



and the Earth, and the difference of your languages and colours. Herein indeed are portents for men of knowledge. (Verse: 22).

Dealing with the variance of languages, it implies the individual's style of the language that is used. In expressing an idea in the form of spoken or written language, people have and use their own style. Jordan claims that everyone has style, just as everyone has a shadow.

In communication, people use language in a practical way. We use it virtually in everything we do. Language is so automatic and natural that people pay less attention to it, but sometimes emphasized by the fact that they do not speak quite good as others do. Many people need to have professionals to learn about language, although to simply being able to use it.

Language has many functions in conversation or communication between people. It is used to express the mention, to inform fact, to influence others, to discuss about language, to describe, to chat, etc. The interactions of addresser and addressee have a purpose deliver a message in the event called communication. The ways in which they do are constrained by the situation in various ways. Furthermore, the speech event of utterances that involve them can be classified into speech function.

As we know that language is important thing of communication. The fact shows that people will get some troubles or misunderstanding without language when interact with other. It is supported by RajendMesthrie and friends (2000:5) who describes aspects within the definition of language that have full range of function as the way to interact with other. Language is not just denotation, a term which refers to the process of conveying meaning, referring to ideas, events or entities that exist outside language.

Language plays important roles in human's life; the most important term is for communication. Language is a purely human non-instinctive of communicating ideas, emotions and desires by means of a system of voluntary produces symbols (Sapir, 1921:18). From the quotation above, it is known that language plays a crucial role and a vital role in human life and also has many advantages of many various aspects of human life. By language, people are able to interact and communicate one another for whatever they do. Moreover, Lado (1957:18) says that language is the system of speech sound by which human beings, communicate with one another. Language is developing continually, that's one of the reasons why the writer wants to focus in this topic.

The discussion about function of language comes from the fact that distinction of meaning to one utterance which frequent required thought by addressee to know successfully the addresser's meaning. Therefore, we need to classify of utterance not only according to their grammatical form and then say that each form has one and only one function, but also to examine then to match with context and the situation in which it is made.

Corder (1982:38) mentions that any utterance may have simultaneously several functions and there is no simple one to one relation between the forms of an utterance. However, there may be a statistical relation, for example between an interrogative sentence and the function of asking a question.

However, language is a complex. In other words, it is not enough just to know the meaning of the sentences uttered, but the context of situation and the context of the culture must be understood, such as it is public or private, formal or informal, who is being addressed, and who might be hear the sentences.

Furthermore, Janet Holmes (2001) assumes sociolinguistics rule or appropriate ways of speaking in different communities is quite distinctive in a range of areas. Speech functions are expressed differently in different communities. Being polite involves understanding the social values which govern the way social dimensions such as status, solidarity and formality are expressed. The description aims to identify the different weight put on these factors in different cultures. Moreover, Language is medium of education of the participant in learning process expected to be able to read, to write and to speak in diverse way, in order to expand their knowledge base and thinking skill.

Speech is so familiar a feature of daily life that we rarely pause to define it. It seems as natural to man as walking, and only less so than breathing. Yet it needs but a moment's reflection to convince us that this naturalness of speech is but an illusory feeling. The process of acquiring speech is, in sober fact, an utterly different sort of thing from the process of learning to walk. In the case of the latter function, culture, in other words, the traditional body of social usage, is not seriously brought into play. The child is individually equipped, by the complex set of factors that we term biological heredity, to make all the needed muscular and nervous adjustments that result in walking. Indeed, the very conformation of these muscles and of the appropriate parts of the nervous system may be said to be primarily adapted to the movements made in walking and in similar activities. In a very real sense the normal human being is predestined to walk, not because his elders will assist him to learn the art, but because his organism is prepared from birth, or even from the moment of conception, to take on all those expenditures of nervous energy and all those muscular adaptations that result in walking. To put it concisely, walking is an inherent, biological function of man.

Salzman (1998:167) states that the way individuals speak varies not only according to their original and social dialects but also according to the context. The distinctive manner in which people express themselves in a particular situation is referred to as style.

The term performance, introduced by Chomsky, will be used in this paper since it describes “the way the individual goes about using language” (Mey 5). The term language features the issue that I will analyze, that is to say, not only the words used by the speaker as a lexical features, but also the context in which the speech is situated. Having been skilfully coordinated, they create the performance that aims the delivery of the message.

The use of different language style can also be observed in movies or films. Speech is the one communication media whose stories frequently reflect social reality and contain criticism. Included within the speech Brack Obama in (2009). Throughout the speech, the audience can hear the use of various language feature, such as lexical feature, and grammatical features.

In the book leading in a Culture of Change, Michael Fullan (2001) describes a leadership framework for leading complex change in chaotic conditions. The framework is made up of five themes of leadership: moral purpose, understanding change, relationships, knowledge building, and coherence making. In order to effectively lead in a complex environment, the leader will need to utilize these tools as well as be enthusiastic, energetic, and hopeful. The leader will also need to gain external and internal commitment from the members of a business or organization in order to achieve results. This leadership framework can be applied to President Barack Obama’s inaugural address.

Obama’s published an autobiography, *Dreams from My Father: A Story of Race and Inheritance*, in 1995. He ran as a Democrat and won election in 1996. During his years as a state



Obama's inauguration speech addresses the confidence of the new President to cope with the domestic problems and renew the American role in the world in terms of its lexical feature, plot structure, and pronouns.

On January 20, 2009, President Obama delivered an inaugural address to the people of America that was focused on fostering hope and unity. The President spoke of creating new jobs and laying a new foundation for hope. President Obama explained that "we have chosen hope over fear, unity of purpose over conflict and discord" (Obama, p. 1). One of the things the President accomplished in the inaugural address was to promote moral purpose. Fullan writes that a leader must awaken an intrinsic commitment in people in order to be effective. The President spoke of making a difference in the environment by "using the sun and the winds and the soil to fuel our cars and run our factories" (p. 1). By educating people about topics that are important on local and global scales, President Obama creates new advocates for change. Advocates, with one voice, can change the world.

The writer also finds some works which are in the Rhetoric of Obama's speech field especially language features. One of its thesis works is NaeemIqbal thesis 2013 "An Analysis of Rhetoric and Genre Characteristics of President Barack Obama's 2013 Inaugural Address". He states Obama's as the object of data was in the script of the Obama's Inaugural speech. He argues Obama followed the grand style language with great deal of figurativeness and formality, but with choice of simple words. He expressed himself in grand style language because the event was ceremonial and formal. He made a choice of simple words to convey his message to the common people, therefore the president appealed to the audience with formal but most simplistic language.





