

CHAPTER 2

THEORETICAL FRAMEWORK

To work on this term paper, there are the theoretical frameworks that I apply including:

2.1. The Definition of Language

According to Kreidler in the book of “Introducing English Semantics” (1998:19), a language is a system of symbols through which people communicate. The symbols may be spoken, written, or signed with the hands. As cited in Fairclough (2013, 38), “language and speaking are thus interdependent; the former is both the instrument and the product of the latter” (Saussure, 1966, 19). Hence, I underline that people use language to communicate with others, both verbally and non-verbally, and they have their own style that will reflect the purpose, personality, or characteristics in communicating. The style of language people use is affected by the internal, which can be the personality of the users, and the external factors, which can be the culture of the institutions as in family, school, society, community, or region where they live. Other than aiming for communicating, people use the language style to show their status. For instance, the language style used by director has a certain style to indicate their position at work to their employees, but their language style will be different when they position themselves as parents talking to their children or very close friends.

2.2. Public Speaking

Public speaking is one of the communication skills in which the speakers deliver their perspectives, ideologies, ideas, oration, or opinions in public. Public speaking is not categorized as one-way communication, yet as a dialogue or two-way communication. Delivering speech in public is not only necessary to have brilliant perspective, ideas, opinion, or ideologies, however mastering the skills to be more impactful is a must. Public speaking can be successfully delivered when the speakers are able to engage the audiences.

Public speaking is oral communication spoken in front of large people that combines the skill of speaking and the art of speaking. That the combination between the skill of speaking and the art of speaking, public speaking needs two important aspects, they are; the speaking itself and the way how to deliver the speech. (Mufanti, R., et al, 2017)

As cited in Mufanti, R., et al, (2017), public speaking has an important role in assisting the goal of the public speakers. For people with a very strategic position in their institution like a president, public speaking is one of the communication skills that they have to master since it can give some benefits.

(1) To blow-out information, As stated by Gareis (2006) that spoken information is more personalized. Hence, I define that public speaking spoken by a president who has a power to lead society is very influential in spreading the information. (2) To share our thought, we can share our thought, ideas, and opinion through public speaking. In Public Speaking, we get benefit to emphasize more our thought with the style we put in it. (3) To debate argument verbally, since public speaking gives benefit for the speaker to emphasize more his or her thought, the speaker can put emotional skill to strengthen their thought and to argue verbally regarding any case happening in a society. (Mufanti, R., et al, 2017)

Hence, public speaking is a must for any president in the world to assist them in reaching their goal and political interest. Public speaking is very impactful, has a power to lead society with their thought by using their emotional style for emphasizing their messages. A president in which coming from very strategic institution, he or she often applies public speaking for arguing verbally to firm his or her political branding against their political opponents standing either as an individual or institutional.

2.3. Discourse

Tarigan 1987:27) explains that discourse is a very completed language unit consisting of the whole text that has a good cohesion and coherence both spoken or written. It is clearly explained that discourse is not scoped in sentence or paragraph. It can be scoping in phrase, clause, or even word. Van Dijk (1997:1) explains that discourse is a language application in society or how certain language is applied. Hence, from that definition of discourse, it can be noted that the use of language depends on the context and the functions of language users. Every person has their own style of language and every people can use their different style of language in different communities or institutions. They have an intention in every community they are communicating with. For example, when we are having a sit for an interview in any company, we are applying a formal language. When we are having a conversation with our friends, we are applying an informal language. Mostly,

people will use the same style of language with the people or in a community that has the same frequency of the use of language. When we are talking with people that does not have the same frequency, the communication will not run smoothly or will create misconception.

2.4. Ideology

Argued by Fairclough (2013:57), “ideology invests language in various ways at various levels, and that we don’t have to choose between different possible ‘locations’ of ideology, all of which seem partly justified and none of which seems entirely satisfactory.” Fairclough and Fairclough (2012) say that ideology and manipulation are two main focuses for Critical Discourse Analysis in the critique of discourse. Ideology is a system including its own logic and rigor to represent ideas, concepts, or even myths, and to possess an existence and a historical role within a given society (Renaldo, 2021). Ideology is something that people believe and hold on to. People may have different ideology and being critical or having the same background knowledge can help to view others’ perspective. In the larger society, if people have no interference from others to influence their perspective, they can express their ideas with no pressure and it can be considered as the essence of democracy. When people need to convince others to support a system of democracy, it is not necessary to rhetorically embrace democracy.

