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The Critical Analysis of the Discursive Practices of a Discourse

“Case Study: President Barak Obama’s Final Speech”

Dissertation submitted to the department of English in partial fulfilment of the requirements for the “Master” degree in English Language.

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Dedications

I dedicate my dissertation work to my family and many friends. A special feeling of gratitude to my Loving Parents, Salah and LALA. My sisters and my brother. I also dedicate this work to my supervisor Mrs. Adi who has supported and believed in me, thank you so much; I will appreciate all what you have done. In addition, I dedicate this work and give special thanks to the department of English and my friends in there. Special thanks goes to the teachers, members of our department.

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Abstract

This study deals with investigating language in use, by decoding the hidden meanings of the president Obama's final speech in the White House Correspondents Dinner 2016. The analysis is built upon two approaches to discourse analysis, first the critical discourse of Fairclough framework on the speech that examines a variety of concepts that flow and came across three-dimensional model. The second approach explore pragmatically the president intention's hidden meanings through Brown and Yule (1983) pragmatic tools such as presupposition, inference, implicature, and schematic knowledge. The study draws attention to those specific approaches to project the framework on the discourse and to describe how this speech is important an American social practice in politics, and to defend ideologies, which contains exchange of knowledge, social identities, and social practices within culture. A set of quotations has been selected from the speech for analysis by both critical discourse and pragmatic approaches.

List of Abbreviations:

AI : Artificial Intelligence.

CDA : Critical Discourse Analysis.

CNN : Cable News Network

CPT : Colored People Time.

D.C : District Capital

GOP: "Grand Old Party," popular name for the Republican Party in the U.S.

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General Introduction

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It is a common belief that the faculty of language enabled humanity to develop diverse cultures and distinctive social oral traditions. The use of language is to establish and maintain social relationships and for the purpose of communication and interaction with others. In linguistics and sociology, the study of language in use has raised many questions about the importance of the study of language in society. The value of studying language in use is to investigate how people can deliver their speeches and discourses to communicate and reach their goals.

Public speakers use different kinds of linguistic features, strategies, and rhetorical devices in their speeches to communicate, persuade, or even convince. Nevertheless, sometimes we wonder how to get access to what a speaker intends to express thoughts and ideas, through the limits of our language use. Moreover, how to engage with barriers set up by the ideologies associated with the social groups in which we are not part in. English language learners engage in detailed discourse analysis to find tools and understand the full speeches, especially political ones. I have always paid attention to English public speeches, particularly on president Obama speeches.

Obama is undoubtedly a speaking phenomenon and one of the most effective orator since Lincoln as Americans say¹. In the aim of studying language used in political speeches, Obama's speeches are unique and provide an enormous sphere for discourse analysts to investigate and analyze in the field of linguistics and discourse analysis. The speech selected in this study is unusual, the president was loose, funny, and completely at ease in front of his audience. He was confident and serving his last months of his second term in the presidency.

The speech is difficult to understand for high-level learners of English as a foreign language, and even for proficient English speakers, because it is full of ambiguities and hidden meanings. By the use of a recorded speech or "real" texts, we are going to investigate how language is used and how language in context is highly reflective surface of language in society. I incorporate the pragmatic approach to the critical discourse analysis by searching and examining the attitudes and interpretations of the speaker in his speech to the White House Correspondents Dinner attendees. What is useful about critical discourse analysis is that it

¹ Rob Kroes, « *The power of rhetoric and the rhetoric of power: Exploring a tension within the Obama presidency* », European journal of American studies [Online], Vol 7, No 2 | 2012, document 14, Online since 26 March 2012. URL : <http://ejas.revues.org/9578> ; DOI : [10.4000/ejas.9578](https://doi.org/10.4000/ejas.9578)

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enables the analyst to focus on the existing social relations and it provides multiple points of analytic dimensions. This is another way of saying that texts are instantiations of socially regulated discourses and that the processes of production and reception are socially constrained². In addition, the Pragmatics approach attempts to explain the logical thinking and argumentation of the speaker and hearers. That is to say, that pragmatics will help us to comprehend how the participants in the event produce a communicative act by interpreting meanings in this unusual speech.

In this vain, the main research question would be investigating and analyzing the speech through Fairclough critical discourse analysis and the Pragmatics approach tools to make out meanings of the speech, and the main question of the analysis would be: to what extent could sociocultural factors create ambiguity and doubt about Obama's meanings in this speech? In this study, the sub-questions that would be discussed are stated in the following:

1. How can culture and society affect the choice of words in a specific social context and conditions? In Other words, what is the relationship between discourse and social and cultural changes in political speeches?
2. How are the interpersonal meanings realized in the speech?
3. How are Obama's attitudes and judgments towards his political experience in the White House?
4. To what extent could pragmatics decode the indirect meaning of language?

The hypothesis raised are based on a particular prior understanding of the field of discourse analysis, therefor the hypothesis are organized in the following order:

- The nature of language makes the discourse contains features, phrases and sentences to establish a common ground and agreeing point of view. That indicates a readiness to manipulate and stimulate listeners' thoughts.
- Critical discourse provides different approach to the analysis of language in use in relation with society and culture.
- Pragmatics makes the discourse analyst own a particular quality of analysis that combine linguistics, philosophy, and sociology.
- Pragmatic allows us to associate with the real interaction between thoughts and knowledge in Obama's hilarious speech and his audience together.

² Jørgensen, Marianne and Phillips, Louise. *Discourse Analysis* (London, British Library Cataloguing in Publication data, SAGE Publications Ltd 6 Bonhill Street, 2002).

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- We, as nonnative speaker of English language we cannot have access to Obama's intended meanings without relying on a process of the role of context in interpretation (pragmatics and discourse context).
- "Ideologies reside in words", the Critical discourse analysis enables us to decode none explicit and difficult ideas and the ideologies of the speaker.

I have selected this topic in my pursuit of how politicians use language in their speeches, and with the tendency of digging deeper in the field of linguistics. The general idea that language is structured according to different patterns and laid down by features that people's utterances and communications follow when they take part in different context of social life, political discourse as an example. However, I want to imply different approaches in analyzing this speech for the first time to get experience in critical discourse. As a learner and a foreign language researcher, I have always paid much attention to political speeches in English, especially presidential speeches in the United States. However, Barak Obama with no doubt a speaker phenomenon and the most effective orator of his generation³. In his speeches, he would draw crowds impressively large to listen to him. In his final speech as a president in the White House correspondents' dinner, he was totally at ease funny and flexible to persuade as a confidence man serving his last months of his second term. This speech is full of irony and hidden meanings and full of sarcasm, which requires to be investigated and analyzed by the pragmatic approach to discourse that need to investigate and analyze by the pragmatic approach to discourse.

The current study is an attempt to apply the theory that will lead the researcher and the readers to understand what the true meaning of one's utterances, as well as the combination of pragmatic approach and critical discourse analysis. In this research, the analyst uses a descriptive qualitative method. It is appropriate with this research because the speech that is analyzed constitutes text of Obama's speech. The researcher uses qualitative method because the data is taken from the text of President Obama's final speech to the White House Correspondents Dinner. In analyzing the speech, the researcher uses qualitative data analysis. It means that the researcher has to arrange the discourse with collecting the data, using the historical method, depending on connected events and categorizing the data. The grand

³ Rob Kroes, « *The power of rhetoric and the rhetoric of power: Exploring a tension within the Obama presidency* », *European journal of American studies* [Online], Vol 7, No 2 | 2012, document 14, Online since 26 March 2012, connection on 30 September 2016. URL : <http://ejas.revues.org/9578> ; DOI : 10.4000/ejas.9578

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framework in this study is refers to Brown and Yule's Pragmatics approach and its different tools such as presupposition, implicature and inference. In addition, the Critical discourse of Norma Fairclough to prove that our speech as a social practice and its relations to social and cultural developments. The researcher combination of the two systems is to support the immense analysis of the speech selected. In one hand, I deal with the critical discourse analysis to investigate and study the relations between discourse and social and cultural phenomena in different domains. On another hand, we had to deal with the pragmatic approach to decode the speech; such an approach concerned with the study of the relationship between the speaker and the utterance. In addition what the speaker and hearer are doing on the particular occasion of use. By the use of the interdisciplinary approach critical discourse analysis, we should work specifically with Fairclough's approach and his three theoretical dimensions

In its origins, discourse analysis witnessed distinct approaches in the way analysts deal with speeches and political discourse. Linguists explain why so many areas of academic study have become interested for discourse analysis is a result of some factors. The study of language of politics has been carried out within the framework of political rhetoric, linguistic stylistics, pragmatics, discourse analysis and critical discourse analysis.

In view of language as discourse and social practice, and how language, ideology and identity interrelate to each other; Fairclough develops a model called Critical Discourse Analysis (CDA). According to Van Dijk: "*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*". However, what distinguishes CDA in its approach to discourse analysis is the study of relation between discourse and social and cultural changes. Moreover, Fairclough's approach to critical discourse includes specific techniques in linguistic analysis. According to Fairclough (1995), this model consists of three dimensions of discourse conceptions, providing a three-dimensional method for discourse analysis.

Brown and Levinson argued, "The special interest of sociolinguistics in our view is in the differential use of such pragmatic resources by different categories of speakers in different situations. It is in this way that we derive our slogan, 'Sociolinguistics should be applied pragmatics. "*Critical analysis on text and discourse is important in order to be able to explain the relationship between language, ideology and identity*" (qtd. In Schneider and Barron 190). The same idea Fairclough (1989) said, "*Critical study in text and discourse can help in uncovering the unseen agenda that may be hidden from people. It is further argued that critical*

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analysis aims to investigate the hidden determinants” in social relationship system and the “hidden effect” which they may have” (Jorgensen and Philips 64).

“The special interest of sociolinguistics in our view is in the differential use of such pragmatic resources by different categories of speakers in different situations. It is in this way that we derive our slogan, ‘Sociolinguistics should be applied pragmatics” (Yule 14). In addition, Brown and Yule argued: “the analysis of discourse is, necessarily, the analysis of language in use . . . the discourse analyst is committed to an investigation of what that language is used for” (1). Discourse analysis is part of applied linguistics but does not belong exclusively to it, it is a multi-disciplinary field, and hugely diverse in the range of its interests. The discourse analyst is describing what speaker and hearers are doing in a communicated speech. we are able to see why discourse analysis has such a crucial part to play in the work that applied linguistics does, and why so much of the work that has been done over the last few decades is on developing the way discourse is perfectly done. Thus, “Lyons observes that the notion of communication is readily used of feelings, moods and attitudes but suggests that he will be primarily interested in the intentional transmission of factual or propositional information” (Brown and Yule 2). This leads us to use the pragmatic approach in analyzing the speech selected.

Within the framework of political communication, an important function of the pragmatic approach is that it enables people to participate in important events. The process of analyzing the speech meanings is an important to the discourse analyst who is not part in the context. It plays a vital role in the operation of decoding how people make sense of each other linguistically. According to Katz: *“grammars are theories about the structure of sentence types . . . pragmatics theories, is contrast . . . explicates the reasoning of speakers and hearers” (qtd. In Mey 5).* This study investigates, pragmatically, the crucial role of language in what people are doing in a communicated speech. In pragmatics approach, the aim of the discourse analyst is the interpretation of meanings and to bring into consideration a number of features that represent the context in which a piece of discourse exists and appears. We will deal in this speech via pragmatics to talk about Obama’s intended meanings, his assumptions, his purposes or goals, and the kind of actions he is performing when he speaks.

The objectives of the study are to:

- Imply the two approaches in discourse analysis to find a suitable techniques and methods for the analysis of Obama speech.

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- Investigate and find out reasons behind the difficulties that face nonnative speakers to Barack's Obama speeches in terms of context and knowledge of the world.
- Suggest some pragmatics features, and tools to learners of English, especially for who wishes to write speeches effectively, or wants to deal with the discourse analysis as major option and journalistic jobs.

This thesis focuses on some approaches in discourse analysis as an interdisciplinary field to the study of language in use. Norman Fairclough is known as one of the prominent figures in the discussion of language, discourse and society. Fairclough (1989) proposes, "*Language is a part of society*". Meanwhile, the pragmatic approach by Brown and Yule and some commonly used discourse techniques. Namely: implicature, presupposition, inference, and schemata. The involvement of the two approach will be applied on the final speech of Obama in the white House Correspondents Dinner, which is a phenomenon speech, truly spectacular from The President that attracted our attention for analysis.

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1. Introduction

The essential purpose of discourse analysis is the study of language in use. Talking about discourse analysis as a series of interdisciplinary approaches that used to explore many different social domains provides the basis analysis for study. Language is studied in its social context with a strong emphasis on the specific speech situation and the social background and significance of the communicative interaction, and the speakers involved. In addition, questions about the pragmatic functions of language varieties are in the focus of the variability concept. However, in this chapter we need to define the theoretical and conceptual framework of the study. Due to the wide scope of pragmatics and Critical discourse analysis, experts have failed to reach an agreement on the best definition of these approaches, and to apply and develop the theory that will lead the researcher and the readers to understand what the true meaning of one's utterances according to the pragmatic approach. Early researchers considered pragmatics as having originated from semiotics, a process that involves the use of signs; hence, signs are central to pragmatics users. Meanwhile, critical discourse analysis is reproduced, enacted and resisted by text and speech. While discourse analyst deals with these approaches, he involves the contextual and social considerations, in which language is used. The framework we will use is a broad approach to discourse that deals with the widely vast concepts of meaning, context and communication to reach the true meaning, which is full of confusions and ambiguities.

2. Discourse Analysis Definition:

The major function of language is for the purpose of communication, it serves as the most vital tool in the hands of human to understand each other better and communicate more effectively. Thus, language is essential in the implementation of successful interaction one another and it allows people to discuss and speak, explain and convey debate or revolt. However, it is therefore a central instrument of human adaptation in societies. The human being using language for communication in reality itself becomes subject to question. How we understand each other, and how we successfully take part in that complex activity called conversation? How the speaker and hearer communicate more than they say? When we

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communicate, we speak and discuss. In other words, when we speak of discourse, we are always speaking of language that is in some way situated and existed.

The most exciting subject in human interaction using language is the study of language as interactional discourse. Our basic premise is that the speaker have to organize the structure and content of what they want to say. They have to stimulate their listeners' thoughts in accordance with what they do and do not know, it is a kind of an interactive feedback. Speakers have to promote and present their utterances in explicit structural mechanisms to make a suitable and attractive discourse.¹

In this expanded perspective, speakers and writers are viewed as using language not in its interpersonal function (i.e. taking part in social interaction), but also in its textual function (i.e. creating well-formed an appropriate text), and also in its ideational function (i.e. representing thought and experience in a coherent way). Investigating this much broader area of the form and function of what is said and written is called discourse analysis. (Yule 83)

The field of Discourse analysis witnessed a rapidly growing and evolving field. Contemporary studies in this field now moving deeply to overlap in academic disciplines that are very different from one another. The Oxford dictionary as well as Cambridge have defined the word discourse: written or spoken communication or debate. Alternatively, a connected series of utterances, a text or conversation. Meanwhile discourse analysis defined by oxford dictionary as a method of analyzing the structure of texts or utterances longer than one sentence, taking into account both their linguistic content and their sociolinguistic context; analysis performed using this method². “*Discourse in a narrow sense is restricted to spoken language alone*” (Schneider and Barron 1).

¹ George Yule, *Pragmatics* (New York: Oxford University Press, 1996).

² <https://en.oxforddictionaries.com/>

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The word discourse is usually defined as “language beyond the sentence”; it is used in different ways in different academic areas. Moreover, the analysis of discourse “*is typically concerned with the study of language in text and conversation.*” Discourse analysis is part of applied linguistics but does not belong exclusively to it; it is a *multi-disciplinary* field, and hugely diverse in the range of its interests¹.

