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LANGUAGE AND HUMAN EMOTIONS: A CRITICAL DISCOURSE ANALYSIS OF THE SPEECH BY THE PRESIDENT OF U.S.A. Barack OBAMA'S FAREWELL: "YES WE DID"

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Abstract

The research paper shows the Critical Discourse Analysis (CDA) of the speech delivers by the president of U.S.A. Barack Obama on his farewell address in Chicago, Illinois, on January 10, 2017. Fairclough's (1995) notion of three dimensions serves as the theoretical foundation for this. These three dimensions are textual analysis, discursive analysis and social political analysis. It employs a qualitative approach. The excerpt is from a speech that Barack Obama arbitrarily uploaded to YouTube. The purpose of this study is to ascertain the authority within and underlying the speech's discourse. The speaker has persuaded the audience that he is on their side and has their hearts by using the pronouns "I" and "We." Based on the results, it may be said that the speaker's speech examined the power that underlies and exists inside conversation.

Keywords: *Critical Discourse Analysis, 3D Model, Barack Obama, Ideologies.*

1. Introduction

1.1. Background

There are various definitions for the word discourse. When discussing language designs then language practice, vernaculars, besides satisfactory claims inside a society, the term "discourse" in language studies is frequently used. People who reside in remote places and have similar speech patterns are the subject of this study. Analysis is the process of dissecting something in order to evaluate it and broken down into fragments. Discourse analysis is the linguistic study of connected speech and writing. A Critical Discourse is presented in this article and the analysis of the well-known address delivered by the USA President Barack Obama's Farewell "YES WE DID"

In particular, CDA looks at in what way philological functions within political, established, and other dissertations in addition to particular discourses to identify overt or, more frequently, hidden social inequality. "When language is used in speech and writing, it is tied in a dialectical fashion to the situation(s), institution(s), and social structure(s) that frame a given discursive occurrence," claim Fairclough and Wodak (1997). Discourse is therefore seen as both socially constitutive and socially generated in this reciprocal connection.

Conversation can create and perpetuate unequal power relations between various ages, genders, socioeconomic classes, ethnicities, and professional groups because of their immense influence. The speech's CDA emphasizes the connection between Language and power.

The speech focuses Obama had wanted to be discussing transferring leadership responsibilities to Hillary Clinton, a fellow Democrat. Rather, the unexpected win of Donald Trump suggested an existential threat and demanded that he paint on a larger canvas. He skillfully focused his criticism in a "state of our democracy" speech on the illness that gave rise to the president-elect rather than

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the incoming leader. He only referenced Trump by name once in his 4,300 words, but he delivered a lot of condemnation.

Obama rejected the notion of a post-racial America, which gained popularity following his own ascendancy in 2008, as ridiculous. He spoke up for the rights of Muslim Americans and immigration. He chastised people for rejecting the science behind climate change. He issued a warning about the danger that "the rise of naked partisanship" posed, as people began to withdraw into their own spheres of confirmation.

1.2. Research Questions

- To what degree do Barack Obama's language choices in the speech reflect his ideology?
- What are the different frames used by Barack Obama his political discourse?
- In what ways do the stylistic elements reflect the larger political and sociocultural dynamics that exist in America?

Given that the examination of the speech's linguistic usage is the main focus, these questions are researchable. In order to identify the motifs, the researcher examined the speaker's linguistic choices. It is believed that language is the primary instrument available for expressing power struggles and expressing opposition to the dominant groups' socially enforced authority. This project focuses Barack Obama, the first black president of the United States and the son of a goat herder in Kenya, had arrived to bid adieu. He described himself as a "skinny kid with a funny name." But this night arrived with a somber note, full of omens and warnings about a democracy under threat, unlike the previous eight years when it had felt like a night of joy and nostalgia.

2. Literature Review

Fairclough (1988) described his work as critical language study for text analysis. The primary goal was to identify discursive behaviors and social interactions that violate people's rights and discriminate against them by using terminology that is widely used in society. He claims that language is an instrument of hegemony and power. According to Gee (1990) and Sampson (1990), the CDA uses a variety of techniques to generate an understanding of speech. Social and political considerations were taken into account in addition to economic ones. Social semiotics serves as the primary foundation for the analysis, which takes considering the social setting in which it is situated.

