

CHAPTER I

INTRODUCTION

A. Background of the Research

Every human produces words in everyday life in various ways. A word functions as a single grammatical unit of writing or utterance that contains different meanings. It can stand alone and join with other words in order to form a phrase. Phrases are formed from a group of words but do not contain a subject and verb which roles within a sentence as a grammatical unit. Words and phrases can role to link a complex sentence as a conjunction. From single words and phrases are able to build a relation that may involve elements of any extent to arrange a discourse.

A discourse contains the meaning of the whole text which becomes a unit of language use. It is influenced by two important elements which are cohesion and coherence. Cohesion concerns the structure of one sentence to another in a text which its meaning is able to be conveyed well. Coherence is needed deeper in a discourse because it comprehends the entire meaning which exists in a discourse.

In discourse, the interpretation of elements is dependent on one another. It occurs to get the cohesive meaning between grammatical units. It is discussed in grammatical cohesion which analyzed in unifying the whole parts of text. Accordingly, it is applied to deliver a message that can be understood easily by the readers. Halliday and Hasan (1976) stated that discourse that discussed

grammatical cohesion referring to the meaning relation and set it as a text has a semantic concept (p. 4).

Semantic is well-known as the study of meaning. It refers to the relationship of linguistic forms to non-linguistics concepts in order to show the sentences can be understood by the speakers of a language. The process of occurring semantics is when people communicate and understand each other because of using experience and having same general knowledge. It is the interesting of semantics because it discerns on how meaning works in language. Moreover, semantics includes into one of the branches of linguistics.

As the role, linguistics purposes to teach people about the form and use of language. Linguistics theories as human language study the form of words, sentences, and the meaning which implicated language in various human life's development. Especially to people who are believed and considered to be able to give a good impression through language in public. Therefore, people learn linguistics studies and its system in order to know language construction and to solve problems in language.

Language functions as a bridge for people in the world to interact each other. It will always stand together with human life's development in various aspects. World would be hollow without language because humans need it for communicating each other to live the life. People communicate to obtain and render information, ideas, thoughts and desires. Moreover, applying language can be either by spoken or written such as in form of text.

A text is formed to be unity as the main body of a piece of writing. All elements in text conceive a set of meanings that purposes to be able to deliver the context. Generally, a text contains messages, ideas, and thoughts as providing information and giving the impression in a good way. Therefore, a text needs to be prepared first before presenting it in order to be well received by the readers or listeners. An activity that highly needs preparation in making a text is a speech.

A speech indicates the process of communicating face to face by a person in a formal manner. It concerns delivering feelings and thoughts in public. By that, it aims to show, to motivate, and to declare ideas clearly. Hence, a speech has been applied in human's life as a communication tool such as commencement speech which is used every year in graduation events. As in *Harvard's Commencement*, there are various figures performing a speech for graduated students every year.

Such as speech "*Find Your Purpose*", it is the most prominent commencement speech in Harvard graduation events with 3.9 M viewers in 2021. It reveals about how to create a world with higher purpose by taking projects together, redefining freedom equality to pursue purpose, and building community across the world. The speech text is targeted to graduated and final year students who prepare to face real life after completing their study. It is conveyed by a reputable influencer.

Currently, influencers have the ability to persuade people and give good impact by their knowledge, authority, position or achievement. It means that

an influencer becomes a role model and has power to influence people through words and language usage. Accordingly, influencers become an inspiring person; one of them is Mark Zuckerberg who is co-founder and CEO of Facebook. However, there is a possibility of language's usage error for every person in communicating that can raise misunderstanding.

A misunderstanding sometimes still happens between two people or more when conveying a thing in a situation. It can occur because of several problems such as different backgrounds of knowledge, unclear context, and lack knowledge of grammatical structure. A person can deliver a clear explanation in order for the context can be understood by presenting harmonious sentence structures in a text.

Especially in providing information, selecting a compatible word to connect one sentence to another is the key. So, the sentences in a text are well structured, and the meaning can be conveyed and understood well. By that, people can prevent misunderstanding and failure of communication. Hence, good communication in written such as by text can be seen from the structural means. For instance, in the speech text of Emma Watson on gender equality (Arifiani, 2016, pp. 28 – 29), part of the speech is written as:

“Today we are launching a campaign called for HeForShe (1). I am reaching out to you because we need your help (2). We want to end gender inequality, and to do this, we need everyone involved (3). This is the first campaign of its kind at the UN (4). We want to try to mobilize as many men

*and boys as possible to be advocates for change (5). **And** we don't just want to talk about it (6). We want to try and make sure that it's tangible (7).*

*I was appointed as Goodwill Ambassador for UN Women six months ago (8). **And**, the more I spoke about feminism, the more I realized that fighting for women's rights has too often become synonymous with man-hating (9)."*

The word '*And*' in the sixth sentence is a cohesive item of additive conjunction's type. The cohesive item '*And*' refers to the purpose of *HerforShe* campaign in the fifth sentence as a presupposed item. 'Conjunction' is a type of grammatical cohesion and 'Additive' is type of conjunction. In order to know the cohesiveness of a text is by determining the distance of ties. The presupposed item is directly to the previous sentence without intervening sentence, so it is called immediate tie.