Jorgensen and Philips defined “*That discourse analysis is not just one approach, but a series of interdisciplinary approaches that can be used to explore many different social domains in many different types of studies*”(1).

“*The analysis of discourse is, necessarily, the analysis of language in use*” (Brown and Yule 1). Since Discourse Analysis as a field of study concerned with language and discourse, in particular with language use: the chief reason is that we already engage in discourse analysis to figure out what people mean by what they say and how they try to express their multiple complicated meanings. By understanding how discourse works, we will be able to understand people better and communicate more effectively. “*The discourse analyst is committed to an investigation of what that language is used for*” (brown and Yule 1).

Linguists have given another meaning to the word ‘discourse’. This meaning is in the book of James Paul Gee: “*discourse is language-in-use (language actually used in specific contexts). When we study language-in-use we study language not just an abstract system (“grammar”) but in terms of actual utterances or sentences in speech or writing in specific contexts of speaking and hearing or writing and reading*” (19). discourse analysis goes deeply and a way of looking at language that focuses on how people use it in real life(as saying, doing and being) to do things like joke and argue and persuade and flirt, and to show that language is ambiguous, and always exists in the world. The way we use language is inseparable from who we are and the different social groups to which we belong. The role of discourse analysis is to prove that language is never used all by itself, but it is always combined with other things such as tone, facial expressions and gestures, and the fonts, layout and graphics.²

“*Discourse analysis covers an extremely wide range of activities, from the narrowly focused investigation of how words such as ‘oh’ or ‘well’ are used in casual talk, to the study of the dominant ideology in a culture as presented*” (Yule 83). Discourse analysis permits us

¹ Deborah Schiffrin and Hamilton, E. Heidi, *The handbook of Discourse Analysis* (USA, Massachusetts, Blackwell Publishers, 2001).

² James, Paul Gee, *Discourse Analysis* (United States, New York, Routledge, 2014).

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to understand how human in societies maintained the activities of speaking and writing through language to communicate. Thus Lyons observes that “*The notion of communication is readily used of ‘feelings, moods, and attitudes’ but he will be primarily interested in the intentional transmission of factual, or propositional, information*” (qtd. In Yule and Brown 2). It can help us to understand how people interact one another, the way they do and how use language to exert power and influence one another.

We can argue in discourse analysis that some political speeches acquire styles of speaking that serve them well in political events and conferences but are likely to be misunderstood in intercultural settings, while others of different backgrounds do not have these problems. “*It tends to focus specifically on aspects of what is unsaid or unwritten (yet communicated) within the discourse being analyzed*” (Yule 84). This would suggest that once linguistic sources of misunderstanding are isolated and situated norms of language usage specified, appropriate behavior could be taught. Yule and Brown argued that: “*the discourse analyst necessarily takes a pragmatic approach to the study of language in use*” (27). Yet the issue cannot be as simple as this because talk itself is constitutive of social reality. Where communicative conventions and symbols of social identity differ, the discourse reality itself becomes subject to question. How language, contexts, and interactions work in general in politics and in the specific context to be analyzed. On the other hand, however, both speaker and hearer reality are part of and serve to persuade or maintain an ideology, which takes interaction of thought itself.

3. Critical Discourse Analysis

“*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 352). Critical discourse analytical movement became wider, and it consists of several approaches among which there are both similarities and differences. It has also counterparts in “critical” developments in sociolinguistics, psychology, and the social sciences.

Van Dijk also argued that Critical discourse is a type of discourse analytical research; “*Critical approaches to discourse analysis do not hold a control on interest in the power and politics of discourse. Pragmatic and sociolinguistic approaches necessarily share this*

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concern” (Schiffrin et al 352). However, those who take what we might call a social approach, defining discourse as a kind of social practice. What is meant by this is that the way we use language is tied up with the way we construct different social identities and relationships and participate in different kinds of groups and institutions. It is tied up with issues of what we believe to be right and wrong, who has power over whom, and what we have to do and say to fit in to our societies in different ways.

“*Critical discourse analysis (often abbreviated to CDA) provides theories and methods for the empirical study of the relations between discourse and social and cultural developments in different social domains*” (Jorgensen and Philips 60). This analytical research has also counterparts in “critical” developments in sociolinguistics, psychology, and the social sciences, some already dating back to the early 1970s. The aim is to shade the light on the linguistic discursive dimension of social and cultural interaction, and to offer a different mode or perspective of theorizing, analysis, and application throughout the whole field. It is often very difficult to understand what a piece of language means without referring it to the social context in which it is being used.

Fairclough summarizes the main tenets of Critical Discourse Analysis to analyze the speech as discursive practice that treats social problems, and how society and culture affect and influence ideological work. However, the link between text and society is mediated from the analysis of how people use language as a social action. “*While Fairclough’s approach consists of a set of philosophical premises, theoretical methods, methodological guidelines and specific techniques for linguistic analysis, the broader critical discourse analytical movement consists of several approaches among which there are both similarities and differences*” (Jorgensen and Philips 60).

Fairclough applies the concept of discourse in three different ways: In the most abstract sense, discourse refers to language as a social practice, and discourse is understood as the kind of language use within a specific field such as political or scientific discourse. In the end the most abstract usage, discourse is used as a count noun referring to a way of speaking which gives meaning to experiences from a particular perspective¹.

¹ Schiffrin Deborah, Tannen Deborah, and Heidi E. Hamilton. *The handbook of discourse analysis*. (USA, Massachusetts, Blackwell Publishers, 2001).

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3.1 Fairclough's Framework for Analysis:

Before defining the three dimensions, Fairclough¹ determined that the integration of various factors is therefore very important to arrive at a satisfactory projection of his three dimensions. For him: discourse contributes to the construction of: the three following factors.

Social identities: it states what is particular about participants of the event. It includes those qualities that distinguish one person from another and the consciousness of one's own being or identity. Deeply ingrained and relatively enduring patterns of thought, ideologies, and political opinions. Identity usually refers to that, which is unique about a person or a group, the characteristics that distinguish him or her from other people. It is crucial for the analyst to know about social identities as a factor in analyzing his discourse.

Social relations: the web of relationships and interactions among the participants. Understanding of how the interaction works or ought to work between people of the same society. Alternatively, a meaningful connection or association between members of a specific event.

Systems of knowledge: it is a general awareness or possession of information shared by the participants; it contains facts, ideas, truths... All that can be known as a common specific information, especially to have or possess the same available explicit information.

3.2. Fairclough's Three Dimensions of Discourse:

Talking about Norman Fairclough is to talk about one of the prominent figures in the discussion of language, discourse and society. He conveyed an essential idea that consist of philosophical premises, theoretical methods, methodological guidelines and specific techniques to discourse analysis. Fairclough² proposes, "*Language is a part of society*". Furthermore, he also argues that language and society are related impressively. In simpler terms, linguistic

¹ Jørgensen, Marianne and Phillips, Louise. *Discourse Analysis* (London, British Library Cataloguing in Publication data, SAGE Publications Ltd 6 Bonhill Street, 2002).

² **Norman Fairclough:** born in 1941, emeritus professor of linguistics at Lancaster University. He is one of the founders of CDA as applied to sociolinguistics, and it is concerned with how culture and society exercised through language including texts, talks, video and practices.

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phenomena reflect social phenomena, and the other way around. Language, according to Fairclough, is “a social process”.

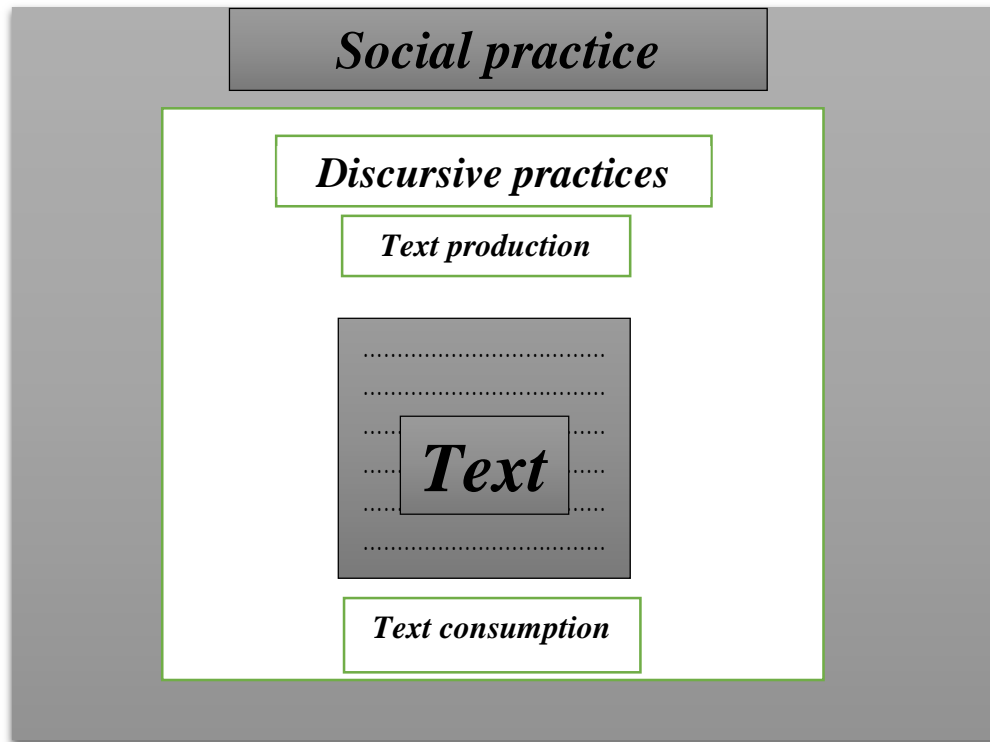


Figure 1: Fairclough’s three-dimensional model for critical discourse analysis (1992b: 73)

3.2. a. Definition of Text:

It is a speech, writing, visual image or a combination of these. Halliday state that text is meant any connected stretch of language that is doing job in some context. We describe our world by words, when these words are put together to communicate a meaning, a piece of text is created. When you speak or write to communicate a message, the linguistic features do you use are constructing a text. When you read, listen to or view a piece of text, you are interpreting

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its meaning. Creating a text requires us to make choices about the words we use and how we put them together. If we make the right choices then we can communicate with others.

A text can be defined as an object that can be read, whether it is a work of literature, a behavioral non-interactive event restricted to your experience with understanding its characteristics and its meaning or information as its singular purpose, or a street sign. A coherent set of signs transmits some kind of informative message. The analyst study the spoken or written words that communicate some information: structure, theme, meaning, rhetorical devices, etc. To study discourse, you study who is communicating with whom through what medium and for what social purpose. Let us use this answer as an example. To study or analyze the text, you will note the overall structure and (most importantly!) you will grasp the meaning of the content as it answers your question. To study or analyze the discourse, you will determine who is communicating with whom through what medium and for what social purpose.

3.2. b. Discursive Practice:

People use language to produce and consume texts through discursive practice. Fairclough employs detailed text analysis to gain insight into how discursive processes serve linguistically in a specific context. Discourse is understood and consumed as a kind of messages and meanings by language that used within a specific field. In this event, the participants are aware about the existing American policy, and sharing the same political backgrounds. Discursive practices focuses on how the speaker makes and produces the speech (text) depending on already existing discourse and genre.

We cannot do the Discourse analysis of any speech solely by itself. Is not sufficient, to take the text independently from its social practice, the context encompasses both discursive and nondiscursive elements. The Social and cultural context is necessary to discourse analysis. The main aim of the Fairclough's dimensions: discursive practice is to explore the links between language use in text and social practice. The examination or inquiry into the discursive practices, as an important form of social practice that contributes to the constitution of the social world including social identities and social relations. It is partly through discursive practices in everyday life (processes of text production and consumption) that social and cultural reproduction and change take place in language use, the analysis of the communicative event and its context in relation to the order of discourse. Each

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communicative event functions as a form of social practice effect reproducing or challenging the order of discourse¹.

3.2. c. Social Practice:

Discourse as the detailed and critical image of a text, is a social practice. Social practice is a theory within psychology but in Linguistic Fairclough seeks to determine the link between practice and context within social situations. it introduces the key elements of social practices—actors, actions, performance modes, presentation styles, times, locations, resources and eligibility conditions It then outlines the transformations that occur in the process of analyzing text and the way in which critical discourse adds reactions, purposes and legitimations to representations of social practices. Fairclough emphasized as a commitment to change, social practice occurs in two forms: activity and inquiry. Most often applied within the context of human development, social practice involves knowledge production and the theorization and analysis of both institutional and intervention practices.

4. Pragmatics Approach Definition

Yule and Brown argued, “*Any analytic approach in linguistics which involves contextual considerations necessarily belongs to that area of language called Pragmatics*” (26). The analysis focuses on context or conceptual meaning and the relationships between words. There are other aspects of meaning that depend more on context and the communicative intentions of speakers. The speaker seems to be using the words with essentially the same basic meaning. However, the hearer was using the word to refer to something the speaker did not expect, hence the initial misunderstanding. Communication clearly depends on not only recognizing the meaning of words in an utterance, but also recognizing what speakers mean by their utterances. The study of what speakers mean, or ‘speaker meaning’, called pragmatics.

“*The ‘pragmatic turn’ in linguistics can thus be described as a shift from the paradigm of theoretical grammar (in particular, Syntax) to the paradigm of the language users*” (Mey 4). Pragmatics as subfield of linguistics caused a change in the study of language, developed in the

¹ Jørgensen, Marianne and Phillips, Louise. *Discourse Analysis* (London, British Library Cataloguing in Publication data, SAGE Publications Ltd 6 Bonhill Street, 2002).

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late 1970s. Pragmatics is concerned with how people comprehend and produce a communicative act or speech act in a concrete speech.

“Mey and many others see the rise of pragmatics and its growing popularity and influence ever since the 1970s at least in part as a reaction to the development of American structural linguistics that culminated in Noam Chomsky’s proclamation of the ‘ideal speaker/listener in a completely homogeneous speech community’ (Chomsky 1965: 3) whose language competence linguists describe and analyze on the basis of introspection data.” (Senft 2)

To understand how pragmatics advanced and caused this change in language study and added a new field we have to go briefly in the formerly existing or happening gradual change in linguistics. The need for a pragmatics handbook Mey¹ was pushed to persuade readers with many technical details and clarify the field of pragmatics, *“The first efforts at establishing something like pragmatics approach to linguistics date back to the late sixties and early seventies”* (Mey 4). A growing number of unexplained observations, witnessed a tremendous contradictions noticed not by linguists, but by philosophers had curiosity and working in the unclear subject of language users. Furthermore, there were difficulties of how to interpret and treat certain assumptions (called presuppositions) that somehow guided our understanding of language. *“There was a trouble relationship of language with logic, as originally evidence in the realm of syntax, but subsequently also in that of semantics”* (Mey 4). After seeing a strong failure of earlier theories and approaches and their lack of explanations to the relationships of language and logic. The need to interpret and formulate humans’ communications it was hard to classify and define a specific field that deals with philosophy and linguistics. Linguistics saw the emergence of new model: Pragmatics to go beyond the limit and narrow boundaries of

¹ Jacob L, Mey, *Pragmatics* (USA, Blackwell Publishing, 1993).

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syntax and semantics. “What we see is the collapse of earlier theories and hypothesis (in particular of the ‘syntax-only’ of Chomsky and his followers” (Mey 4).

“Jacob Mey, one of the pioneers and leading figures in modern linguistic pragmatics, refers to this field as ‘the youngest sub discipline of the venerable science called linguistics” (qtd. In Sent 2). There are several arguments against the old approaches and linguistics theories neglected the reality of language. Indeed language is more than a grammatical structural lexicon, it is a device speakers use to interact socially and communicate in various social, cultural, and political contexts with different kinds of aims and intentions.