Discourse analysis across disciplines is one approach to language studies. It looks into the relationships among ideology, language, power, and identity. Language is subjected to the latest version of Critical Linguistics and Discourse Analysis. In Critical Discourse Analysis, the word "Critical" comes from Marxism, Post-structuralism, and Deconstructionism, which became popular after 1979. Research in the 20th century focused on these concepts as linguists and philosophers started to see language as a way of expressing meanings that already existed in linguistic systems and that these meanings functioned within those systems. Tributaries to Critical Theory: Critical Literacy, Critical Applied All of linguistics is based on the word "Critical." It was Habermas who coined the term "critical" in 1984. Critical studies, in his opinion, are self-reflective because they pique the curiosity that serves as their basis. Consequently, the theories based on the terms "critical" and "criticality" aim to clarify and free. This idea of being "critical" is central to linguistics and language studies.

Wodak (1999) identifies as "critical." According to her, the term "critical" refers to a "socially transformative process" that helps people evaluate and make sense of different things and circumstances within their own systems. Fairclough has a far more expansive interpretation of

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the term "critical." According to him, being "critical" entails exposing the obscure as "connections and causes" (p. 747, 1995). In language and linguistics, criticality originated from this "important" idea, and ultimately, it influenced the research agenda in many different linguistics domains.

Discourse analysis employs a "critical" approach to examine the implicit relationships that exist between texts and power dynamics, ideologies, and social contexts.

Discourse analysis (CDA) is a sort of analysis that uncovers odd relationships between different social and ethnic groups, according to Fairclough (1993). His focus is on text and sequential events, which he links to a broader socio-cultural perspective of people's discourse in order to reveal power dynamics that are shaped by ideology and inequality. He looks into how elite ideology and the hegemonic mindset are applied to control society.

Language is utilized for more than just describing things, according to Brown and Yule (1985). It is also used for action. The study of CDA looks at how people use language in real-world situations and how their language choices reflect their racial, social, and cultural origins. They contend that the lexical and syntactic choices made in a language are a reflection of the different social backgrounds of its speakers. Critical discourse analysis primarily focuses on the ways in which their language demonstrates discursive practices based on binary relations.

Three steps are explained for discourse analysis by Fairclough (1992). Initial phase CDA examines individual expertise as well as understanding of the orator while preserving his convictions within mind. Social ties' influence on the speech is the second topic, and the realization of reality by the speaker and identity is the third. He believes that a discourse's linguistic decisions such as vocabulary choice and syntactic patterns also disclose a speaker's identity and socioeconomic background.

According to him, language generates conversation and different sociopolitical perspectives, which eventually result in the use of power dynamics. Speakers within a specific social group display unique relational and expressive rules in their language, according to Fairclough (1992). This illustrates how closely the social and linguistic variables are related. The primary objective of CDA is to analyze the text within the framework of social theory of language and the functioning of political and ideological processes.

In regards to this idea, Halliday (1978) holds that as language is used for social interaction, it is regarded as a social act. Society and language are closely related to one another in terms of communication. Our identities are shaped and constructed by language, or text. This also applies to our situation. Because they speak the same language as those in positions of social and political power, those who speak English well are regarded as socially and culturally powerful. In this instance, the linguistic variable appears to have taken on the role of that class's identity. The developed subfield of Critical Linguistics (CL), known as Critical Discourse Analysis (CDA), is what first appeared as a new late 1970s, a field of linguistics (Van Dijk, 2008). Critical Language Studies and Critical Language Awareness are other names for this area of linguistics. Halliday's Systemic Functional Grammar served as the foundation for Language Criticism. Three roles of language—ideation, interpersonal, and textual—are identified by Halliday (1978) in his approach to language study. According to Fairclough (1995), the ideation function of language is the speaker's experience with the world and its various phenomena, whereas the interpersonal function of language is the speakers' attitudes, beliefs, and assessments of the world, and the textual function of language is the production of texts that listeners can understand. As a result, languages textual function links discourse to context. This idea of linking text to context turns language into a "social act," which later served

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as the basis for numerous studies (Chouliaraki, 2000; Fairclough, 1989, 1992, 1993, 1995), and it established the framework for critical discourse analysis (CDA). Fairclough (1989) called his method "critical language study" from the standpoint of text analysis. His primary goal was to expose the discursive practices and social relations discriminating that take advantage of the rights of the majority by using language that is often used in society. He holds the opinion that hegemony and power are exercised through language. Text is the garment of ideas that people use to establish their supremacy.