Dijk (1997) states that discourse in this approach essentially serves as the medium by which ideologies are persuasively communicated in society, and there by helps reproduce power and dominant of specific group or classes. People may have their own ideology, yet it is not categorically seen by other what is the exact ideology they have. The only way others can obtain their perspective to define what’s the strategic people’s ideology is through analyzing their policies whether it can meet the every single theory or not. Their ideology can be affected by the individual itself or the institution where they come from. Aside from the both individual and institution, ideology can be affected by the circumstances that can be always changed any time related to what the people’s interests will be. Ideology can determine the dominance of individual or group and reproduce their power of their existence in a community.

Van Dijk (2006) explains that ideologies are within the discourse indirectly which is always personal and contextual. It is quite complex and difficult to define the ideology of the individual or the certain institution through their discourse, specifically the script of the speech. There must be some silent meanings that are not clearly stated in every single word or sentence. Critical Discourse Analysis examines the ideologies within the speech since there are underlying sociocognitive supports the forming of people's ideologies. Discourse structures have many cognitive, interactional and social functions. None of them are exclusively ideological. For instance, passive sentences and nominalizations hide or background agency (Van Dijk, 2006).

Hence, it can be stated that discourse has so many elements of cross-interdisciplinary subjects that implicitly defines the ideologies of the writer or speaker. Defined as socially shared representations of groups, ideology is the foundation of group attitudes and other beliefs, and thus also control the 'biased' personal mental models that underlie the production of ideological discourse (Van Dijk, 2006). Through the above theory of Van Dijk, it is clearly confirmed that ideology as the primary fundamental that determines and influences the writer or speaker in forming the speech. Speech comes from the ideology they have that is reflected into the discourse. It means that speech cannot be separated from the ideology to form the speech especially that belongs to people coming from the strategic position. Van Dijk (2006) explains that interpreting the ideologies in the discourse must be careful in order to not over-interpret the data. A detailed and perusal consideration is needed in analyzing the silent meaning based on the context and co-text. The data must be interpreted as a whole of not in an isolation without considering with whom the speech is addressed to, when the speech is delivered, and with what the intention of speech.

2.5. Critical Discourse Analysis

Al-Rawi (2017) explains that CDA is to study and to uncover the ideology contained in the discourse. Discourse is not limited in the area of text only, but it also includes the spoken one. There is a correlation between the actor or individual who writes or delivers the speech (considered as the microstructure) and the

institution (considered as the macrostructure). CDA is analyzing the relationship between the individual and the institution where the speaker comes from that definitely influences the forming of the speech. There must be motive or silent meaning behind the speech, because every actor or institution has their own ideology. Therefore, it can be underlined that CDA is a study to reveal the silent meaning of the text or speech to uncover the interest related to the ideology of both individual and institution. This term paper enterprise attempts to critically analyze the correlation between language, society, and ideology of the actor and institution. Van Dijk (1993) explains that the analysts of critical discourse analysis want to comprehend and disclose social inequality.

CDA is applicable in every professional field to uncover the implicit meaning of the text to reveal a proper interpretation to support their needs. Historians, business institutions, lawyers, politician and medical professionals to name but a few, have used discourse analysis to investigate social problems relating to their work. Van Dijk (1993), who prefers the term Critical Discourse Studies (CDS) for this reason, describes it as a new cross-discipline that comprises the analysis of the text and talk in virtually all disciplines of the humanities and social sciences. CDA is claimed as a cross-interdisciplinary subject that is far from easy. The researcher must have a strong comprehensive understanding of the cross-disciplinary subjects in analyzing the CDA. Social cognition, culture, economic, education, power, political science, and philosophy, they are the subjects that are very important in assisting us in analyzing the micro and macro structure of the CDA.

In regards to CDA, I underline the aims of criticism that means overiewing something need to fix with the object of the research, the inauguration speech of Joe Biden. I examine the matter that is really questioned in order to meet the answers of the formulation of problem. Criticism is to measure the crucial things inside the ideologies of the speech through the analysis of the microstructure and macrostructure. As cited in Fairclough (2013), "Critique brings a normative element into analysis" (Sayer, 2005). Hence, in the context of CDA, it is going to go underneath every single element in the discourse to result a significant proper interpretation of the silent meaning. Through the CDA, the social matters caused

by the silent meaning is enable to be minimized since the aims of the critical is to find the problems of the silent meaning then to result knowledge for people to be more aware of being mastered in the interpretation skill.