“The definition of pragmatics as the study of language use in action and interaction . . . based on the literal meaning of the term “pragmatics” (Derived from the Greek word for “act” or “action”)(Schneider and Barron 2). Although pragmatics is a relatively new branch of linguistics, research on it can be dated back to ancient Greece and Rome where the term pragmaticus’ is found in late Latin and pragmaticos’ in Greek, both meaning of being practical.

“Most definitions of pragmatics pay lip service to Charles Morris’ famous definition of pragmatics as: ‘the study of the relation of signs to interpreters” (Mey 4).

- Katz defined pragmatics “grammars are theories about the structure of sentence types . . . pragmatic theories, in contrast . . . explicate the reasoning of speakers and hearers” (qtd. In Mey 5).
- Levinson considers pragmatics as being: “the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language” (qtd. in Mey 5)
- Mey concluded a definition that “pragmatics study the use of language in human communication as determined by the condition of society” (Mey 5).

Moreover, Yule¹ added in his book to Oxford Introduction to Language Study, that there is four areas that pragmatics is concerned with :

- Pragmatics is the study of speaker meaning: it is concerned with the study of meaning as communicated by a speaker and interpreted by a listener. The analysis of what people mean when they produce an utterance.

¹ George Yule, *Pragmatics* (New York: Oxford University Press, 1996).

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- Pragmatics is the study of contextual meaning: the discourse analyst has to take account of the context in which a piece of discourse appears. Then, he has constantly referred to the ‘environment’, ‘circumstances’, ‘events’ in which language is used. To explore and solve the problem of specifying the relevant context.
- Pragmatics is the study of how more gets communicated than is said: how listeners can transform an encoded meaning into understandable form. Also, to interpret and make inferences about what is said and find the direct meaning of cryptic or indirect invisible meaning.
- Pragmatics is the study of the expression of relative distance: on the assumption of how close and distant, the listener is speakers determine how much needs to be said. It is concerned with the selection of utterances and the relationships, shared experiences between speaker and listeners.

Pragmatics provide the discourse analyst by methods or means to analyze, discuss, and treat his specific speech as an ensemble data of a dynamic process in which language used as a tool of communication in a specific context and circumstances. The analyst seeks to give details by explaining linguistics achievements (pragmatic regularities) employed by people to utter and speak their meanings and intentions. According to Yule and Brown,¹ the analyst is investigating the use of language in context by a speaker; he is more concerned with the relationship between the speaker and the utterance in one hand, and the speaker and the hearer on another hand. *“The analyst is investigating the use of language in context by a speaker/ writer; he is more concerned with the relationship between the speaker and the utterance on the particular occasion of use”* (Yule and Brown 27).

“As it is presently formulated; Speech Act Theory does not offer the discourse analyst a way of determining how a particular set of linguistic elements, uttered in a particular conversational context, comes to receive a particular interpreted meaning” (Brown and Yule 233).

“That is in using terms such as reference, presupposition, implicature, and inference, the discourse analyst is describing what speakers and hearers are doing, and not the relationship which exists between one sentence or proposition and another” (Yule and Brown 27). In discourse analysis, our favorable position of studying language via Pragmatics to talk about people’s meanings, their assumptions, goals. We are concerned with what people using

¹ Gillian, Brown and George, Yule, *Discourse Analysis* (USA, New York, Cambridge University press, 1983).

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language are doing, and how they make sense of each other linguistically. In fact, most people within same linguistic (features) community share same experiences and knowledge as a frequent regularity in language use.

4.1 The Pragmatics Approach Tools:

4. 1. a. Implicature:

"The word implicature is derived from the verb 'to imply', as is its cognate 'implicature'. Originally, 'to imply' means to fold something into something else' (from the Latin word plicature "to fold"; hence, that which is implied is folded in, and has to be 'unfolded' in order to be understood" (Mey 45). Implicature mainly used by Grice 1989¹ and his developments later in the study of conversational implicature. On Grice conception, there are conventional Implicatures that require speaker to reason in terms of not only their language but also their understanding of the context and each other's aims and intentions. *"The conventional meaning of the words used"* (qtd. in Brown and Yule 31. however, a conversational implicature is something which is implied in conversation, that is something not sated but understood in what is expressed. Implicature means either the act of meaning or implying one thing by saying something very different. It is possible that implicature can occur and be part of sentence meaning, or dependent on conversational context, and can be usual conforming to the hearer acceptance.

"Of much greater to the discourse analyst is the notion of conversational implicature which is derived from a general principle of conversation plus a number of maxims which speakers will normally obey" (Brown and Yule 31). This places conversational implicature to be questionable about the distinction between pragmatics and semantics that assures a specific outcome of investigation studies of language and social acquired knowledge. *"The reason that pragmatics is interested in this phenomenon is that we seem to be dealing here with a regularity that cannot be captured in a simple syntactic or semantic rule"* (Mey 45). The important points

¹ H. P. Grice (1913-1988) was the first to systematically study cases in which what a speaker man's differs from what the sentence used by speaker mean.

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in Grice proposal is that Implicatures are pragmatic aspects of meaning and have certain identifiable characteristic¹.

Figures of speech as metaphor, irony, and understatement provide a familiar examples about how people use implicature as a principle subjects of pragmatics. It serves a different and variety of intentions and aims through communication. As Bilmes has expressed it, "*In every day talk, we often convey prepositions that are not explicit in our utterances but are merely implied by them. Sometimes we are able to draw such inferences only by referring what has been explicitly said to some conversational principle*" (qtd. in Mey 45). Therefore, it is not possible to fully understand speakers without knowing what they have implicated as well as what they have said. We can distinguish and make a difference between sayings and implicating influences affects how we examine and understand speakers. "*In certain of these cases, we are dealing with 'conversational implicature,' "*" added Bilmes (qtd. In Mey 45).

The general principle is called Cooperative Principle, which Grice (1975) presenting in the following terms as the driving force behind conversational implicature:

The Cooperative Principle: make your contribution as is required when it is required, by conversation in which you are engaged.

- a) **Quality:** contribute only what you know to be true. Do not say false things. Do not say things for which you lack evidence.
- b) **Quantity:** make your contribution as informative as is required. Do not say more than is required.
- c) **Relation (relevance):** make your contribution relevant.
- d) **Manner:** avoid obscurity, avoid ambiguity; be brief and be orderly².

The original maxims are not rules, because Grice notes that there is other maxims. For example, the pressure to be polite can be influential; in some situations, it can overwhelm all the other pragmatic pressure. Brown and Yule argued that we might observe that the instruction be relevant seems to cover all the other instructions. There is evidence that Grice makes it possible to describe what types of meaning a speaker can convey by reduce the maxims to just

¹ Gillian, Brown and George, Yule, *Discourse Analysis* (USA, New York, Cambridge University press, 1983).

² Gillian, Brown and George, Yule, *Discourse Analysis* (USA, New York, Cambridge University press, 1983).

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one. Grice suggest that speaker would be infringing the instruction be relevant if he was stating a fact about the world via the literal meaning of his utterance. The implicature, derived from the assumption that speakers be conscientious to the cooperative principle about his utterance. "We might also note that, in order to arrive at the implicature, we have to know certain facts about the world" (Brown and Yule 32).

4.1. b. Presupposition:

"We shall take the view that the notion of presupposition required in discourse analysis is pragmatic presupposition that is defined in terms of assumptions the speaker makes about what the hearer is likely to accept without challenge" (Brown and Yule 29). Presupposition became the most reliable and widely investigated sources of insight into how language and context interact, the role of social cognition in shaping linguistic behavior, and the nature of linguistic meaning itself. Loftus study (1975) concluded about the support of view that hearers behave as if speakers' presuppositions are to be accepted; there is the rather disturbing evidence of answers leading questions that the discourse analyst can ask about the interaction of thoughts and interpretations. Consequently, we shall avoid attributing presuppositions to sentences and propositions, but we should attribute to the speaker assumption about what the hearer accept without questions or demand for explanations. Thus, we can see little practical use in the analysis of discourse, for the notion of logical presupposition¹.

Levinson² example about presupposition: the utterance John regrets that he stopped doing linguistics before he left Cambridge has the following presuppositions:

- There is someone uniquely identifiable to speaker and addressee as John.
- John stopped doing linguistics before he left Cambridge.
- John was doing linguistics before he left Cambridge.
- John left Cambridge.
- John had been at Cambridge.

All of these presuppositions are communicated without being said, are the speakers' and all of them can be wrong, in fact. Speaker will normally be expected to have the presupposition that assumes his listeners already know certain information. For reason that such information

¹ Jacob L, Mey, *Pragmatics* (USA, Blackwell Publishing, 1993) 264.

² Levinson, C Stephen. *Pragmatics* (Cambridge: Cambridge University Press, 1983) 179-180.

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will generally not be stated and will include what is communicated but not said. Means that in pragmatics speakers, not sentences have presuppositions.

Stalnaker (1998) suggests that a pragmatic notion of presupposition is needed, so that the proper object of philosophical study is not what words or sentences presuppose, but what people presuppose when they are speaking. A pragmatic presupposition associated with a sentence is a condition that a speaker would normally expect to hold in the common ground between discourse participants when that sentence is uttered. The pragmatic notion of presupposition is used to explain two kinds of linguistic facts: first, facts about the relation between the presuppositions required by complex sentences and the presuppositions required by their constituent sentences (the projection problem) and second, facts about the behavior of different kinds of meanings¹.

The easiest to understand instances of pragmatic presuppositions are those that cannot easily be merely detectable meanings to specific words or phrases, but rather seem to arise from the general properties of the context and the expectations of the discourse participants. Stalnaker (1970, 1973, 1974) developed a theory of Pragmatic presuppositions (speaker, conversational), which contains some linguistic interaction that must be done first (for example, the mutual public knowledge that we are speaking the same language), the norms of exchangeable thoughts and meanings, and more particularized information about conversational plans and goals. Linguist examined whether both semantic and pragmatic presuppositions exist. Stalnaker gave reasons that all presuppositions should be understood in pragmatic terms. Though he acknowledges that semantics has a major role to play in defining presuppositions in context, he writes, "I think all of the facts can be stated and explained directly in terms of the underlying notion of speaker presupposition, and without introducing an intermediate notion of presupposition as a relation holding between sentences (or statements) and propositions"².

4.1. c Inference:

Since the discourse analyst, like the hearer, has no direct access to a speaker's intended meaning in producing an utterance, he often has to rely on a process of inference to arrive at an interpretation for utterances or for the connections between utterances. "*An inference is defined*

¹ Beaver, I David and Geurts, *Presupposition* (US, Center for the Study of Language and Information (CSLI), Stanford University, Apr 1, 2011) < <https://plato.stanford.edu/entries/presupposition/>.12 :55 /13/04/2017

² Potts Christopher, *presuppositions and implicature* (Stanford University, Stanford Linguistics, 2014).

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as the information that is not expressed explicitly by the text but is derived on the basis of the understander's knowledge and is encoded in the mental representation of the text. Inferencing is considered as a central component in discourse understanding" (Noordman 37). The ability of listeners to grasp meanings in discourse means they understand much more than what is stated explicitly in the sentences. Because of their knowledge of the language and the world, they are capable to understand what has been left implicit in the utterance but is intended to be communicated. Brown and Yule gave an example:

John was on his way to school. (*)

What we infer from reading this sentence will provide us with a limited insight into how readers interpret what they read. Most infer that John is a schoolchild. However, when sentence (*) is followed later in the same text by sentence (#). Readers will abandon their original inference about John as a schoolchild to infer that he is a schoolteacher.

Last week he had been unable to control the class. (#)

The hearer on receiving the utterance in a particular context must infer that the speaker intended it to convey something else derived as an interpretation from what he said. In order to capture this type of inference, which is extremely common in our interpretation of discourse, we need a relatively loose notion of inference based on socio-cultural knowledge¹.

Primarily researchers in the field of artificial intelligence (AI) have examined this question, in part because they have been interested in linking language with actual behavior in specific situations, which has led them to an attempt to represent and reason about complex world knowledge. Noordman² distinguishes two kinds of inferences: the first kind is an inference that is the derivation of new information. This is what in ordinary language is called an inference. Given that, the hearer is not familiar with any new information (names, words); he could miss the correct structure or regular order of sentences. However, by assuming that the sentence makes sense, the hearer can derive the inference as new information. The second kind of inference is an activation of available knowledge. This kind of inference in general is not called an inference in everyday language, but most of the psycholinguistic research focuses on this kind of inference.

¹ Gillian, Brown and George, Yule, *Discourse Analysis* (USA, New York, Cambridge University press, 1983).

² Noordman, Leo GM, *Inference in Discourse, Psychology of* (The Netherlands, Tilburg University, Elsevier 2015).

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Listeners and readers certainly make logical deductions to infer the right and correct meaning. Speakers even invent hints (and indirect suggestions ideas or information); it is necessarily that the interaction with both the speaker and his listeners having a specific function of thinking about what the other has in mind. The need to know exactly which (circumstances, context . . .) and which part played in social context with any characteristic or expected pattern of behavior that entails.

“For the moment we simply present a view which claims that the terms reference, presupposition, implicature, and inference must be treated as pragmatic concepts in the analysis of discourse” (Brown and Yule 35). These terms are our tools to analyze our speech, discover and investigate the relationships between our speaker (Barak Obama) and his audience (The White House correspondents).

4. 2. Coherence in the Interpretation of Discourse:

The interaction between people in a society using same language and culture understand the meaning of a linguistic messages exclusively based on the words and structure of the sentence used to convey that messages. *“We certainly rely on the syntactic structure and lexical items used in a linguistic message to arrive at an interpretation, but it is a mistake to think that we operate only with this literal input to our understanding”* (Brown and Yule 223). When a speaker produces a perfectly grammatical sentence. We can derive a literal interpretation but which we would not maintain the meaning as true, and to have understood, simply because we need more information. Means that in addition to our knowledge of sentential structure, we possess a knowledge of other standard formats to convey information. Sometimes we can rely on some principle that although there may be no formal linguistic links connecting adjoining linguistic strings, but we will be able to interpret them as connected. What we have already mentioned in connection with the assumption of coherence (schemata and knowledge of the world), for more information about coherence see (Brown and Yule 223-265). In addition, features of context are aspects of discourse that the analyst can use in his pragmatic analysis to any speech.

4. 2. a. Schemata:

In linguistics studies, it should be pointed out that, some schema researchers said that discourse analyst activate some cultural backgrounds and existed knowledge to understand the utterances.

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Meanwhile in philosophy (e.g. Cook 1994) trace the philosophical notion of schemata back to Immanuel Kant. Another antecedent is Gestalt theory in psychology (Wertheimer 1923, 1925; Köhler 1930; Koffka 1935). Also in psychology, Bartlett (1932) used the term (which he credits to the earlier work of the neurologist Sir Henry Head) to explain speakers' unknowing alteration of folktale details during retellings, with such alterations being made in line with the speakers' schemata.

The most important idea that came into discourse analysis from the field of AI¹ (Artificial Intelligence) about how our minds understand the hidden meanings in utterances; is knowledge schemata. Schemata is crucial for the production and understanding of discourse. For effective communication to occur, it is necessary that the receiver have enough prior knowledge, and the sender correctly judge the extent of that knowledge. "*Schemata are said to be 'higher-level complex (and even conventional or habitual) knowledge structures' (Djik, 1981: 41), which function as 'ideational scaffolding' (Anderson, 1977) in the organization and interpretation of experience*" (Brown and Yule 247). The question is how our pre-existing social and background knowledge shapes the production and understanding of discourse-attracted attention mostly of linguist and scientists.