According to Wodak and Fairclough (1995a, 1996), language is employed in society as a means of establishing hegemony, power, and dominance. It appears to be a mirror reflecting all social practices. Language used by members of society reveals social ties. For example, a director of a company's conversation with a clerk or peon would clearly delineate boundaries, and the director's use of language would reflect his or her hegemonic attitude. Understanding the discourse's historical viewpoint is essential to understanding the text's meanings. Every book has specific historical settings and points of view that make sense of the meanings within that specific context. According to them, CDA offers chances to question and critique social practices in addition to highlighting the power dynamics within them.

Carroll (2004) contends that critical discourse functions as a method as well as a theoretical framework (theory), (how to use data for the analysis), giving us numerous aspects for the examination of a text or voice. Both the sociological and post-modern perspectives on discourse analysis are presented by critical discourse analysis. Sociological characteristics are related to language's functional role in the formation and explanation of social connections. It emphasizes how language functions in conversation and how hegemony and power affect interpersonal relationships. Through the lens of language, CDA analyzes the hegemonic mindset and abuse of power. The latter examines the discourse's dimensions and context.

3. Theoretical Framework

3.1. Critical Discourse Analysis

Every research article's theoretical framework acts as a structural blueprint or pattern of building blocks. It also evaluates every piece of information and gives the researcher the key point. This term paper makes use of the three-dimensional concept and framework proposed by Norman Fairclough (1992). His paradigm for the critical analysis of any discourse or text consists of three elements. Text, sociocultural activities, and discursive processes within a culture make up this technique. Texts can be researched because socioeconomic and political issues affect how people interact in a culture. According to Fairclough (1989), the goal of this strategy is to raise awareness of exploitative social interactions in general by focusing on language. The investigation carried out in this work is theoretically grounded in Critical Discourse Analysis (CDA). Critical discourse analysis (CDA) exposes social behaviors such as hegemony, dominance, and victimization of the downtrodden using discourse analysis. CDA is an interdisciplinary field that unifies language and social sciences on a single platform. The hegemonic attitude of high toward low, gender inequality, ethnicity, dominance, ideology, and discursive practices are some of the discussion points. The research's sole analytical parameter, language, shows how discursive practices are the form that speech takes in a social setting. The challenges that CDA primarily addresses are correctly represented by the topic of this article. Among the subjects covered are discrepancies in social, cultural, political, and ideological perspectives; these are the primary concerns that CDA aims to resolve. Obama's speech has components that can be thoroughly examined and structured using this theoretical framework.

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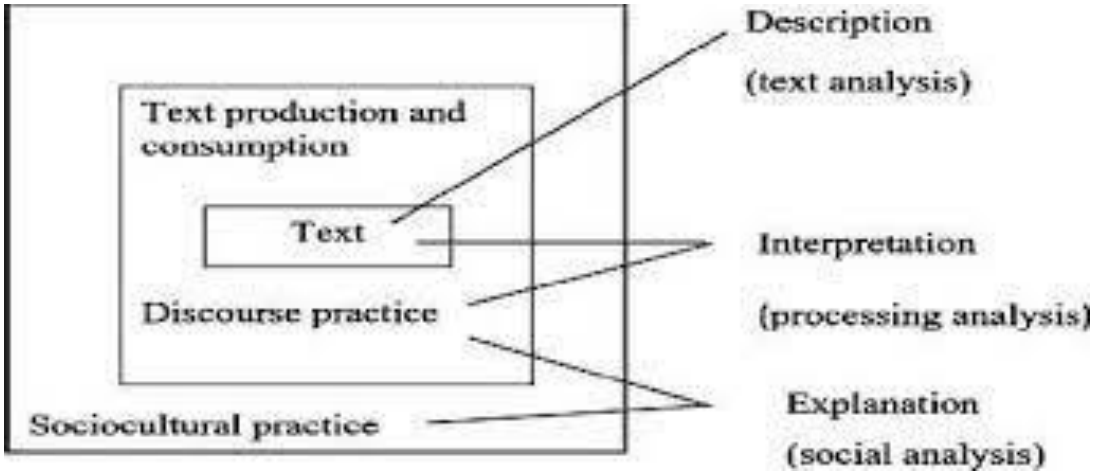
3.2 Research Methodology

3.3 Sample Description

This study takes a qualitative method, and its sample is based on the speech delivered by the President of USA Barack Obama on his farewell address in Chicago, Illinois, on January 10, 2017.

