, the writer intends to discuss the findings that there are seven out of twelve types of persuasive strategies that are used by Obama. The most often used is using appeal for several emotion (hope) with occurrence 53 times of 80 utterances, then use emotion-arousing word is 15 times, follow with using appeal for several emotion (pride) is 6 times. Next use appropriate fear appeal and using appeal for several emotion (courage), both occurrence are twice. The last, use specific evidence and use evidence to tell story, they are only appear one times in Obama's speech. In contrast, use credible evidence, use new evidence, use concrete example, use appropriate metaphor and similes, and using appeal for several emotions (reverence) are not found in these speeches.

In addition, from the explanation above, it shows the flow of the strategy. The most strength persuasive strategies that Obama used is hope by giving motivation to America and the people there to have brighter future and change their minds to be better again. Then, for making stronger persuasive Obama uses emotion-arousing word. This emotion-arousing word is to raise the audience's emotion up and then keep their spirit to keep their country. Moreover, Obama uses pride to foster the pride and make the audience feel involved to the speech itself and makes the pride appears stronger. Also, Obama uses appropriate fear appeal to show Obama will threat people who do not follow what he said. This is a good strategy because by using this strategy, Obama shows that he is assertive. The last, Obama uses evidence (specific evidence and evidence to tell story) to

ensure that what he said is fact, real and precise so the audience will be not confuse because the data is specific.

On the other hand, the writer is also referring between persuasive strategies and speech function. The findings it can be seen that there four of six speech functions. First is referential is used 31 times, expressive is used 25 times, directive is used 16 times, and phatic is used 8 times. In contrast, metalinguistic and poetic is not found in these speeches.