Schemata are Data structures or networks of stereotypical information about particular topics/themes. The main idea in schemata theory is that people have schema in which they use to produce and comprehend simple stories. "*Schemata can be seen as the organized background knowledge which leads us to expect or predict aspects in our interpretation of discourse*" (Brown and Yule 248). Tannen uses the description 'structures of expectation' to characterize the influence of Schemata on our thinking, there is also evidence that such expectations influence what type of discourse we produce. The focus is on the influence of different cultural backgrounds, and what can result in different schemata for the description of witnessed events.²

Linguists, psychologists and narrative scholars employ schema theory to account for the interpretation of a text where the discourse itself does not provide all the information necessary for the discourse to be processed. Research in Artificial Intelligence on schemata adds a detailed explanation of how inferences are made by utilizing generic knowledge in processing specific parts of a text. As schemata are situational and socioculturally dependent, some readers may supply more information from their schemata than others may.

¹ **Artificial intelligence** is the simulation of human intelligence processes by machines, especially computer systems. These processes include learning (the acquisition of information and rules for using the information), reasoning (using the rules to reach approximate or definite conclusions), and self-correction. Particular applications of AI include expert systems, speech recognition and machine vision.

² Gillian, Brown and George, Yule, *Discourse Analysis* (USA, New York, Cambridge University press, 1983).

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Anderson et al. suggest, “*People’s personal histories (and sex, perhaps) contribute to the creation of ‘higher level schemata which cause them to “see” messages in certain ways’*” (Brown and Yule 249). In linguistics studies, schema theory has been important not only for its role in explaining gap-filling in interpretation, as communicated in discourse, but also in relation to a reader’s knowledge of the overall structure of stories, termed “story schemata”.

The role of our memory in speech analysis is not based on direct reproduction, but rather constructive. This constructive based on what somebody infers from other statements process, uses the information received from the discourse that has been conceived with knowledge of previous experience of speech that is difficult to construct mental representation. Bartlett said, “*The past acts as an organized block rather than a set of elements that each retain its own character*” (Brown and Yule 249). In addition, schemata take an active position combined with that past experience to develop and constructive processes in memory. “*in the strong view schemata are considered to be deterministic, predispose the experiencer to interpret his experience in a fixed way*” (Brown and Yule 247). There is also evidence that we interpret meanings of utterances with more than one meaning based on our schemata about the context in which it is used. This is a method used in jokes, riddles and literature. They activate your existing schemata for a particular topic/context and then overturn it.

Schemata are not simple isolated units stored in the mind that and neither can discourse be interpreted with reference to one schemata. It is far more complicated than that. In making sense of a piece of discourse, the mind activates a number of schemata simultaneously.

In storing new information, any of the following may happen:

- Existing schemata are adapted to incorporate new information
- Completely new schemata are formed
- Old schemata are discarded¹.

One attempt to present a model of background knowledge is schemata theory, when you are to activate a mental construct in which you can try to install the aspects of the present conversation. This involves knowing the things about the subject matter, and many more details

¹ *Schemata and Schemata theory*. By AZU, September 13, 2006 12:48. <<http://www.azlifa.com/dp-lecture-8>>

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that are specific. Everyone's knowledge will differ, at least in the details but with enough common ground communication.

5. Conclusion

This chapter dealt with the conceptual and theoretical scope of the study. We have presented the definition and the conceptual framework of the study terms. It was necessary to give a clarification and to know all the terms involved in the study. I have tried to give some description and definitions in discourse analysis field, as an interdisciplinary in linguistics, to construct an account of how people use language in society and for communication. The Critical discourse by Fairclough will make our analysis easier to work by both critical discourse and pragmatics in the interpretation of meanings of Obama's speech. Fairclough dimensions will be our system and mechanism for work and investigating the role of culture and society in language in use.

We simply presented a view, which claims that pragmatics provides an alternative approach to discourse analysis. Brown and Yule in their book argued that pragmatics is specifically useful in analyzing speaker meaning. That is in use terms such as presupposition, implicature and inference, allow the discourse analyst to describe the speech, context and communication are the underlying principles behind pragmatics. The pragmatic approach has been used in analyzing the speech selected in order to clearly understand what the President Obama was trying to say.

The theoretical background I have presented includes the description and definition of the discourse analysis interdisciplinary approaches and frameworks, which will simplify the process of analyzing the discourse chosen, considering that the subject is related to the exploration of meanings and the general significance of the president's statements in this speech.

The next chapter will be a projection of the critical discourse by Fairclough's framework. This will illustrate the speech constitutes society and culture and how does ideological work. It will analyze the link between text and society is mediated, by the discourse analyst, who is trying to interpret and explain the discourse as a form of social action and practice.

1. Introduction:

This chapter will analyze the speech according to Fairclough, the critical discourse analysis is a type of discourse analytical research that primarily studies the way social and cultural factors influence politicians' choice and decision to write their speeches. This interdisciplinary is considered as the crucial approach in analysis for any political speech. In fact, the critical research on discourse based on the analysis of the discourse as a social practice. It is an ultimate attempt to project Fairclough's three dimensions to prove how the text depends on sociocultural factors. Van Dijk¹ argued that instead of denying or ignoring the social and cultural influence, it is necessary to the analyst to focus his study on the relationship between language and society. Fairclough lets the analyst to be able to specify the relevant facts of the cultural and social context of utterance. Linguists emphasized on determining what we can know about the meaning and context of an utterance, by the use of the available knowledge, participants of the event and entirely associated with the social and cultural context. However, the context of speech selected should be defined from various aspects, including the president Obama, the American society and culture relating to the particular event of the speech

2. Description of the Event: The White House Correspondents Dinner:

The understanding of discourse is central to Fairclough's theory. He conceives of the relationship between discursive practice and social structures as complex and variable across time and place. However, the analyst should employ detailed data about the event to gain insight into how discursive processes operate linguistically in specific text. For Fairclough, text analysis alone is not sufficient for discourse analysis, as it does not shed the light on links between text and societal and cultural processes and structures. We need this theory, which combines textual and social analysis. Dealing with this theory leads us to provide an understanding of how people actively create their texts and speeches. Kumar² wrote in a paper on the history of the beat, said "*with their own observed territory . . . reporters established a property claim in the White House*".

¹ Deborah Schiffrin and Hamilton, E. Heidi, *The handbook of Discourse Analysis* (USA, Massachusetts, Blackwell Publishers, 2001).

² Anita Kumar covers the White House for McClatchy Newspaper. She previously worked at the Washington Post, covering Virginia politics and government and spent a decade at the ST. Petersburg Times, writing about local, state and federal government in both Florida and Washington.

Context has a high importance in Fairclough's study, since the discursive practice has a crucial role when it comes to discourse as a social practice that reproduce changes of knowledge, communication, identities and social relations. The White House Correspondents Dinner is an event held by the White House Correspondents' Association, where Journalists, Politicians, and celebrities do their best and pretend to be friends. They put their differences aside for a little fun while raising money for journalists' scholarship.

There had been a dinner in 1915 that brought together the regular White House correspondents and White House staffers. However, a White House official, not by the WHCA, had hosted that. There was a similarity, though, between that dinner in 1915 and this one in 1921. The business purpose of each dinner was the same – to let the WHCA introduce and inaugurate its new officers for the coming year¹.

“The WHCA is a non-profit membership organization located in Washington DC. Our members are print, wire, television, radio and online journalists and photojournalists who cover the White House for a broad range of media outlets in the U.S. and abroad. The WHCA's mission is to ensure a strong free press and robust coverage of the presidency by advocating for access to the president, White House events and administration officials. We also work to encourage new generations of White House correspondents through our college scholarship program. We celebrated our 100th anniversary in 2014”².

April 29 marks the annual White House Correspondents' Dinner, where journalists, politicians, and celebrities are invited to mark this special occasion, is a notoriously difficult event to emcee. An

¹ Christi Parsons, “history of the White House Correspondents Association”. Tribune newspapers historic American newspaper. <<http://www.whca.net/history.htm>.

² Christi Parsons, “history of the White House Correspondents Association”. Tribune newspapers historic American newspaper. <<http://www.whca.net/history.htm>.

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event held by the White House Correspondents' Association (WHCA) to celebrate journalism and freedom of speech. The "nerd prom" as it is jokingly called, gathers journalists, politicians, and celebrities alike to put their differences aside for a little fun while raising money for journalism scholarships. It also tends to operate as a pressure valve, bringing together two elements in DC that are so often at odds the administration and the reporters who are meant to take them to task for a night of mutual roasting and drinking¹.

Perhaps the most well-known of the dinner's traditions is the comedy routine. The president delivers the initial, joke-filled speech, followed by the keynote roast by a famous comedian. However, it was not until comedian Mark Russell headlined in 1983 that comedy became the cornerstone of the evening. In its first half century, the evening's entertainment was musical performances, movies and variety shows. The dinner also serves to honor young and veteran journalists alike with scholarships and awards. The proceeds from the lofty ticket prices for the event go toward funding these accolades².

3. Fairclough Framework for Analysis the Context of the Discourse:

According to Fairclough: "the discursive constitution of society does not emanate from a free play of ideas in people's heads but from a social practice which is firmly rooted in and oriented to real, material social structures" (qtd. In Jorgensen and Philips 62). Here Fairclough argued that, if discourse is analyzed only as the speaker has made it, but it should be related on the context that depends on the social practice of the discourse. However, we had to give a short presentation of the social context of the event to make it easier to go deeply in the text that is written for this event.

Fairclough distinguished the use of discourse as a concept in three different ways: in the most abstract sense, discourse refers to language use as a social practice. Secondly, discourse is understood as the kind of language used within a specific field, such as

¹ Fitzpatrick Kyle. "Understanding How Weird This Year's White House Correspondents' Dinner Will Be", New York, Popsugar, Global Media April 29, 2017 <<https://www.popsugar.com/news/What-White-House-Correspondents-Dinner-43476784>

² Stracqualursi, Veronica, and Hansler, Jennifer. Everything you need to know about the White House Correspondents' Dinner. ABC News. May 9, 2016, 3:24 PM. <http://abcnews.go.com/Politics/white-house-correspondents-dinner/story?id=38396958>

political or scientific. Thirdly, in the most concrete usage, discourse is used as a count noun referring to a way of speaking which gives meaning to experiences from a particular perspective. In view of language as discourse and social practice, and how language, ideology and identity interrelate to each other, Fairclough (1989) develops a model called Critical Discourse Analysis (CDA). According to Fairclough (1995), this model consists of three dimensions of discourse conceptions, providing a three-dimensional method for discourse analysis¹.

Fairclough criticized linguistic approaches for neglecting the relationship between text and society. To him, these approaches focused on textual analysis alone, and it is insufficient for discourse. The Fairclough critical discourse leads the analyst to investigate and analyze on the relationship between text (Obama speech) and the event (White House Correspondents Dinner) to shed the light on parts of the links between text and societal and cultural processes and structures. The need for such interdisciplinary that deals with the contribution of textual and social analysis.

The understanding of the speech is central to what Fairclough's theory invented in the study of discourse within social structures as complex and variable across time and place. It guide us to distinguish the speech from other kinds of discourse. "The Nerd Poem" as it is jokingly called, gathered journalists, politicians, scholars, celebrities, just to have fun and far from their differences for a while during this specific dinner one time during a year. However, Fairclough argued that discourse contributes to the construction of the three factors related to the speech selected as a discourse analyst schematic knowledge. It includes a background Knowledge concerning the speaker and the participants within: social identities, social relation and system of knowledge of the speech and its context.

¹ Jørgensen, Marianne and Phillips, Louise. *Discourse Analysis* (London, British Library Cataloguing in Publication data, SAGE Publications Ltd 6 Bonhill Street, 2002).

3.1 Social Identities:

It is necessary to tackle with the speaker Mr. President Obama's biography to shed the light on his specific identity. That allows us to become involved in the speech and its circumstances and context. However, knowing the social identities of the social event permits us to involve better in the speech and how it affects the way of writing and speaking.

Born in Honolulu in 1961, Barack Obama was raised by his mother and his grandparents and went on to become President of the Harvard Law Review. In 2008, he was elected President of the United States, becoming the first African-American commander-in-chief. He is considered one of the greatest orators at present, because his speeches are combined with personal experiences and linguistic control of words and thoughts.

When President Obama took office, he faced very significant challenges. The economy was officially in a recession, and the outgoing administration of George W. Bush had begun to implement a controversial "bail-out" package to try to help struggling financial institutions. However, he could face all the political, economic and social issues in the American society.

What is particular about the president Obama is in his Biography, as a first black American president. It includes those Characteristics and qualities that distinguish him from others and the consciousness of one's own being or identity. The president Obama employs and endures pattern of thoughts, feelings and beliefs differently with a specific behavior and actions. Obama identity and his wide experience in American policy effect on his words and speeches. From his childhood years to his historic presidency in the white house. *"He was America's first black president"* "Bill Clinton". The story of a black president in the United States of America. His life history and formative experiences allowed him to affiliate with black and white, with poor and rich, with the world of Christianity and Islam. He had spent part of his life growing up in those different worlds made him leading black intellectual in America. *"Of Bill Clinton it has been said that he was America's first black*

president due to his apparent affinity with America's black population. Of Barack Obama, it might be said that he is America's first "white president of color"¹.

3.2. Social Relations:

Are a kind of interaction between two or more people, groups, or organization. Individual social relationships are composed of an immense number of social, physical and verbal interactions that create a climate for the exchange feelings, thoughts, and ideas. However, on the social level, the event is a set of people working in the White House sharing the same interests, politics, and beliefs. A mixture of journalists, scholars, politicians, celebrities, that work side by side as a press corps in its dealing with the administration and advocates for journalists ability to see and report on the president and his staff. They are hundreds of ambitious and assertive forerunners to the president, members of his administration of media workers engaged to take responsibilities together and share the spirit of bring news, information, by covering the White House.

The 2016 dinner was truly a historic event for President Barack Obama, as 2016 finds him running out in his last days in office as the clock runs out. Simply because he was with people who know him well, the people who are always with him in the white house. It is an opportunity to say what he took and experienced from his occupation to the presidency of the United States. All what he will say surely and without doubts will be ambiguous and special by a funny way. Of course, all that goodwill and grandiosity made of Obama a person loved and respected by the people who fill the White House. That is why Obama has never missed this unique event during his occupation of this prestigious post. Onstage at the annual roast of Washington and its press corps, the president was loose, funny, and completely at ease in front of a crowd that (generally) loves him; his remarks were delivered with the confidence of a man serving the last months of his second term, his approval rating up and his legacy assured. The roast came close to a victory lap, going so far as to end with the words "Obama out," and a

¹ Biography.com Editors, Barack Obama Biography, U.S. President, Lawyer, U.S. Senator (1961-), A&E Television Networks, April 28, 2017. <<http://www.biography.com/people/barack-obama-12782369>.
<https://ejas.revues.org/9578> 12:15- 26/12/2016. In an interview with Gary Younge, *The Guardian Weekly*, 20 August 2007. Patterson's reflections on (...)

literal mic drop. Did he earn the holiest of holy stage gestures? Not really, but the last seven 1 years surely entitle him to one¹.

3.3. System of Knowledge:

Beaugrande notes, "*The question how people know what is going on in a text is a special case of the question of how people know what is going on in the world at all*" (Brown and Yule 233). The knowledge that participants in the event possess is very involved in their interpretations, includes common sense reasoning, as well as general knowledge, and facts about certain more specialized domains. Of course, they use language as one part of our general socio-cultural knowledge. Representing and manipulating such knowledge automatically is one of the outstanding research questions of our time, and the *raison d' être* of an entire discipline, not only of discourse but also of virtually every aspect of our existence. The problems of representing and manipulating linguistic knowledge pale into insignificance compared to the problems posed by real world knowledge.