2.6. Van Dijk Critical Discourse Analysis

In the Critical Discourse Analysis, there are three elements of discourse structures emphasized by Van Dijk, they are microstructure, macrostructure, and superstructure. As cited in Rohmah (2018), “Critical Discourse Analysis is obviously not a homogenous model, nor a school or a paradigm, but at most a shared perspective on doing linguistics, semiotic or discourse analysis” (Van Dijk, 1993: 131). Through Van Dijk Critical Discourse Analysis, it focuses on the study of the relation between discourse, power, dominance and social inequality. Therefore, Critical Discourse Analysis will uncover the motive of the discourse more than just analyzing the textual structures, but it studies the silent meaning of the text from some aspects related with the textual structure as well to reveal the ideology and interest of the speaker or the writer of the text.

Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context (Van Dijk, 2004). Hence, it can be underlined that text has a power to drive society with the power and dominion of the speaker or any institution being involved in the forming of the text and speech. President as a person who is coming from very strategic position has a power to influence and to lead the public reactions in a way president and his or her institutions want to.

Since president and his or her institutions have their own motive or interest related with their supremacy as the number one people in a country, the inauguration speech they will convey must be prepared well. A team of the forming of the inauguration speech must be very careful in making every single word, phrase, or sentence to ensure that their political interests can be implemented. Therefore, it is not enough to understand the meaning of the text through the literal meaning only, because there are some productions of the text to be a certain speech as a president or his or her institutions want to. In this case, there are some silent

meanings of the text or speech. Here are the three of Van Dijk Critical Discourse Analysis that can uncover the silent meanings:

2.6.1. Macrostructure of the Text

Macrostructure of the text are included the topic, theme, and gist. Van Dijk (1980:9), explains that the notion of macrostructure has a more limited function. It is used to account for the various notions of global meaning, such as topic, theme, or gist. Therefore, text has the main idea being discussed through every sentence coherently that can be acknowledged as the main topic of the text or speech. The macrostructure is a network derived from the microstructure by application of some semantic rules (Van Dijk, 1988).

This implies that macrostructures in discourse are semantic objects. According to the principles of explicit semantics, this means that rules of some kind must be formulated to relate meanings of words and sentences (i.e., local structures) to the semantic macro structures. (Van Dijk, 1980:9)

Hence, macrostructure is correlated with the semantic structure in forming the thematic as explained in sub-chapter 2.6.1.1.

2.6.1.1. Thematic

The meaning of texts cannot be adequately described at the local level of sentences and sentence connections alone but that textual meaning should also be specified at more global levels (Van Dijk, 1980:40). Van Dijk (1993) from his book of “Macrostructure” determines thematic as the main element of macrostructure since it is covering the theme of the text. From the statement of Van Dijk, it can be noted that the thematic of the text is covering all the meaning globally. I identify that the maker or the speaker had already prepared their thematic before making the speech. Moreover, a president who will be delivering his inauguration speech already has an important preparation, ensuring that the improvisation of his or her speech must be relevant with the thematic already prepared before in order to not make any fatal error. If not, the speech is going to be a big mistake since the audiences are potentially enable to understand it in different way globally. Hence, I believe that in order to get the proper understanding of the text or speeches, it is important for us, especially linguistics students to comprehend the social context

of the speech. Because, the speech must have a strategic intention based on the political interest of president as the speaker, or the institution of where he or she is coming from.

2.6.2. Microstructure of the Text

To analyze the elements of microstructure, I apply the model of Microstructure of Van Dijk CDA adapted from Eriyanto (2001):

Table 2.1 Microstructure Model of Van Dijk CDA

No.	Aspect of Text	Element Analysis
1.	Semantic	Background
		Detail
		Purpose
2.	Syntax	Sentence
		Coherence
3.	Lexicon	Pronouns
		Vocabulary
4.	Rhetorical	Graphic
		Metaphor
		Expression

2.6.2.1. Semantics

“A semantics of discourse is characterized by relative interpretations: sentences in a discourse sequence are not interpreted in an ‘absolute’ way, but relative to the interpretation of other, mostly previous, sentences of the discourse” (Van Dijk, 1977). Therefore, I define that semantics of discourse is to study the meaning relatively based on what the interpretation of the previous sentences of the discourse. It means that the previous sentence of the discourse is really

important to form the following sentences of the discourse. I identify that we as the language users have to be aware of what the meaning of the previous sentences to obtain a proper meaning of the following sentences of the discourse then we can result the whole meaning of the text properly.