3.4 Research Design

"Yes we can," For the last time, he said "Yes we did." The throng erupted. Barack Obama, the first black president of the United States and the son of a goat herder in Kenya, had arrived to bid adieu. He described himself as a "skinny kid with a funny name." This study paper uses the descriptive qualitative method to characterize the conversation and persuasive language. The purpose of this study is to ascertain the authority within and underlying the speech's discourse. From the purpose of research the data gathers from the speech of American President that carry out in Chicago. Fairclough's 3D model is used to analyze data in order to perform critical discourse analyses of the speech.



Fairclough's 3D model (1995) is depicted in this figure. The following three dimensions are provided:

- Text (linguistic description, writings, speeches, pictures, etc.)
- Discursive practice (text interpretation)
- Social practice (description of the connection between social and discursive processes)
- Fairclough 3D model (1995) is utilized to do a critical discourse analysis of the speech data.

This approach provided the framework for examining elements such as cultural, social, and ideological approach in president's speech.

4.1 Data Collection

Data collection is one technique that has been used to obtain information for the material analysis. The sample of this study is consisted of the speech of American President Barack Obama that delivered on his farewell address in Chicago, Illinois, on January 10, 2017. This speech was chosen from YouTube for research purposes, and it was analyzed using Fairclough theory (1995).

4.2 Data Analysis

The term paper analysis the speech of American President Barack Obama that delivered on his farewell address in Chicago, Illinois, on January 10, 2017. Fairclough's three-dimensional (3D) model—which addresses ideational, relational, and expressive values—was used to analyze and understand the speech. It employs three more comprehensive macro and micro levels of

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analysis to critically evaluate the entire text. These levels deal with the analysis of language choices (text), discourse practices in relation to the particular text, and socio-cultural practices that emphasize social, political, and economic aspects. CDA provides a theoretical framework for the research by analyzing texts from a socio-cultural standpoint. The research focuses on texts that illustrate discursive practices related to social injustice, racial prejudice, and other issues. Its nature is both instructive and crucial. Fairclough's meticulous approach illuminates every aspect. For instance, it starts out by outlining the linguistic devices used in that particular text. Secondly, it endeavors to interpret the relationship between that particular text and the meeting; and thirdly, it elucidates the relationship between the interaction and broader socio-political elements.

4.2.1 Textual Analysis

An essential component and the primary subject of the Fairclough model analysis (1995) is text. The fields of study of text analysis and the analysis of language spoken by individuals in natural situations are closely related. The reason this method was first named "Critical Language Study" was because it raised awareness of socially exploitative connections and placed a special emphasis on language awareness.

Through word choices, cohesion, consistency, and other stylistic features, text analysis investigates the speaker's particular theme and broader societal standpoint. As a result, the analysis goes beyond syntactic analysis.

This analysis is divided into two components. The theme, rheme, given, and new information contained in the clauses or phrases are the main subjects of the analysis in the first section. In the second phase, the relationship between the sentences or phrases is examined, with a focus on the four distinct types of thematic progression. This allows the speaker to leave the audience with a memorable impression. It puts the phrases in a sensible sequence. The effectiveness of the speech is also influenced by the manner in which the new and old material is presented. They serve as a go-between for the presenters and the audience. Furthermore, the debate as a whole is kept cohesive by the usage of Mark and Unmark and Multiple Themes. The discourse's coherence is established with the help of both provided and fresh information. The speech's one main idea is made clear to the listener through a series of related sentences that are coherent and cohesive.