The last discussion may lead us to suspect that all the knowledge we need to extract the meaning from speeches and understand them, can be got from the texts or their contexts. However, clearly not the case, one of the problems it raises is that (unlike most linguistic knowledge, in particular, most knowledge of syntax and semantics) such knowledge is generally 'voidable', that is, subject to revision, and not guaranteed correct if humans have little trouble assuming one thing most of the time, but managing with a contradictory assumption on occasions. This is extremely difficult to explain. A second problem is the huge amount of such knowledge we seem to have (knowledge about current events, incidents, for example). However, some methods of representation are useful for some kinds of knowledge².

¹ Stracqualursi, Veronica, and Hansler, Jennifer. Everything you need to know about the White House Correspondents' Dinner. ABC News. May 9, 2016, 3:24 PM. <http://abcnews.go.com/Politics/white-house-correspondents-dinner/story?id=38396958>

² Gillian, Brown and George, Yule, *Discourse Analysis* (USA, New York, Cambridge University press, 1983) 233.

The kind of knowledge we need to understand this discourse is not easy and affordable, especially for us. but it is linked and totally connected with American society, and American culture in particular. The difficulty lies in the way in which the president associates social events with the aims he wants to talk about and the messages he delivered in this exceptional organized occasion.

4. Fairclough Three Dimensions Analysis of the Speech

4.1. The Analysis of Text:

As we mentioned before, the text is a speech done by the President Obama in the White House correspondents Dinner. It aims to communicate a message, which contains Obama's meanings. "Nerd Poem" is a way in which the speech is made and the narration of events on this occasion is in a sarcastic and ironic way about specific people. The speech (text) corresponds to a correct language, both lexically and syntactically. The sentences are sometimes complex, and the main rules of syntax are respected, with some tolerances, some ellipses and some lexicalized abbreviations (CPT, GOP). This is the style expected in professional or official exchanges when the communication is impersonal and involves a distance between the president and people who know him well. It is the language of the White House Correspondents dinner, the politician making a speech. Obama is mainly used a simple language since he speaks with people belonging to the same social community in which any formalism can be attenuated. It is based, in principle, on the absence of any rigid superiority link between the participants of the discourse.

Language users as social actors have both personal and social cognition: personal memories, knowledge and opinions, as well as those shared with members of the group or culture as a whole, for example the use of indirect humor as critique, and a much-discussed feature of black speech. Obama demonstrated his strongest mode of linguistic performance with a hilarious face and specific irony. This linguistic judgment is not based on race or party but Obama possesses the flexibility of shifting between the distinct linguistic features associated with African-American ways of speaking. Both types of cognition influence interaction and discourse of individual members, whereas shared "social representations" govern the collective actions of a group.

"Analysis of discursive practice focuses on how authors of texts draw on already existing discourses and genres to create a text, and on how receivers of texts also apply

available discourses and genres in the consumption and interpretation of the texts" (Jorgensen and Philips 69). Marrying the language of politics with that of the folk pulpit is a trick he learnt from Martin Luther King. It is central to the history of the civil rights movement; and in an early parallelism, Mr. Obama pointedly identified Pinckney as from a family of "preachers" and "protesters"¹.

4.2. Discursive Practice:

Obama is very well known by his specific techniques, and his speeches are full of rhetorical devices (irony, metaphor...)². However, in this event he was dealing with cutting language, sarcasm and mock, done as a monologue by artistic speech. At the same time, thus considering the texture of Obama's speech and in the light Van Dijk insights concerning the discursive practice, we may assume that Obama speech is discursive. *"It consists of such categories as the overall definition of the situation, setting (time, place), ongoing actions (including discourses and discourse genres), participants in various communicative, social, or institutional roles, as well as their mental representations: goals, knowledge, opinions, attitudes, and ideologies"* (Van Dijk 356).

Receivers of texts also apply available discursive knowledge and genre in the consumption and interpretation of discourse. Therefore, the discursive practice which takes place include the president Obama, the correspondents of the White House Association, politicians and the American people as a great audience. Obama wanted his last speech to be practical about the contemporary events in the United States. However, the participants will be the victims of ridiculous stories and jokes with a hidden political ideologies and score settling between them.

Obama made a number of jokes by clever remarks and skillfully delivered, chocking and unexpected words. Obama's speechwriters write all president's speeches, himself make a close watch to the content and a continual observation on his own words, and then a final draft is typed up. This process allows the President to communicate the issues that he wants, or in the case of the White House Correspondents' dinner poke fun at everyone he wants. The event is well known by fight with humor, telling a riskier Jokes, get personal, president Obama made

¹ George, Blaustein. « *The Obama Speeches. Drones need no Churchill's and deserve no Lincolns* ». (n+1 Magazine, New York, winter 2017). < <https://nplusonemag.com/issue-27/politics/the-obama-speeches/>

² Peter, Watts. "Seven Speech-Techniques Powering Obama's UN Address". The Presenters' Blog, All Things Public Speaking, September 24, 2014. < <https://speak2all.wordpress.com/2014/09/24/seven-speech-techniques-powering-obamas-un-address/>

fun of Donald Trump, Hillary Clinton, CNN, his age, and much more during his final appearance at the White House Correspondents' Dinner on Saturday night¹.

4.3. Social Practice:

According to Fairclough: “*the relationship between text and social practice is mediated by discursive practice*” (Jørgensen and Philips 70). It is important to be aware of the wider social practice that the White House Correspondents Dinner event belongs to, because social and cultural theory is necessary in addition to the speech analysis. The Critical approaches to discourse analysis across disciplines such as pragmatics aim to explore the links and connection between language use and social practice². The use of language is to establish and maintain social relation; it means that the social practice is primarily a matter of a speaker seeking either to: inform, transmit, convince, persuade, manipulate, and exchange . . . data and information. We shall refer to the social practice as a communication that is readily used of feelings, moods, and attitudes, delivered as a kind of transmission of factual or prepositional information.

What we notice in Obama's speeches is the use of different types of pronouns. Obama is keenly aware of the usage of the different pronouns; it is his key in creating resonance within the speech. He includes the audience in his speeches, a common ratio that public speakers can use to measure their speech effectiveness. Great speeches generally have a lower “you” and “I” ratio because the focus is not on “I” as an individual but about “You” as an audience and why you should listen and what should you listen out for³.

Summed up the aims of the discipline more generally as serving what he called “foundation principles” of democracy, equality, fairness, and justice. After telling jokes, Obama moved to thank the White House Correspondents by saying “Thank You” as an appreciation social practice, by showing gratitude and acknowledgments. This part was full of sympathy and emotions from the president who wants to share his ideal beliefs and democratic ideology. Comedian Larry Wilmore, the evening's professional entertainment, began by saying, "It's not easy to follow the president." Then he proved his point, offering a series of jokes about the president, different media organizations and various presidential candidates that often were

¹ George, Blaustein. « *The Obama Speeches. Drones need no Churchill's and deserve no Lincolns* ». (n+1 Magazine, New York, winter 2017). < <https://nplusonemag.com/issue-27/politics/the-obama-speeches/>

² Jørgensen, Marianne and Phillips, Louise. *Discourse Analysis* (London, British Library Cataloguing in Publication data, SAGE Publications Ltd 6 Bonhill Street, 2002).

³ George, Blaustein. « *The Obama Speeches. Drones need no Churchill's and deserve no Lincolns* ». (n+1 Magazine, New York, winter 2017), <https://nplusonemag.com/issue-27/politics/the-obama-speeches/>

racially tinged and drew a mixture of laughter and groans. "Welcome to 'Negro Night' here at Washington ... or as Fox News will report, 'Two thugs disrupt elegant dinner in D.C.,'" Wilmore said in his opening. He also lobbed barbs at CNN journalists, NBC News and MSNBC¹. The social practice of the event is clearly a score settling between politicians, as this comedian said about the American politics and social problems.

5. Characters of Social and Cultural Processes of the Speech:

Culture is the different patterns of behavior and thinking that people living in social groups learn, share and create. It distinguishes one human from others, since human culture includes their identity, beliefs, rules of behavior, language, rituals and religion, and political and economic system. Above all, the way of speaking and producing utterances, as an important factor to refer people to their own culture in societies. However, culture has a great influence in Obama way of speaking and the society he belongs to it.

Jorgensen and Philips states that "*any language interaction takes place in the context of culture*" (70). They, then explains that the context of culture incorporates: 1) the attitude, values and shared experiences of any group of people living in the one culture, 2) culturally evolved expectations of ways of behaving, and 3) culturally evolved ways of getting things done or achieving common goals. Context of culture is related to the purpose of a text. Van Dijk says, "*When we look at how the schematic structure of a text helps it to achieve its purpose, we are considering its genre. ... The genre of a text is partly determined by the culture in which the text is used, since different cultures achieve their purposes through language in different ways*" (qtd in Schiffrin 357).

President Obama's beliefs gave him a specific understanding about the United States' current event, and how he should respond in this unique event. As a first American's black president, it may be said that his personal life history and formative experiences, allowed him to affiliate with blacks and whites, poor and rich, with the world of Christianity and Islam. Obama is a kind of American dream: hardworker with strong desire to success, a leading black intellectual in America, Harvard sociologist, these qualities in the early days of Obama's rise as a political phenomenon².

¹Phil Helsel, Julian Sederholm, *Obama Roasts Trump, Drops Mic at Last White House Correspondents' Dinner*. <<http://www.nbcnews.com/storyline/white-house-correspondents-dinner/stars-arrive-obama-gets-one-more-chance-zing-correspondents-dinner-n565431>

² Biography.com Editors, Barack Obama Biography, U.S. President, Lawyer, U.S. Senator (1961–), A&E Television Networks, April 28, 2017. <<http://www.biography.com/people/barack-obama-12782369>

In every society, culturally unique ways of thinking about the world unite people in their behavior and interaction. Obama's culture gave him sense and purpose to his life, as a result of his black identity and sense of freedom to affiliate with America's black society and white may reflected in his sense of humor, humble, friendly and pleasant to other people. His culture has a powerful influence on his language and way of speaking; his mastery of public speaking is truly a stone corner of his power of persuasion. In his relatively short public career, he has used the power of rhetoric to bring messages of hope and new beginnings, inspiring people to follow and support him.

The relationship between Obama and his audience is partly discursively practice. It is like that, but, at the same time, the White House Correspondents is an institution with concrete practices, pre-existing interaction in politics, relationships and identities. These practices, relationships and identities were originally discursively known, but have become practical in institutions and non-discursive practices. The text and discourse work together with other practices such as the distribution of social structures and identities. Furthermore, social structures play an independent role in forming and circumscribing discursive practices in the analysis of our speech. The speech belongs to a particular event in Washington DC; it marks the annual house correspondents' dinner. In the social level, the most known of the dinner's traditions is the comedy routine, where the president delivers the initial joke-filled speech followed by keynote roast comedian. It is kind of sanctuary, or suitable place for the White House workers to use language as a social practice which contributes to the constitution of the social world including social identities and social relations¹.

6 The Analysis of Discourse via Fairclough Approach:

The three dimensional model general purpose is to provide an analytical framework to our discourse. Fairclough's model is based on fundamental analysis to understand the text in relation to a complex network of previous texts. We have selected some quotations from the speech to practice our analysis:

Quote 1:

"I was running on CPT that stands for jokes white people should not make"

¹ Jørgensen, Marianne and Phillips, Louise. *Discourse Analysis* (London, British Library Cataloguing in Publication data, SAGE Publications Ltd 6 Bonhill Street, 2002).

It is very difficult to understand what this piece of language means; his words embody a very clear expressing annoyance, as a reaction to the racist joke of two whites about blacks' habitual behaviors. The social context in which it is being used was in American presidency elections. The social practice of this citation is ideologically judgment: Obama is judging the politicians' racism; and defending his identity as black American. Even this racist joke is existing in his cultural identity, but he wants to speak about ethics in politics. However, he ended this joke by advising one of the whites do not use this kind of jokes by saying: "*it is a tip for you Jeff*".

Quote 2:

"Any way here, we are my eighth and final appearance at this unique event. And I am excited if this material works well, I am going to use it at Goldman Sachs next year. Earn me some Tubmans".

This citation is very ambiguous for anyone who is not familiar with American politics. However, Obama wanted to hint to American politicians and their relations with powerful institutions such as Hillary Clinton and Goldman Sachs Bancs. He used this citation ironically about his mastery of public speaking after his retirement plans to make speeches to those institutions. Obama conveyed the idea politically criticizing and economically of how American society is intoxicated by the influence of major monetary institutions in Wall Street. In addition, he supported the Tubmans addition to the 20\$ bill as a new currency¹.

Quote 3:

"Although while in England I did have lunch with Her Majesty the queen, took in a performance of Shakespeare, hit the links with David Cameron—just in case is still debating whether I'm black enough, I think that settles the debate".

In his words, he is defending a very strict idea of his belief on the question of how black he is. The Queen, David Cameron and using one of Shakespeare performance setting as a mental picture about United Kingdom's traditions. This is a proof of masterful skill expected from an

¹ Love, Mathew. *Rolling Stone*. 2 May 2016. 17 Mars 2017. <<http://www.rollingstone.com/politics/news/10-best-zingers-from-obamas-final-white-house-correspondents-dinner-20160502>>.

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orator with eight years' experience as a global leader. President Obama clearly enjoyed himself in a political atmosphere as a president visiting UK for political issues, but the negotiation is about something else. Nobody was spared that the scene is fake. The occasions provided a good social context of Middle Age by the satisfied African American leader. He wanted by using this joke to persuade and show how the world reacted, when a black American became a president of the country of slavery and human rights.

Quote 4:

“And then there is Ted Cruz. Ted has a tough week. He went to Indiana – Hoosier country – stand on a basketball court, and called the hoop a ‘basketball ring’. What else in his lexicon? Baseball sticks. Football hats? But sure I am the foreign one”

The accusation that Mr. Obama was not born in the US is still remembered by the president. However, Obama used this citation on Republican candidate Ted Cruz to return to a few common threads throughout his presidency: jokes about his "birth country" Kenya and Donald Trump 2011 doubt about Obama's birth, as some critics falsely claim, and the challenges of facing a hostile Republican Congress¹. By treating him differently because, he is black, through prejudice and discrimination, Obama wanted to show that he is purely American. This citation serves to represent the real identity and social belonging. Obama intended to make the social language as golden pillar of American identity.

Quotes 4:

“The end of the republic has never looked better,”

"Congratulations on all your success. The Republican party, the nomination process - it's all going great”

¹ Millward, David et Nick Allen. *The Telegraph*. 1 May 2016. 19 Mars 201.

<<http://www.telegraph.co.uk/news/2016/05/01/obama-mocks-friends-and-foes-at-his-final-appearance-at-white-house/>>.

“Guests were asked if they wanted steak or fish, and a whole bunch of you wrote in Paul Ryan”

Obama used the split and chaotic race to choose a candidate for the Presidential election in November within the Republican Party to express, Republicans discontent over the nomination of the billionaire Trump to head the White House¹. Mr. Obama said, referring to suggestions earlier in the year that the Republican Speaker in the House of Representatives could be drafted at the party's convention in the summer. Obama referred to the Two Republican nominees by steak and fish. He argued that it is not entertainment. Further throwing shade at the Republican Party's two leading candidates to contend for his place in the Oval Office this is not a reality show; this is a contest for the presidency of the United States. The social practice of these three citations is about politics and ideology, emphasize the degree of which they are in serious times, and this is a really serious job the Republican Party in fighting.

Quote 5:

“The republican establishment is incredulous that he is their most likely nominee- incredulous, shocking. They say Donald lacks the foreign policy experience to be President. But in fairness, he has spent years meeting with leaders from around the world: Miss Sweden, Miss Argentina, and Miss Azerbaijan”.

“And there is one area where Donald's experience could be invaluable- and that is closing Guantanamo. Because Trump knows a thing or two about running waterfront properties into the ground”.

¹ Millward, David et Nick Allen. *The Telegraph*. 1 May 2016. 19 Mars 201.
<<http://www.telegraph.co.uk/news/2016/05/01/obama-mocks-friends-and-foes-at-his-final-appearance-at-white-ho/>>.