“Coherence is not only semantic, but may also be determined by pragmatic conditions” (Van Dijk, 1977). I underline that coherence can be influenced by pragmatic conditions as long as the facts of the discourse being revealed must be still relative with the language users and communicative contexts. “Clearly, connections between facts should be satisfied not only objectively’, but also relative to language users and communicative contexts” (Van Dijk, 1977). Therefore, I conclude that the readers of the text can obtain the coherence of every single sentence when they are familiar with the language style and the context of the text. Hence, it is very important to comprehend the language style and the communicative context of the text or the speech.

2.6.2.2. Syntax

Nur Rohmah (2018) that applied the theory of Van Dijk as well, “syntaxes style is used in politic manipulation by using sentence form through the use of active and passive sentence, coherence, and pronoun”. Syntax is the order of words or phrases to form a proper sentence. The use of active and passive sentence by the speaker or writer is to inform the audiences or readers about what the role of the speaker or the reader is. The use of coherence is to explain and to emphasize the intention of the speaker or the writer has in the discourse to audiences or readers. The use of pronoun is to inform audiences or readers the position of them in what certain community in the discourse. Therefore, I hereby provide two kinds of syntaxes style that can be analyzed by Critical Discourse Analysis, which are sentence form and cohesion.

2.6.2.2.1. Sentence Form

There are two kinds of sentence form to be analyzed, which are persuasion and impression management of discourse.

a. Persuasion

As cited in Slattery (2019), “persuasion is intentional, non-coercive communication that is effective at causing a change in mental state leading to a change in behaviour” (O’Keefe, 2015). Also cited in Slattery (2019), “persuasion “involves one or more persons who are engaged in the activity of creating, reinforcing, modifying, or extinguishing beliefs, attitudes, intentions, motivations, and behaviours within the constraints of a given communication context” (Gass and Seiter, 2011:33). Sarah (2019) explains that the passive voice sentence in discourse can be identified as the form of persuasion sentence. Sarah (2019) also explains that the form of persuasion sentences can be find out in the informative sentence conveyed repeatedly to convince the readers regarding important information. Hence, I define that persuasion is non-coercive communication with intention to persuade one or more people to do something as per what intensively informed. It is related to what cited in Slattery (2019) as well, “persuasion is human communication designed to influence the autonomous judgments and actions of others” (Oinas-Kukkonen and Harjumaa, 2009:486).

b. Impression Management

As cited in Nur Rohmah (2018), “some impression-management research deals with the discursive antecedents, such as the presence of positive self-description, or the performance of kind verbal acts, such as greetings or self-disclosure” (Schneider, 1981:112). I define this impression management is to present the speaker to be good in using the language to keep being polite in avoiding some negative impression of the audiences not to speak up any word with negative dictions. It is rational when any new elected president will give their best effort to impress public with his or her good speech avoiding any negative diction. Obtaining good impression at first appearance in public is a must to keep president’s image through the language style he or she applies in inauguration speech.

2.6.2.2.2. Cohesion

As cited in Prasad Poudel (2018):

Cohesion refers to the relations of meaning that exist within the text, and is expressed

through the stratal organization of the text... It occurs where the interpretation of some elements in the text is dependent on that of another” (Halliday & Hassan, 1976:4); “Cohesion is the tie and connection that exist within the text” (Yule, 2008).

Hence, I define that cohesion is the aspect of language as the link among sentences of the text in regards of forming interrelated meaning within the text. In line with the definition I state, cohesion is important in forming the message of text in order to be able to deliver the whole message to the audiences or readers. The sentences that are not interrelated one and another will make the audiences or readers get confused with what the writer or speaker will convey. The aspect of cohesion is correlated with the use of conjunction to link one sentence to the others. A good cohesive text is in line with the use of proper conjunctions that the speaker or the writer applies. The use of conjunction must be considerably noticed since it leads in emphasizing the sentences within the text. Therefore, I identify that it is very important for student or researcher to obtain the comprehensive analysis Critical Discourse Analysis.