A Constant Theme Pattern is used in the construction of the speech's Thematic Progression. The chosen speech is composed, systematic, and well-planned. It was created with the aid of several connected concepts and suitable phrasing that emphasized the main notion. This strategy preserves the audience's feelings. It promotes teamwork in the effort to release individuals from their pervasive slavery. Only the Constant Theme Pattern is employed in this speech; the other two patterns are not. The Constant theme Pattern concentrates on the primary concept or topic in order to sustain the audience's emotional response. A Constant Theme Pattern is used in the construction of the speech's Thematic Progression. The chosen speech is composed, systematic, and well-planned. It was created with the aid of several connected concepts and suitable phrasing that emphasized the main notion. This strategy preserves the audience's feelings. It promotes teamwork in the effort to release individuals from their pervasive slavery. Only the Constant Theme Pattern is employed in this speech; the other two patterns are not. The Constant theme Pattern concentrates on the primary concept or topic in order to sustain the audience's emotional response.

Understanding the intertextual relationships across various genres is crucial to comprehending the evolution of political genres and how this influences other socio-political practices.

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Examples include how Barack Obama's "Yes, we can" speech was reframed into a song during the 2008 presidential campaign (Filardo-Llamas 2015), how political events are depicted in murals and memorial plaques on the streets of the major cities in Northern Ireland (Filardo-Llamas and González-Cascos 2014; Filardo-Llamas 2012), and the connections that can be made between the various political genres that can be a part of a single political campaign.

In the passage above, the first person plural pronoun is used eight times, most of them with varying meanings. These examples include the inclusive "shows us," "glorious task we are given," and "this great nation of ours," as well as historically recontextualized versions of the US Constitution's preamble "We the people," the Civil Rights Movement song "We shall overcome," and more.

Obama's own PD said, "Yes we can." “Yes we did” First-person plural pronouns often have the effect of promoting textual and pragmatic cohesiveness, which strengthens group identity and unity (Boyd 2013; Filardo Llamas 2015)

4.2.2 Contextual Analysis

Barack Obama's speech is engrossing and includes the necessary background information. Barack Obama, the first black president of the United States and the son of a goat herder in Kenya, had arrived to bid adieu. He described himself as a "skinny kid with a funny name." But this night arrived with a somber note, full of omens and warnings about a democracy under threat, unlike the previous eight years when it had felt like a night of joy and nostalgia. Obama had wanted to be discussing transferring leadership responsibilities to Hillary Clinton, a fellow Democrat. Rather, the unexpected win of Donald Trump suggested an existential threat and demanded that he paint on a larger canvas. He skillfully focused his criticism in a "state of our democracy" speech on the illness that gave rise to the president-elect rather than the incoming leader. He only referenced Trump by name once in his 4,300 words, but he delivered a lot of condemnation.

4.2.3 Discourse Analysis and the Socio-Political Aspect of Speech Analysis

The socio-political and cultural perspective, as well as discourse practices, are two crucial components of the Fairclough (1992) paradigm. The application of social practices through discourse is referred to as discourse practices. Social construction constantly shapes discourse, and vice versa. Yet, sociocultural and political factors are also significant because they offer a comprehensive picture of the environments in which discourses are being created. Three main categories can be used to analyze discourse practices and sociopolitical elements: genre, discursive analysis, and style. The researcher addresses every significant topic in relation to speech and how this specific speech connects them to one another.

By closely examining the speech, we can observe how the pronoun "we" has a high indexical value and can take on meaning depending on the context, which includes a broader audience within its referential scope. The inclusive applications of the pronoun, which speak to both the African-American community and/or all Americans, are especially intriguing. It is possible to distinguish two language methods. One way to explicitly identify the indexed community is to use noun phrases like "African-American community" or adjectives like "all," "one," or "together." However, the co-textual absence of a referential statement to identify the indexing group may be used to exploit ambiguity, making the speech and its content appealing to both communities. This is especially helpful because Obama is attempting to appeal to a worldwide audience by addressing the contentious issue of race.

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5 Conclusion

It is clear from this that the speaker regularly employed a number of textual and stylistic tactics in this speech to accomplish a particular goal. It satisfies every requirement that a speech needs in order to advance the ideology in an intelligent way. Its repeated repetitions highlight the major subject of socio-cultural human truths inequality and ethnic acumen founded happening hue then faith, making it appear to be syntactically well-organized. The lexemes are not neatly arranged in relation to the circumstance; rather, they summarize the background and reveal the speaker's relational and expressive values.

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