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These two citations are totally about Trump, criticizing his nomination in the Republican Party. Social and political criticism in American contemporary events. It is a satire and sarcasm about a billionaire man who wants to reach the presidency with opulence and luxury way of living. Obama is still mocking about Donald Trump who possess and own beauty pageant organization, including his relationships with Misses of the world¹.

Quote 6:

“In my final year, my approval ratings keep going up. The last time I was this high, I was trying to decide on my major”.

The social practice of this citation is kind of power and a mass communication, it is kind of *manipulation*. Obama wanted to show the appealing by a wide range of American population. It is kind of self-respect and acceptance, someone who is proud of his achievement. He found himself mystified as to the cause of his popularity, while the video feed cut to a pictures of Cruz and Trump. Commonly accepted that the analysis of texts containing visual pictures must take account of the special characteristics of visual semiotics and the relationship between language and images referring to the new nominees of Republicans of being rejected by general public opinion and even members of the Republican Party².

Quote 7:

“Eight years ago, I was a young man, full of idealism and vigor, and look at me now. I am gray and grizzled, just counting down the days until my

¹ Millward, David et Nick Allen. *The Telegraph*. 1 May 2016. 19 Mars 2017.

<<http://www.telegraph.co.uk/news/2016/05/01/obama-mocks-friends-and-foes-at-his-final-appearance-at-white-ho/>>.

²Love, Mathew. *Rolling Stone*. 2 May 2016. 17 Mars 2017. <<http://www.rollingstone.com/politics/news/10-best-zingers-from-obamas-final-white-house-correspondents-dinner-20160502>>.

death panel. Hillary once questioned whether I would be ready for a 3 a.m. phone call, now I am awake anyway because I have to go to the bathroom. I am up. In fact, somebody recently said to me, Mr. President, you are so yesterday; Justin Trudeau has completely replaced you, he is so handsome, he is so charming, he is the future. And I said, Justin, just give it a rest. I resented that. Meanwhile, Michelle has not aged a day. The only way you can date her in photos is by looking at me”.

The way the president spoke about his experience in the presidency, and the difficulty of this journey in the white house, Barack Obama is stepping aside after a prestigious office and these images show just how much he has aged during his time as president. His hair has turned increasingly grey since he was elected as the President of the United States back in 2008 and his face has a few more visible wrinkle lines. His words embody a very clear societal practice speaking about how responsibility and the authority to act represent a sensible position of being accountable for a country. He previously joked about turning grey in a speech.

7. Conclusion:

For the moment, the main points we have been concerned is to analyze the speech using a critical discourse analytical approach. This chapter dealt with the projection of Fairclough approach on the speech. Fairclough imposed some sort of analytical and descriptive presentation on the context of our speech and its specific societal and cultural features. We have stated some elements from the speech to the study of our speech as a social practice in a particular context.

The framework based first on the description the event to tackle with various aspects and associated factors that the speech appeared. The second point stressed on the application of

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the three dimensions of Fairclough to the speech through the sociocultural and discursive practice of the speech. Obama communicative context in the White House Correspondents Dinner wanted to react about different and important events and issues in the American society. This is why we were unable to understand and directly interpret the discourse as Americans did. That is to say that his discourse was totally viewed as an important form of social practice, which contributes social identities and social relations. We helped ourselves to facilitate the analysis by the three dimensions of Fairclough to arrive to the identification of the event, and our ability to understand what the speaker is likely to say in a given type of context, and to the constraining of interpretation of meanings.

The difficulties we have encountered in understanding the discourse will be analyzed in the next chapter. We must tackle with what pragmatics provides to the discourse analyst to interpret and decipher the hidden meanings of the speech. It will use those tools on some difficult quotations to understand what the speaker and hearers using language are doing.

1. Introduction:

For the long period in the study of language in use, there is a very strong interest in Pragmatics approach analysis. This chapter will emphasize on discovering and decoding some of the difficulties that face the foreign language learners to access to the direct meaning in political speeches. The speech selected of president Obama is kind of difficult messages to the White House Correspondents and politicians. However, the only opportunity to analyze than understand what the President is trying to say and means is by analyzing the quotes selected by the pragmatic approach to discourse analysis. This chapter treats the speech data as a dynamic process in which language is was used as an instrument of communication. Pragmatics provide as by tools that consist such terms like presupposition, implicature and schemata. It is worth remembering that the content of what the speaker is totally saying is presenting and convincing his ideologies and beliefs. Consequently in order to understand a speech as the audience do, we need such approach that deals with the study of language in use and meanings. Pragmatic as an approach deals with what the participants in discourse are doing in a specific contextual consideration.

2. The projection of Pragmatic Approach Tools on the Speech:

April 30, 2016 saw a historic event for President Barack Obama, since it is the last for him as a president of the United States. Obama has never missed this dinner, with people who know him well. This night Obama was very happy with the journalists and the people who love him and spent eight years with him in the white house. There is nothing to hide and no secrets, means that the speaker and his audience are in touch with every single detail about their peculiarities of current politics and events. When Obama took the mic, he directly hinted to his departure.

The speech is about 33 minutes. I worked on the full video and the transcript of the speech of president, since I need the text in front of me to have the direct issue to see what this great speaker and orator is saying. The analysis I have to use will allow me to really read between the lines, Barak's speech was totally having more than one possible meaning or interpretation, and it caused to me uncertainty and confusion of my capabilities to understand

English speeches. However, the pragmatic approach and its specific terms mentioned in the first chapter are the most appropriate way to analyze the hidden meaning of this speech.

2. 1. Presupposition Quotations:

Stalnaker definition: “*presuppositions are what is taken by the speaker to be the common ground of the participants in the conversation*” (Brown and Yule 29). This definition leads us to comprehend that a presupposition is an existence belief, relating to an utterance that must be actually known or assumed by the speaker and hearer. This utterance supposed to be considered appropriate in context generally will remain a necessary assumption whether the utterance is placed in the form of an assertion, denial, or question. However, Yule argues that the distinction between what is stated and what is presupposed in a statement should be described and explained pragmatically, in terms of what the speaker takes to be the background information, or common ground, shared between speaker and audience. Information that is treated as known will generally not be stated and consequently will count as part of what is communicated but not said¹.

According to Brown and Yule, to find out meanings, presupposition are terms of take for granted Obama makes about his departure will make the White House Correspondents miss him. For his "walk-up" music to the podium before his comedy routine at Saturday night's White House Correspondents' Dinner in Washington, Obama chose Anna Kendrick's 2013 hit "When I'm Gone."

“When I am gone. You are going to miss me when I am gone. You are going miss me by my walk. You are going to miss me by my talk; oh you are going to miss me when I'm gone” (Anna Kendrick’s song)

Quote 1:

¹ Gillian, Brown and George, Yule, *Discourse Analysis* (USA, New York, Cambridge University press, 1983).

“You cannot say it, but you know it is true, Good evening, everybody. It is an honor to be here at my last -- and perhaps the last -- White House Correspondents' Dinner. You all look great. The end of the Republic has never looked better”.

"You can't say it," Obama quipped after the applause died down, "but you know it's true." Obama presupposes that each word in the song is appropriate to a specific kind of information about his audience's feelings and knowledge. It may not be that true, but those who are present accepted his entrance with laugh and smiling.

His presupposition is true because Americans have had 8 years of prosperity and job growth after the Obama stimulus yanked the nation back from the brink of financial collapse. It is true because the unemployment rate is 5 percent, half of what it was in October 2009 at the depths of the recession he inherited. It's true because Obama passed or "rammed through," as some prefer to say the first major expansion in medical insurance coverage for the poor in nearly 50 years, pointing the way, however imperfectly, to the day when the richest nation on the planet will consider health care a right, not a privilege.

The most important factor that served Obama in this presupposition is his personal attitudes and features. He has been a calm, cerebral, witty and largely scandal-free chief executive who, in the words of conservative New York Times columnist David Brooks, *"radiates an ethos of integrity, humanity, good manners and elegance," qualities we've otherwise not seen in the White House in, oh, a while*"¹.

Quote 2:

“Next year at this time someone else will be standing here in this very spot, and it's anyone's guess who she will be.”

¹ Eric, Zorn, *We are going to Miss Obama when he is gone*, Washington Tribune, May 3, 2016. <
<http://www.chicagotribune.com/news/opinion/zorn/ct-missing-obama-already-perspec-zorn-0504-jm-20160503-column.html>

In this assumption, he provided an assumption about the future president of the United States by hinting by the pronoun "she". Here, this pronoun is not about the real assumption, the president was conveying in

directly to Trump's wife that she will sit in his wife's place. Obama's presupposition is inspired by a series of convictions that helped him to predict this character.

Even the public began laughing at this presupposition; it is as if they accepted the idea without challenge. Obama presupposes this specific kind of information in an appropriate way, because he takes for granted what he thinks the audience already know about the election season. However, this presupposition is adapted to the event context. This is pragmatics, it is simple to speak in appropriate way about the event when the speaker assumes what the audience knows and take what is relevant to the event.

2. 2. Implicature Quotations:

"since the analyst has only limited access to what a speaker intended, or how sincerely he was behaving, in the production of discourse fragment, any claims regarding the Implicatures identified will have the status of interpretations" (Brown and Yule 33). According to what the discourse analyst has as linguistics abilities (rules of language), sometimes it is difficult to interpret meanings for the reason of his limited access to what the speaker said, and the utterance is not given to him directly.

Quote 1:

"I do apologize; I know I was a little late tonight. I was running on CPT, which stands for jokes that white people should not make. It is a tip for you Jeff".

Barak Obama skewered a bad joke told by New York Mayor Bill de Blasio and Democratic candidate Hillary Clinton in which the politicians, who are both white, poked fun at "CPT" de Blasio and his chronic lateness told Hillary Clinton when she criticized him for taking a long time to endorse her earlier candidacy to the United States presidency elections. CPT is known as "Colored People Time" and is a reference to the racist stereotype and a set idea that Americans have about African Americans is that they are usually late for events, especially an idea that is wrong that traditionally black events not beginning on time. Clinton

responded jokingly claiming the acronym really means "Cautious Politician Time."¹ Obama fired up back during the White House Correspondents' Dinner on that speech by blasting the joke for the entire audience. Because the event started a little late, Obama wanted to advice and give opinion to the White people about what they should not make jokes in a particular situation.

Obama does directly assert that he was late because of this racist stereotype, and the use of this expression implicates the relation that it holds with his identity. The question here is how Obama implies the joke to defend and mock about de Blasio and Hilary. Mey and Grice in the first chapter defined the implicature to serve in conversation by something that is not stated but understood. Implicature has served Obama to show his sympathy, and anger at the same time. Obama told the Attendees at the event this joke because they are journalists, politicians and reporters. In addition, they are familiar with this joke before, the role of context is presented in this implicature to show how pragmatic depend on the role of context in situation.

Quote 2:

"And then there is Ted Cruz! Ted had a tough week. He went to Indiana – Hoosier Country, stood on a basketball court, and called the hoop a "basketball ring" What else in his lexicon? Baseball sticks. Football hats? But sure I am the foreign one".

He used this implicature to show his originality in society. Language is part of the culture of any society; Obama considered the one who does not know the small details of his language and his culture in general is not a real citizen with a pure identity. The one who has the right to live in a country legally and been accepted as a permanent resident, is anyone who is accepted and supported as legal individual member in society. To defend his identity and go back in time when they accused him as born in Africa, Obama spoke about American

¹ Millward, David et Nick Allen. *The Telegraph*. 1 May 2016. 19 Mars 201.

<http://www.telegraph.co.uk/news/2016/05/01/obama-mocks-friends-and-foes-at-his-final-appearance-at-white-ho/>.

popular language and its dialects, and accents of ordinary people in the United States. This is why the president has to use this implicature, and says that despite all what he has to live and experience in his country, and despite being the president of the United States, people consider him as a stranger and a foreigner.

2. 3. Inference Quotations:

Quote 1:

“Anyway, here we are. My eighth and final appearance at this unique event. And I am excited. If this material works well, I am going to use it at Goldman Sachs next year. Earn me some serious Tubmans. That's right”.

An inference based on the information that is not expressed explicitly in the utterance. However, that can be derived from the context based on the listeners who comprehend the utterance using their knowledge, and that is encoded into the representation the hearer understanding of the text.¹ English language learners have difficulties to understand native speeches in different domains. We are able to understand language so well because we know so much. However, sometimes, we will find it difficult to interpret some native speakers' meanings. Therefore, a large part of the study of language investigated on the question of how we use our knowledge of the world to understand discourse.

The inference in this quote is that in spite of his acknowledgment of Goldman Sachs as an influential player in American politics, he appeared to indirectly endorse Hillary Clinton's candidacy, which has been marred by the influence of special interests, including Goldman Sachs. Everyone is thinking about retirement, so the president hints at what he will do next season, joking that he would consider giving paid speeches for the investment bank Goldman Sachs. The joke was an indirect hint about Democratic presidential candidate Hillary Clinton,

¹ Noordman, Leo GM, *Inference in Discourse, Psychology of* (The Netherlands, Tilburg University, Elsevier 2015).

who has come under fire by opponents for taking in about \$675,000 for making three paid speeches at Goldman Sachs events¹.

The debate over Clinton's speeches comes amid an ongoing conversation about the role of Wall Street money in politics. What we infer from this inference will only provide us with a limited insight into how the listeners interpret this saying. Our ability to interpret this inference among different things, we need loose notion of inference based on socio-cultural knowledge in the American politics and how election campaigns are financed. Nevertheless, the aim was as if Obama wants to learn from Hillary Clinton how to earn money by doing speeches to Goldman and other banks, knowing that Obama is proved a mastery in public speaking. Later in his White House Correspondents' Dinner speech, President Obama also joked that he would take advice from former House Speaker John Boehner regarding his retirement plans.

Quote 2:

“Of course, in fact, for months now congressional Republicans have been saying there are things I cannot do in my final year. Unfortunately, this dinner was not one of them. But on everything else, it's another story. And you know who you are, Republicans. In fact, I think we have got Republican Senators Tim Scott and Cory Gardner, they are in the house, which reminds me, security, bar the doors! Judge Merrick Garland, come on out, we are going to do this right here, right now. It is like "The Red Wedding"”.

¹ Millward, David et Nick Allen. *The Telegraph*. 1 May 2016. 19 Mars 201.

<<http://www.telegraph.co.uk/news/2016/05/01/obama-mocks-friends-and-foes-at-his-final-appearance-at-white-ho/>>.

Obama as a Democratic member, speaking about a Republican Senator Tim Scott and their differences in American politics and point of view those who had to face in Congress. He admitted gladly and welcomed them, but after he wanted to show his state of being disagreement and strong opposition the Republicans.

The first idea that comes from this inference is the derivation of new information about the unpleasant and worst relations between the two political parties in the United States. It is to the extent that the Republicans are enemies of the Democrats, the misunderstanding of the great difference in policies and ideological issues. The Red Wedding was an inference to *Game of Thrones* reference, a kind of betrayal and massacre¹, as it happened in the movie, Obama asked to close the door of the great hall. Meanwhile, his security will take position themselves around the hall, secretly armed, as they are ready to do the same for Republican attendees' participating in the event. As if the powerful president intends to aggression or anger.

“Although while in England I did have lunch with Her Majesty, the Queen, took in a performance of Shakespeare, hit the links with David Cameron—just in case anybody is still debating whether I’m black enough, I think that settles the debate.”

The information that is not expressed explicitly by this quote is that, Obama was talking about some solid racial self-deprecation from a person who has been great at it. Nevertheless, that can be derived from the context of this citation in England, based on the listeners' knowledge about American and British History about Blacks and slavery. It is encoded into the representation the comprehender's constructs of the text. In this, the notion of inference is restricted to the derivation of implicit information that occurs in spontaneous language processing.