2.6.2.3. Lexicon and Lexical

According to *Oxford Learner’s Dictionaries*. (n.d.), lexicon is (a) a list of words on a particular subject or in a language in alphabetical order, (b) a dictionary, especially one of an ancient language, such as Greek or Hebrew. Hence, I define that lexicon is vocabulary (noun) or dictionary (noun). Lexical (adjective) is something related with the lexicon. As cited in Budi Sucihati (2020), “lexical meaning can be interpreted in accordance with the referent or in accordance with the results of observation of the sensory or meaning that is real in everyday life” (Chaer, 2012) and contextual meaning is the meaning that corresponds to the context of the word that appears as an additional meaning in addition to the actual meaning of the impression caused by a particular situation (Nawaristika, 2012). Hence, I define that lexical meaning is a word that has different meaning based on the context which is not the same with the literal meaning. Therefore, context has an important role in determining what kinds of words that writer or the speaker will apply. From above explanations, the lexical choice can be addressed as stylistic style that has a correlation with the rhetoric style.

2.6.2.4. Rhetoric Style

Refers to *Rhetoric and Writing Studies*. (n.d.). San Diego State University, College of Arts and Letters, “rhetoric refers to the study and uses of written, spoken and visual language. It investigates how language is used to organize and maintain social groups, construct meanings and identities, coordinate behavior, mediate power, produce change, and create knowledge”. Whereas rhetorical (adjective) is something related with rhetoric.

As cited in *Rhetoric and Writing Studies*. (n.d.). San Diego State University, College of Arts and Letters;

Let rhetoric be [defined as] an ability, in each [particular] case, to see the available means of persuasion. This is the function of no other art; for each of the others is instructive and persuasive about its own subject: for example, medicine about health and disease and geometry about the properties of magnitudes and arithmetic about numbers and similarly in the case of the other arts and sciences. But rhetoric seems to be able to observe the persuasive about "the given," so to speak. That, too, is why we say it does not include technical knowledge of any particular, defined genus [of subjects] (Aristotle, ca. 350 BCE).

From the explanation of above theories, I hereby define that rhetoric style is a manner in the use of written, spoken, and visual language to construct the emphasizing of meaning with the aims of indoctrinating and persuading people, group, or wider society in regards to any idea of the writer or the speaker through the figure of speech.

2.6.2.4.1. The Definition of Figure of Speech

The figure of speech is an important aspect in the application of language to be more impactful for the audiences we are talking with that is differently interpreted from the literal meaning. As cited in Sitompul and Elfrida (2018):

Figures of Speech is a linguistic semantics and other related disciplines that deal with meaning and thinking have seen a steadily increasing interest in figurative language that explain or suggest by using words and ideas differently from literal meaning. (Arvius, 2003:9)

1) Hyperbole

A hyperbole is figures of speech that is grossly exaggerated description or statement (Arvius 2003:135). The exaggeration is applied when the writer or the speaker wants to really emphasize the purpose more

than just the literal meaning of the words. “My love for you is as deep as an ocean”, for instance.

2) Alliteration

Alliteration is the commencement of two or more words in close connection with the same sound (Drabble, 1985:18). Therefore, the characteristics of the alliteration is the same sounds that can be in the beginning or the ending of each word. “Sun Shines in Santiago city”, for instance.

3) Metaphor

Metaphor typically say something about more abstract matters, and as result the character of metaphor is easily confused with that of abstract language senses (Arvius, 2003:72). Hence, metaphor is emphasizing another meaning of the object in order to be variative. “The athlete is so powerful, he is the king of the ring”, for instance.

4) Repetition

Repetition is figure of speech by which the same words or phrases are used repeatedly in successive clauses (Tarigan, 1985:152). Repetition is applied when the writer or the speaker wants to emphasize a certain word to convince the readers of the audiences about what the topic is. This is our moment, a moment of glory, a moment of champion, a moment of unity.

5) Anticlimax

As cited in Siregar (2019), “anticlimax is a figure of speech in which or ideas are arranged in descending order of importance” (Martha, 2008). For instance, “Don’t ever try to hate people, your neighbors, or your family”.

6) Interrogation

This kind of figure of speech is to make the message to be more dramatical through question tone without requesting for any answers.