Another word '*And*' in the ninth sentence is a cohesive item type of additive as well. The cohesive item '*And*' stands to continue the speaker's utterance and confirm the speaker's statement of her obligation as Ambassador for UN that she mentioned in the eighth sentence. Since, the presupposing item to presupposed item is directly to the previous sentence without intervening sentence. So, the tie of cohesive item '*And*' is immediate.

In this part, the sentences are obviously connected to each other, so the readers will get the point clearly. It means that the context can be conveyed well by the speaker. Therefore, sentences which are connected to one another become an important element of text. To produce a good text, it is necessary to

concern each part of sentence sequences which have to join together such as by constructing it in grammatical.

As the background above, the writer focuses on the use of conjunction of grammatical cohesion in a speech text of an influencer. The writer expects to be able to provide knowledge of conjunctive relations of grammatical cohesion in the speech text, so the readers can get the meaning in whole of the text. Therefore, this research is titled by the writer with “Conjunctive Relation of Grammatical Cohesion in the Transcript Speech of Mark Zuckerberg ‘*Find Your Purpose*’”.

B. Questions and Scopes of the Research

1. Questions of the Research

Based on background of the research above, there are some problems that are raised present in following:

- a. What conjunctive item of grammatical cohesion is used in the transcript speech of Mark Zuckerberg ‘*Find Your Purpose*’?
- b. What types of conjunction of grammatical cohesion are applied in the transcript speech of Mark Zuckerberg ‘*Find Your Purpose*’?
- c. How is the distance in the ties of conjunction of grammatical cohesion formed in the transcript speech of Mark Zuckerberg ‘*Find Your Purpose*’?

2. Scopes of the Research

According to the title of this research, the writer focuses on words and phrases of conjunction of grammatical cohesion in a speech text. The writer used a text as primary data which is in the transcript of a speech titled “*Find Your Purpose*” by Mark Zuckerberg that was published in 2017. Furthermore, this research refers to the theory of Halliday and Hasan (1976) which explains the concept of English’s cohesion in detail and the theory of Renkema and Schubert (2018) which discusses about discourse studies. The writer can understand well about cohesiveness in speech text by identifying and analyzing the grammatical cohesion.

C. Objectives and Significances of the Research

1. Objectives of the Research

Related to the questions of the research, here are the objectives of the research which described as:

- a. To identify the conjunctive item of grammatical cohesion that is used in the transcript speech of Mark Zuckerberg ‘*Find Your Purpose*’.
- b. To classify the types of conjunction of grammatical cohesion that are applied in the transcript speech of Mark Zuckerberg ‘*Find Your Purpose*’.
- c. To determine the distance in the ties of conjunction of grammatical cohesion in the transcript speech of Mark Zuckerberg ‘*Find Your Purpose*’.

2. Significance of the Research

The writer expects that this research is able to provide contributions which can be useful for the writer and the readers especially for those who are interested in discourse studies. Hopefully, this research can be beneficial in both theoretically and practically.

Theoretically, the result of this research about cohesion using theory of Halliday and Hasan which especially focuses on conjunction is expected to be able to enrich understanding of grammatical cohesion. Also, it is expected to provide adequate explanations of conjunction of grammatical cohesion.

Practically, the result of this research is hoped to be able to be understood easily for the readers. In addition, this research is expected to be able to be used as reference for the next writer in another analysis of grammatical cohesion especially on type of conjunction.

D. Operational Definitions

According to the theories related to the title of this research. The operational definitions are described as follow:

1. Discourse

Discourse is the instance of language use for people to communicate. It refers to any piece of language which is not only sentences but it contains the unity of meaning as well.

2. Discourse Analysis

Discourse analysis means to analyze the language of use. It describes the relation of language structure and its content.

3. Cohesion

Cohesion is the tie of discourse. It sees the relations of sentences and content in a text linking together to create meaning. In sentence structure, cohesion consists of two components; lexical and grammatical.

4. Grammatical Cohesion

Grammatical cohesion refers to how the sentence relation is built up by grammatical features. It shows the content of structure which is about to link words, phrases, and clauses in a text to produce cohesive meaning.

5. Conjunction

Conjunction is a term for words or phrases that aims to connect and to join components of sentence together. The presence of conjunction in a text can make sentences longer and varies.

6. Speech

Speech is a formal activity in conveying ideas, thoughts or knowledge to a group of people in public. It purposes to persuade, to entertain, and to inform people on understanding a thing clearly.

E. Systematization of the Research

This research is arranged systematically, so the readers are able to understand easily. The systematization of this research has five chapters which each described as follow:

Chapter I is Introduction explains about the background of the research, questions and scopes of the research, objectives and significances of the research, operational definitions, and systematization of the research.

Chapter II is Theoretical Description consists theory of discourse, theory of cohesion, theory of types and subtypes of grammatical cohesion, definition of speech, and relevant research.

Chapter III is Methodology of the Research contains about time and place of the research, kind of the research, procedure of the research, technique of the data collection, technique of the data analysis, and source of the primary and secondary data.

Chapter IV is Data Analysis shows the description of the data, analysis of the data, interpretation of the research findings, and the discussion.

Chapter V is Conclusion and Suggestion give the summary of the conclusion which relates to the discussion, and suggestion which relates to significances of the research.