¹ BECKMAN, BRITTANY LEVINE. *Mashable*. 1 May 2016. 20 April 2017.
<<http://mashable.com/2016/05/01/obama-red-wedding-white-house-correspondents-dinner/#Vu4UuiXpMuq5>>.

Quote 3:

“So time passes. In just six short months, I will be officially a lame duck, which means Congress now will flat-out reject my authority. And Republican leaders won't take my phone calls. And this is going to take some getting used to, it's really going to -- it's a curve ball. I do not know what to do with it.

The phrase refers to a president or congressperson in the final days of his or her tenure. Congress meets for lame-duck¹ sessions after general elections in November but before the successor's term begins in January. Obama used the phrase to imply mean-spiritedly that he is unable to accomplish what he wants to before the clock runs out. Because If Congress does not pass the kind of law Obama wants, he might issue an executive order to change the country's laws unilaterally as a last orders in Office. Obama wanted to that it is He wanted to show that politics is still looking for decisions and achievements that he has not yet been able to achieve. This metaphor represent the end of an amazing ride in the white house, with people he admire and respect so much.

2. 4. Schemata Quotations:

Schemata: is an abstract structure of knowledge, a mental representation stored in memory upon which all information processing depends, it may represent knowledge at different levels cultural truth, linguistic knowledge or ideologies. The mind, when stimulated by key words/phrases in a particular discourse or by the context, activates existing knowledge schemata and makes sense of the new information by relating it to information already stored.

¹ BECKMAN, BRITTANY LEVINE. *Mashable*. 1 May 2016. 20 April 2017.
<<http://mashable.com/2016/05/01/obama-red-wedding-white-house-correspondents-dinner/#Vu4UuiXpMuq5>>.

Quote 1:

“Well, let me conclude tonight on a more serious note. I want to thank the Washington press corps; I want to thank Carol for all that you do. The free press is central to our democracy, and -- nah, I am just kidding! You know I have got to talk about Trump! Come on! We were not just going to stop there. Come on”

This quote is came after Obama was talking about Ted Cruz about social dialect and accent. About 20 minutes into his speech, however, Obama still had not mentioned Trump by name. And as the president began thanking reporters on the DC beltway beat, everyone watching assumed he would end his remarks without addressing the Donald who wasn't in the room¹. The need for this quote is to tackle with Schemata, because it is related to the hearers not the speaker. It is a socio- cultural determined story-schema, because this simple story could produce and comprehend that Obama wanted to hint on trump who accused him in 2011 of being a foreigner and born in Africa. It is a social prejudice about the White House Correspondents Dinner of 2011, when Obama

After a series of jokes (those described above), the Commander in Chief put the brakes on the Trump comedy roast. “Alright, that’s probably enough. I have got more material. I do not want to spend too much time on the Donald,” Obama said. Specifically addressing the journalists in attendance, he added. “Following your lead, I want to show some restraint. Because I think we can all agree, from the start, he has got the appropriate amount of coverage befitting his candidacy. I hope you all are proud of yourselves.”

From there, he implicitly invoked the violence that has broken out at several recent Trump campaign rallies to deliver his sharpest barb a reference to the potential for a contested convention at the Republican convention in Cleveland this summer: *“The guy wanted to give his hotel business a boost and now we’re praying Cleveland makes it through July.”*

¹Love, Mathew. *Rolling Stone*. 2 May 2016. 17 Mars 2017. <<http://www.rollingstone.com/politics/news/10-best-zingers-from-obamas-final-white-house-correspondents-dinner-20160502>>.

Interviewed as he was arriving at the White House Correspondents' Dinner, Trump's son Eric admitted he fully expected his father to get the comedic once-over. Still, he voiced optimism about the elder Trump's future White House occupancy.

The notion of schema has been given a major role in pragmatics within its explanations, conception of primary pragmatic processes, conceived as a type of associative process. This kind of schema is Social Schema; it is generated by the event that consist of a script and scene. In addition we can see this schema as ideological schema because it generated by attitudes and opinions to a relevant old social and political issue between Obama and Trump five years ago.

Quote 2:

“All right, that is probably enough. I mean, I have got more material! No, no, I do not want to spend too much time on The Donald. Following your lead, I want to show some restraint. Because I think we can all agree that from the start, he is gotten the appropriate amount of coverage, befitting the seriousness of his candidacy.”

Obama said he had more material but would leave it there, prompting the crowd to beg for more (social schema) because they had fun last time he was mocking of Trump. He went on to make a sardonic-but-serious point about the avalanche of media coverage devoted to Trump, who has warned that any attempt to deny him the Republican nomination at the party's convention in Cleveland, Ohio, in July could lead to violent protests¹.

¹ HELSEL, PHIL et JILLIAN SEDERHOLM. *NBC News*. 1 May 2016. 19 Mars 2017.

<<http://www.nbcnews.com/storyline/white-house-correspondents-dinner/stars-arrive-obama-gets-one-more-chance-zing-correspondents-dinner-n565431>>.

Quote 3:

“Sitting at the same table, I see Mike Bloomberg. Mike, a combative, controversial New York billionaire is leading the GOP primary and it is not you. That’s has to sting a little bit. Although it is not an entirely fair comparison between you and the Donald. After all, Mike was a big-city mayor. He knows policy in depth. And he’s actually worth the amount of money that he says he is.”

Everyone has had the experience of the events of last years; they are waiting Obama to talk about Trump as a nominee for the nest presidential elections. Obama wanted to speak about his final year in office and his experience, but the election season in the United States is notably chocking. Therefore, he tackled indirectly to Donald Trump by letting his listeners to deal with their pre-existing knowledge structure to grab an interpretation of the next citation.

This was Obama’s first foray into Trump territory, a soft joke about the GOP frontrunner’s net worth and lack of policy experience. Obama was speaking about a New York billionaire but the audience understood that Obama was acting as the 2011 Dinner. Any of all these could be presupposed in the course of conversation, and do not waiting for Obama to pronounce Trump’s name. They had a detailed schema for what Obama wants to say, but even with some words. Schemata activated probably some kind of knowledge and mental representation stored in the social and individual memory upon they understand meanings.

3. The Pragmatic Realization of Interpersonal Meaning of Barack Obama’s Speech:

This is the best way to say good-bye, President Barack Obama took his departure of the White House press corps Saturday with a cynically mocking and sardonic good time with those

who love and respect him in his final hilarious speech for the White House Correspondents' Association dinner. I could not access to his jokes the first time I watched the video, I was surprised with my weakness in English linguistic culture, and then I decided to analyze this discourse as my final Master thesis. The discourse analysis allowed me to read between the lines of how the great politicians speak. In addition, the pragmatic approach guided on the right way to take all that concerns this approach to analyze and study the discourse.

I selected some quotes from the speech, the quotes are really ambiguous. Despite that, I am a high-level student of English as a foreign language; some sentences are very difficult to understand. My linguistic abilities could not helped to have the true meaning of some quotes. The need for a linguistic method or approach that will allow me to integrate into context and hidden meaning Therefore pragmatics approach and the only way to have the ability to decode

Obama's meaning in this discourse. From our study, it seems as if every word in Obama's speech has a hidden meaning in pragmatics. Pragmatics is truly a study of all meanings, because we investigated the way Obama used language in a specific context in a particular occasion of use. The potential existing relationship between Language, society, and culture paved the way to use the pragmatic approach in analyzing the speech.

The central notions of pragmatics must than take in account beliefs, intentions, plan and act. Expecting that the hidden meanings hide between the speaker's intention and hints, Obama used irony and jokes with a hilarious face in communication with the audience. That makes the speech full of messages that having more than one meaning, and causing uncertainty and confusing for the one who has no access to his ideologies and culture.

To fully understand the meaning of sentence, the analyst must to understand the context in which the speech was uttered. Pragmatics still encompasses all sorts of means of communication including conversational, verbal and nonverbal. If we are to begin our analysis by pragmatics to decipher Obama's meanings, it is closely tied to the context in which the discourse occurs. However, Fairclough's theory in critical discourse paved the way to deal with society and culture, as a part of context of our study. As a result, we can work with both mechanisms to analyze the discourse meanings and as a social practice.

Obama was completely able to hide the true meanings of his words through his mastery and great experience in public speaking. In his relatively short speech, he has used the power of rhetoric to bring messages of his ideology and opinion and, inspiring the White House

Correspondents Dinner audience to enjoy and have fun with him. However, the interpretation of meanings by the audience requires how Obama organize what he want to say in accordance with the circumstances and conditions of his political experience. The notion of the event caused the text to be full of hidden meanings because in its origins, the event is known as “Nerd Poem” to say jokes and have fun.

4. Discourse Function Ideologically and Politically

4.1 Ideologically:

The presupposition of such analysis is that ideologies of speakers may be encoded by close reading, understanding and analysis of meanings. In critical discourse analysis, as well as social psychology and sociology, we do not know much how exactly ideologies are either developed by or through discourse, and how they control, influence text and talk.

A further objective of critical discourse analysis, discussed in detail in van Dijk (1998), is the investigation of how ideologies are inherent in discourse and how they pervade social interaction. He defined ideologies as “*the basic social representations of social groups*”. They represent the shared self-image of the members of the group, what they have in common, what they believe, what they do, and what they find normal. Discourse (being the shared interaction of members of social groups) can reinforce old ideologies or contribute to creating new ones. Thus, while an ideology can lead to in-group harmony and accord, it can also incite conflict with other social groups and support dominant prejudices, vicious or harsh behavior, and unequal policies. Hence, one of the main objectives of critical analysis has been the investigation of how ‘political and economic ideologies are framed in metaphorical terms’.¹

It is claimed that discursive practices contribute to relate structures of discourse with structures of society. That is, social properties or relations of (class, gender or ethnicity...) are associated with the structural unites, levels, or strategies of talk and text embedded in their social, political and cultural contexts. The same is true about groups, social organizations, institutions, power . . .

¹ Schiffrin Deborah, Tannen Deborah, and Heidi E. Hamilton. *The handbook of discourse analysis*. (USA, Massachusetts, Blackwell Publishers, 2001).

The research focus on the ideological function of discourse is accordingly both the discursive practice which construct the representation of the event and its specific features, social subjects and relations including power relations. And the role that these discursive practices play in furthering the interests of people share the same objectives, benefits, or support the same cause, especially a particular powerful or influential group.

The joke Obama said about racism is when he skewered the racist joke of New York Mayor Bill de Blasio and democratic candidate Hillary Clinton. As is the case in sociolinguistics, such an analysis hardly goes beyond correlational description explains how social positions of language users effect text and talk. In addition how Obama as a black American express his social position and his reaction about this Joke. Depending on his position Obama will select the general cultural repertoire of his social identity (norms and values) to realize the good answer, and will use this to reach and show the specific attitudes when it comes to racism and inequality or discrimination¹.

4.2 Politically:

Critical discourse analysis is concerned with this study to show how political the text it is, and to make a clear and thorough method for analyzing political discourse, written from a critical perspective and paying due attention to practical arguments. Norman Fairclough has done a great job about this study. So far, most of this work has been carried out by this interdisciplinary, because political science is among the few social disciplines in which discourse analysis remained virtually unknown. We wanted to speak briefly about political discourse to make a connection between the speech and our ideas and opinions about the way politicians speak. That is to say discourse analysis goes hand in hand with structures or sets of beliefs that organize political thoughts, policies in the analysis of political text and talk.

Despite the event is a kind of celebration, occasion, and social gathering for fun and joy, the atmosphere inside is totally based on political thoughts and beliefs. People in this event share a broad political views and goals. However, we attempted to speak briefly about political discourse, sine it received attention outside the more theoretical mainstream. Means linguistic,

¹ Jørgensen, Marianne and Phillips, Louise. *Discourse Analysis* (London, British Library Cataloguing in Publication data, SAGE Publications Ltd 6 Bonhill Street, 2002).

discourse analysis, pragmatics, goes deeply in the analysis of political discourse about the way Politicians use language perfectly and by attractive way.

The last part of Obama speech concerned with the body of ideas expressed in his political beliefs who has attempted not only to convince his political experience, but how he should deliver them. His words have been concerned with the nature and justification of political obligation and authority and the goals of his political decisions and acts. Although his prescriptions have varied, and some have been utopian in concept, he has shared the (Democratic Ideology) conviction that it is the political president duty to distinguish between what to say and what do not, between existing political words and potentially more humane rhetorical language. The term *of political discourse*, has come to be used as well to denote descriptive, explanatory, and predictive generalizations about political behavior regardless of the morality involved. Critical discourse analysis interdisciplinary is more concerned with the study of how speakers use language in their speeches.

5. Discussion and Results:

Our study is not based on one theory or approach that guide as in the whole study, it is not so much a direction, school, or specialization next to the many other “approaches” in discourse studies. Rather, it aims to offer a different new framework or “perspective” of theorizing, analysis, and application throughout the whole field. We may find a more or less critical perspective in such diverse areas as pragmatics, conversation analysis, narrative analysis, rhetoric, stylistics, sociolinguistics, ethnography, or media analysis, among others. The shift from the model that studying the theoretical grammar to the paradigm of language user this is what pragmatics about.

We can use both critical discourse and pragmatic approach as a new paradigm to analyze language in use of speaker and his meanings. Our study suggests indeed this new paradigm to come up with a new framework of analysis to the field of discourse analysis. It could, of course this combination between the two great fields to go indifferent directions, one, a study of language as a social practice within society and culture (as dealt with by the traditional methods of studying the social influence in language). The other, a description of its use (to study the language in use by pragmatics).

The analysis of meanings through language in use is the spirit of our analysis, and it is linguistically based on other scientific studies such as Philosophy and sociology. That is to say

that the link between pragmatics and critical discourse based on fundamental principles in the use and study of human language. According to our analysis, we could not analyze the speech separately from the American culture and society, to show the importance of context in interpretation. While the pragmatic approach aspects of all parts of linguistics, including terms of analysis such as presupposition and implicature.

On this view the aims mentioned above lead us to deal with many factors and these may be theoretically and analytically quite diverse. Yet, given the common perspective and the general aims of combination between pragmatics and Critical Discourse Analysis, we may also find overall conceptual and theoretical frameworks that are closely related. As suggested, most kinds of discourse analysis will ask questions about the way specific discourse interdisciplinary are used in the decoding of hidden meanings by means of linguistic, sociology, which relate discourse, cognition, and society.

6. Conclusion:

This chapter displayed the hidden meanings of president Obama final speech in the White House Correspondents Dinner. What is expressed in this last chapter is an attempt to show the importance of pragmatics as an approach in discourse analysis. To become involved in speeches like this one, people need to be in touch with what happened in the world. Thanks to pragmatics approach and principle that we frequently use, to analyze what we missed in Obama speech, which we could not explore without using this approach.

The immediate recognition of the speech meanings is totally based on the dimensions of Fairclough critical discourse, but the need for pragmatics is a key for the discourse analyst to find out the real meanings of the indirect language and discover the underlying meanings the speech. Throughout the preceding discussion, it is indeed fairly easy for people to interpret and understand the real meanings of the speech, even though it is difficult to explain how the attendees were able to interpret and laugh directly after hearing the utterances. All this is to prove the existence of the pragmatic tools in discourse analysis to investigate what the speaker and hearer are doing, and the relationship that exists between speaker and his utterance in a particular occasion.

The analysis of speech by these tools, represents the total association with the speaker and the listener, means that The analysis is related to what both Obama and his listeners are

Chapter 3: _____ The pragmatic analysis of the speech

using as pragmatics tools to do discourse and interpretations. Definitively, the pragmatics tools are dependable to the two sides of discourse speaker and hearer.