For instances:

- a. Do you want to make this nation to be destroyed?
- b. Don't you want to stop any discrimination in this country?

7) Tautology

Tautology is the figure of speech applying the words that tend to have similar meaning to emphasize the atmosphere or the situation related with the focus problem within the sentences. For instance, "We have to save this Earth from any disaster, war, violence, discrimination, and human trafficking".

2.6.3. Superstructure of the Text

There are two elements of superstructure of the text, they are:

2.6.3.1. Schemata

According to the book of "Macrostructures" published in 1980, Van Dijk explained that superstructure is the schematic form that organizes the global meaning of a text. We assume that such a superstructure consists of functional categories (Van Dijk, 1980:109). From the theories of Van Dijk, I define that superstructure is the schematic form determining the functional categories of each sentence then eventually forming a whole meaning of text. It is in line with the topic of the text. Therefore, this superstructure is mostly analyzed through the outline to reveal the ideological implication in the text. Nur Rohmah (2018) explains that analyzing the schema of the text is like establishing the ideology of the speech.

2.6.3.2. Sociocognitive

Ideologies usually control the thoughts of a social group which then represent the basic social characteristics of a group based on their identities, goals, norms, values, positions and resources (Van Dijk, 1995). Van Dijk (1993) explains that CDA is one of the main fundamentals in the analysis using Social Cognitive Approach in the correlation between power and discourse in every different community. From the above theories, I define that the correlation of social cognitive

approach in critical discourse analysis is to examine the social context and cognitive of the speaker in the relation with his or her ideologies or power. There are kinds of social cognitive approach in the strategic speeches spoken by president as cited in Sarah (2019), they are:

1) Emotional Attachment

Van Dijk (1993) explains that emotional attachment is very important understand how the speaker can approach the audiences. First impression is a very crucial factor for audiences to decide what they have to do whether to keep giving more attention to the speech or to leave it. Therefore, emotional attachment will affect what the reactions of audiences are. If the speaker wants his or her speech to be successful, the speaker should mind the combination of words and the context of the purposes. The speech will be successfully accepted when the speech is meaningful.

2) Mind Control

Van Dijk (1993) explains that successful speech cannot be separated by the ability of the speaker in mind control. The speaker needs to control the audiences' thought by bringing them to the past memories, experiences, and histories in the relation with the topic of the speech that he or she deliberates in front of them.

3) Mitigating Evidence

Van Dijk (1993) explains that the use of mitigating evidence is when the speaker has an intention to convince the audiences and to promise that he or she can make a better changing by reflecting what already happened in the past history to obtain the emotions of audiences.

4) Glorification

Van Dijk (1993) explains that after the speakers make a promise, there is a chance for the speakers to glorify their ideas and to convince what benefits that the audiences will obtain if the audiences believe in him or her.

Therefore, the purpose of the speech can be more highlighted and noticeable.

5) Positive Self-presentation & Negative Other-presentation

Van Dijk (1993) explains that this strategy is used when the speaker wants to brand his or her positive image through polite or good words (positive self-presentation) or when the speaker wants to provoke the adversary (negative other-presentation).

6) Rhetoric Art of Speaking

Van Dijk (1993) explains that the speaker emphasizes the purposes of his or her speech that are expected to be highlighted by the audiences. The speaker applies the persuasive context in the utterances and the use of pronoun to determine the position of the speaker among the nation.

Therefore, with all the theories I apply above, I hereby provide the table of Van Dijk Critical Discourse Analysis elements to be analyzed in order to be easier for readers to study and to comprehend the analysis:

Table 2.2 Microstructure

Aspects	Elements	Answering Formulation
Semantic	Background	Formulation Number 1
	Coherence	Formulation Number 1
	Presupposition	Formulation Number 1
Syntax	Cohesion	Formulation Number 1
	Sentence Form	Formulation Number 2
Lexicon	The use of hostility	Formulation Number 1
	The use of pronoun	Formulation Number 2
		Formulation Number 3
Rhetoric Style	Figure of speech	Formulation Number 2
		Formulation Number 3

Table 2.3 Macrostructure

Aspects	Elements	Answering Formulation
Thematic	Topic	Formulation Number 1

Table 2.4 Superstructure

Aspects	Elements	Answering Formulation
Socio Cognitive	Emotional Attachment, Mind Control, Mitigating Evidence, Negative Self- Representation, Persuasion,	Formulation Number 2 Formulation Number 3

2.7. The Definition of Policy

Sage Publications, Inc. (2019) explains that public policy is a form of action established by a government against problems happen in a country. As cited in Osman, F. A. (2002) explains that policy is a response of political situation, determining and setting guidance to what the country does. Therefore, I conclude that public policy is government's action in response to political situation or public interest that can be implemented in law or it is just as a form of discourse in dealing with domestic problems or public interests.

2.8. Previous Related Studies

The first previous study is from Sarah, the University of Sultan Thaha Saifuddin, the city of Jambi, 2019. The title of the term paper is Critical Discourse Analysis in Donald Trump's Speeches. The term paper was to analyze the discourse used in the language of Donald Trump's speeches. The objective of the term paper is (1) to find out what kinds of Critical Discourse Analysis elements in the speeches of Donald Trump, and (2) to find out aspect of social cognitive in the speeches of Donald Trump. The term paper is focused on the critical discourse analysis in the Donald Trump's speeches. The term paper applies qualitative as the research

method supported by the descriptive techniques to describe and to analyze the data. The elements of critical discourse analysis in this term paper are based on the Van Dijk's theory. They are macrostructure of the text, microstructure of the text, and superstructure of the text. Whereas, the social cognitive of this research is covering emotional attachment, mind control, mitigating evidence, glorifications, negative self-representative, and rhetoric act.

As the conclusion of the term paper, Sarah (2019) explains that there are some linguistic features that applied by Donald Trump to manipulate the way of he delivers the message in his speeches and to provoke the recipient to be emotionally get touched by his speeches which can be demonstrated in every topic in the speech. From the aspects of microstructure, one of them is in the use the figure of speech, irony that is applied in order to be more feeling emotional. The use of repetition is intentionally applied to highlight the failure of the United States of America in the past. The purpose of the use of repetition is to convince the recipient about his arguments and to make them agreed with his presidency. The positive self-description is applied by Donald Trump in his arguments. On the other hand, the negative representations are also applied to attack the adversary.

The second previous study is from Rohmah, Sunan Ampel State Islamic University, the city of Surabaya, 2018. The title of the term paper is Critical Discourse Analysis of Donald J Trump Speeches. The term paper investigates what structures of Critical Discourse Analysis in the speeches of Donald Trump with the theory of Van Dijk critical discourse analysis and the elements of the socio cognitive as well to explore the outlines of superstructure. The research is conducted under the descriptive qualitative research method. From this research, there can be found there are 64 utterances classified as the linguistic features. This research reveals that Donald Trump applies the figure of speeches, repetition and irony, to reach the audiences. The use of pronoun becomes the main aspect to establish the image of Donald Trump on how to lead the nation, and to strengthen his arguments.

The third previous study is from Fatmala, the University of Muhammadiyah Sumatera Utara, North Sumatera province, 2019. The title of the term paper is Critical Discourse Analysis on *Ghazwul Fikri* Book Written by Abdul Shabur

Marzuq. The objectives of this research are to analyze the macrostructure, microstructure, and superstructure under the qualitative research method with the concept of Van Dijk discourse analysis as the research approach. As the result, there are some findings, they are macrostructure consisting of the thematic, superstructure being found several parts of the text that used schematic, namely the introduction, content and conclusion, and microstructure being found the semantics, syntax, stylistic, and rhetoric. The conclusion of the term paper, in macrostructure, it had a topic that discussed that ghazwul fikri was a smooth way through various fields that could damage the minds of Muslims and eliminate Islam. From the aspect of Superstructure which is focusing on the schematic elements analyzed to reveal the ordering important information at the ghazwul fikri book has a scheme, they are introduction, content, and conclusion to convey the message to the readers orderly. In microstructure, it was analyzed four elements: semantic, syntax, stylistic, and rhetoric. The language within The Ghazwul Fikri book is categorically to the point without any implicature features in the level of semantic, and syntax as well. The Ghazwul Fikri book has good structures of sentence that are completed with subject or noun with verb. The Ghazwul Fikri applies a difficult style of rhetorical language.

The three above previous studies are working on analyzing what elements of critical discourse analysis only. However, this term paper is using Van Dijk CDA to reveal the issues of The United States of America, the leadership style of President Joe Biden, and the differences of language style between President Joe Biden and the former President Barack Obama.