General conclusion

General Conclusion:

From a personal experience, the best way to learn the real, forceful and refined English is to study public speeches in English. The present study provides a new system in discourse analysis to the study of English public speeches. The study surely provides a clear picture of the interpretations of Obama's meanings, and it will be of some benefit to comprehend the international situations and American politics. It can also help the readers to appreciate the English public speeches better. This study will certainly provide a meaningful aid to improve our communication in English. However, this study may be beneficial to the one who wants go deeper in English language learning and the field of discourse analysis.

In this study, we discovered that the discourse analysis took up a challenge to study the vibrant and evolving way of speaking and use of language. Discourse analysis plays a central role through theoretical research and empirical work to provide linguistics different approaches for analysis. Whether or not discourse analysis can yet be described as a discipline, it must certainly be recognized the different approaches it provides to analyze discourses. It has shown, and increasingly shows, that it is necessary to our understanding of language, and interpreting meanings of society and of ourselves as human beings, it is useful to be in touch in an ever-expanding range of practical and socially beneficial activities and developments in societies. The combination of such different approaches has simplified the study of every single detail of Obama's meanings.

The pragmatic approach and the three dimensions of Fairclough paved the way to make a mixture of theoretical premises, and methodological guidelines and social and cultural factors to the study of this speech. The use of the two approaches required a deep analysis of personal and societal factors in order to be involved in the speech. However, Discourse analysis as interdisciplinary provides the discourse analyst devices and frameworks to recover the lack of a stable direct theory to this vague field of analysis.

The combination of the two approaches helped us uncover Obama's attitudes and judgments about the American contemporary events. Based on pragmatic approach, there are different tools that explained, affected and expressing Obama's feeling, judgment by judging people's characters, or appreciation by appreciating his enjoyable ride with them. In short,

General conclusion

Obama shares to the White House Correspondents Dinner participants his experience in the presidency. The critical discourse analysis is mostly appointed at how sociocultural and the role of discursive practice in the maintenance of unequal power relations, with the overall goal from the focus of the speech that are development, democracy, and politics

The one who attuned Obama's speeches will find them full and peppered with personal stories and anecdotes, rhetorical devices and persuasive words. In addition, President Obama displayed great magnanimity and humility as a leader and fondly embraced his political rivals. In every aspect of persuading his audience of his firmly held convictions; this speech is very different because he has done it with a hilarious face and ambiguous aims. We can conclude that, after analyzing this speech, the field of discourse analysis became an interesting subject to study and analyze the many speeches that carry a vague and difficult interpretation of meanings.

I analyzed the speech and found that the way Occidental presidents such as President Obama are care about every single word in their speeches, and taking into account the interrelated factors in the process of formulating the terms that are determined by holding the social and cultural context surrounding them. Studying interpersonal meaning of a speech means that we are trying to understand about the speaker's intention by looking deeply on the sociocultural factors that built a specific system of the clauses in the speech.

Chapter One

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Below is the full transcript of his remarks, as provided by the White House:

(Entrance music: "When I'm Gone" by Anna Kendrick.)

THE PRESIDENT: You can't say it, but you know it's true. (Laughter.)

Good evening, everybody. It is an honor to be here at my last -- and perhaps the last -- White House Correspondents' Dinner. (Laughter and applause.)

You all look great. The end of the Republic has never looked better. (Laughter and applause.)

I do apologize -- I know I was a little late tonight. I was running on C.P.T. -- (laughter) -- which stands for "jokes that white people should not make." (Laughter and applause.) It's a tip for you, Jeff. (Laughter.)

Anyway, here we are. My eighth and final appearance at this unique event. (Laughter.) And I am excited. If this material works well, I'm going to use it at Goldman Sachs next year. (Laughter and applause.) Earn me some serious Tubmans. That's right. (Laughter and applause.)

My brilliant and beautiful wife, Michelle, is here tonight. (Applause.) She looks so happy to be here. (Laughter.) That's called practice -- it's like learning to do three-minute planks. (Laughter.) She makes it look easy now. (Laughter.)

Next year at this time, someone else will be standing here in this very spot, and it's anyone's guess who she will be. (Laughter and applause.) But standing here, I can't help but be reflective, a little sentimental. Eight years ago, I said it was time to change the tone of our politics. In hindsight, I clearly should have been more specific. (Laughter.)

Eight years ago, I was a young man, full of idealism and vigor, and look at me now. (Laughter.) I am gray and grizzled, just counting down the days 'til my death panel. (Laughter and applause.) Hillary once questioned whether I'd be ready for a 3 a.m. phone call -- now I'm awake anyway because I've got to go to the bathroom. (Laughter and applause.) I'm up.

In fact, somebody recently said to me, Mr. President, you are so yesterday; Justin Trudeau has completely replaced you -- he's so handsome, he's so charming, he's the future. And I said, Justin, just give it a rest. (Laughter and applause.) I resented that. (Laughter.)

Meanwhile, Michelle has not aged a day. (Applause.) The only way you can date her in photos is by looking at me. (Laughter.) Take a look.

Here we are in 2008. (Slide is shown.)

Here we are a few years later. (Slide is shown.)

And this one is from two weeks ago. (Slide is shown.) (Laughter and applause.)

So time passes. (Laughter.) In just six short months, I will be officially a lame duck, which means Congress now will flat-out reject my authority. (Laughter.) And Republican leaders won't take my phone calls. And this is going to take some getting used to, it's really going to -- it's a curve ball. I don't know what to do with it. (Laughter.)

Of course, in fact, for months now congressional Republicans have been saying there are things I cannot do in my final year. Unfortunately, this dinner was not one of them. (Laughter.)

But on everything else, it's another story. And you know who you are, Republicans. In fact, I think we've got Republican Senators Tim Scott and Cory Gardner, they're in the house, which reminds me, security, bar the doors! (Laughter.)

Judge Merrick Garland, come on out, we're going to do this right here, right now. (Applause.) It's like "The Red Wedding." (Laughter.)

But it's not just Congress. Even some foreign leaders, they've been looking ahead, anticipating my departure. Last week, Prince George showed up to our meeting in his bathrobe. (Laughter and applause.) That was a slap in the face. (Laughter.) A clear breach in protocol. (Laughter.) Although while in England I did have lunch with Her Majesty, the Queen, took in a performance of Shakespeare, hit the links with David Cameron -- just in case anybody is still debating whether I'm black enough, I think that settles the debate. (Laughter and applause.)

I won't lie -- look, this is a tough transition. It's hard. Key staff are now starting to leave the White House. Even reporters have left me. Savannah Guthrie, she's left the White House Press Corps to host the Today show. Norah O'Donnell left the briefing room to host CBS This Morning. Jake Tapper left journalism to join CNN. (Laughter and applause.)

But the prospect of leaving the White House is a mixed bag. You might have heard that someone jumped the White House fence last week, but I have to give Secret Service credit -- they found Michelle, brought her back, she's safe back at home now. (Laughter and applause.) It's only nine more months, baby. Settle down. (Laughter.)

And yet, somehow, despite all this, despite the churn, in my final year, my approval ratings keep going up. (Laughter.) The last time I was this high, I was trying to decide on my major. (Laughter and applause.)

And here's the thing: I haven't really done anything differently. So it's odd. Even my aides can't explain the rising poll numbers -- what has changed, nobody can figure it out. (Slide is shown.) (Laughter and applause.) Puzzling.

Anyway, in this last year I do have more appreciation for those who have been with me on this amazing ride, like one of our finest public servants, Joe Biden. God bless him. Love that guy. (Applause.) I love Joe Biden, I really do. And I want to thank him for his friendship, for his counsel, for always giving it to me straight, for not shooting anybody in the face. (Laughter.) Thank you, Joe. (Laughter.)

Also, I would be remiss -- let's give it up for our host, Larry Wilmore. (Applause.) Also known as one of the two black guys who is not Jon Stewart. (Laughter.) You're the South African guy, right? (Laughter.) I love Larry. And his parents are here, who are from Evanston, which is a great town. (Applause.)

I also would like to acknowledge some of the award-winning reporters that we have with us here tonight. Rachel McAdams. Mark Ruffalo. Liev Schreiber. (Laughter.) Thank you all for everything that you've done. (Laughter.) I'm just joking. As you know, "Spotlight" is a film, a movie about investigative journalists with the resources and the autonomy to chase down the truth and hold the powerful accountable. Best fantasy film since Star Wars. (Laughter.) Look -- that was maybe a cheap shot. (laughter.)

I understand the news business is tough these days, it keeps changing all the time. Every year at this dinner, somebody makes a joke about BuzzFeed, for example, changing the media landscape. And every year, the Washington Post laughs a little bit less hard. (Laughter.) Kind of a silence there. (Laughter.) Especially at the Washington Post table. (Laughter.)

GOP Chairman Reince Priebus is here as well. (Applause.) Glad to see you that you feel that you've earned a night off. (Laughter.) Congratulations on all your success. The Republican Party, the nomination process -- it's all going great. Keep it up. (Laughter and applause.)

Kendall Jenner is also here. And we had a chance to meet her backstage -- she seems like a very nice young woman. I'm not exactly sure what she does, but I am told that my Twitter mentions are about to go through the roof. (Laughter.)

Helen Mirren is here tonight. (Applause.) I don't even have a joke here. I just think Helen Mirren is awesome. (Laughter and applause.) She's awesome. (Laughter.)

Sitting at the same table, I see Mike Bloomberg. (Applause.) Mike, a combative, controversial New York billionaire is leading the GOP primary and it is not you. (Laughter.) That's has to sting a little bit. (Laughter.) Although it's not an entirely fair comparison between you and the Donald. After all, Mike was a big-city mayor. He knows policy in depth. And he's actually worth the amount of money that he says he is. (Laughter and applause.)

What an election season. For example, we've got the bright new face of the Democratic Party here tonight -- Mr. Bernie Sanders! (Applause.) There he is -- Bernie! (Applause.) Bernie, you look like a million bucks. (Laughter.) Or to put it in terms you'll understand, you look like 37,000 donations of 27 dollars each. (Laughter and applause.)

A lot of folks have been surprised by the Bernie phenomenon, especially his appeal to young people. But not me, I get it. Just recently, a young person came up to me and said she was sick of politicians standing in the way of her dreams. As if we were actually going to let Malia go to Burning Man this year. (Laughter.) That was not going to happen. (Laughter.) Bernie might have let her go. (Laughter.) Not us. (Laughter.)

I am hurt, though, Bernie, that you've distancing yourself a little from me. (Laughter.) I mean, that's just not something that you do to your comrade. (Laughter and applause.)

Bernie's slogan has helped his campaign catch fire among young people. "Feel the Bern." (Laughter.) Feel the Bern -- it's a good slogan. Hillary's slogan has not had the same effect. Let's see this. (Slide is shown.) (Laughter.)

Look, I've said how much I admire Hillary's toughness, her smarts, her policy chops, her experience. You've got to admit it, though, Hillary trying to appeal to young voters is a little bit like your relative just signed up for Facebook. (Laughter.) "Dear America, did you get my poke?" (Laughter.) "Is it appearing on your wall?" (Laughter.) "I'm not sure I am using this right. Love, Aunt Hillary." (Laughter and applause.) It's not entirely persuasive.

Meanwhile, on the Republican side, things are a little more -- how should we say this -- a little "more loose." Just look at the confusion over the invitations to tonight's dinner. Guests were asked to check whether they wanted steak or fish, but instead, a whole bunch of you wrote in Paul Ryan. (Laughter.) That's not an option, people. Steak or

fish. (Laughter.) You may not like steak or fish -- (laughter) -- but that's your choice. (Laughter.)

Meanwhile, some candidates aren't polling high enough to qualify for their own joke tonight. (Slide is shown.) (Laughter.) The rules were well-established ahead of time. (Laughter.)

And then there's Ted Cruz. Ted had a tough week. He went to Indiana -- Hoosier country -- stood on a basketball court, and called the hoop a "basketball ring." (Laughter and applause.) What else is in his lexicon? Baseball sticks? Football hats? (Laughter.) But sure, I'm the foreign one. (Laughter and applause.)

Well, let me conclude tonight on a more serious note. I want to thank the Washington press corps, I want to thank Carol for all that you do. The free press is central to our democracy, and -- nah, I'm just kidding! You know I've got to talk about Trump! Come on! (Laughter and applause.) We weren't just going to stop there. Come on. (Laughter and applause.)

Although I am a little hurt that he's not here tonight. We had so much fun the last time. (Laughter.) And it is surprising. You've got a room full of reporters, celebrities, cameras, and he says no? (Laughter.) Is this dinner too tacky for The Donald? (Laughter.) What could he possibly be doing instead? Is he at home, eating a Trump Steak -- (laughter) -- tweeting out insults to Angela Merkel? (Laughter.) What's he doing? (Laughter.)

The Republican establishment is incredulous that he is their most likely nominee -- incredulous, shocking. They say Donald lacks the foreign policy experience to be President. But, in fairness, he has spent years meeting with leaders from around the world: Miss Sweden, Miss Argentina, Miss Azerbaijan. (Laughter and applause.)

And there's one area where Donald's experience could be invaluable -- and that's closing Guantanamo. Because Trump knows a thing or two about running waterfront properties into the ground. (Laughter and applause.)

All right, that's probably enough. I mean, I've got more material -- (applause) -- no, no, I don't want to spend too much time on The Donald. Following your lead, I want to show some restraint. (Laughter.) Because I think we can all agree that from the start, he's gotten the appropriate amount of coverage, befitting the seriousness of his candidacy. (Laughter and applause.)

I hope you all are proud of yourselves. (Laughter.) The guy wanted to give his hotel business a boost, and now we're praying that Cleveland makes it through July. (Laughter.)

Mm-mm-mm. (Laughter and applause.) Hmm. (Laughter.)

As for me and Michelle, we've decided to stay in D.C. for a couple more years. (Applause.) Thank you. This way, our youngest daughter can finish up high school, Michelle can stay closer to her plot of carrots. (Laughter.) She's already making plans to see them every day. Take a look. (Slide is shown.) (Laughter.)

But our decision has actually presented a bit of a dilemma because, traditionally, Presidents don't stick around after they're done. And it's something that I've been brooding about a little bit. Take a look.

(Video is shown.)

(Applause.)

I am still waiting for all of you to respond to my invitation to connect on LinkedIn. (Laughter.) But I know you have jobs to do, which is what really brings us here tonight. I know that there are times that we've had differences, and that's inherent in our institutional roles -- it's true of every President and his press corps. But we've always shared the same goal -- to root our public discourse in the truth; to open the doors of this democracy; to do whatever we can to make our country and our world more free and more just. And I've always appreciated the role that you have all played as equal partners in reaching these goals.

And our free press is why we once again recognize the real journalists who uncovered a horrifying scandal and brought about some measure of justice for thousands of victims throughout the world. They are here with us tonight -- Sacha Pfeiffer, Mike Rezendes, Walter Robinson, Matt Carroll, and Ben Bradlee, Jr. Please give them a big round of applause. (Applause.)

Our free press is why, once again, we honor Jason Rezaian. (Applause.) As Carol noted, last time this year, we spoke of Jason's courage as he endured the isolation of an Iranian prison. This year, we see that courage in the flesh and it's a living testament to the very idea of a free press, and a reminder of the rising level of danger, and political intimidation, and physical threats faced by reporters overseas. And I can make this commitment that as long as I hold this office, my administration will continue to fight for the release of American journalists held against their will -- and we will not stop until they see the same freedom as Jason had. (Applause.)

At home and abroad, journalists like all of you engage in the dogged pursuit of informing citizens, and holding leaders accountable, and making our government of the people possible. And it's an enormous responsibility. And I realize it's an enormous challenge at a time when the economics of the business sometimes incentivize speed over depth; and when controversy and conflict are what most immediately attract readers and viewers.

The good news is there are so many of you that are pushing against those trends. And as a citizen of this great democracy, I am grateful for that. For this is also a time around the world when some of the fundamental ideals of liberal democracies are under attack, and when notions of objectivity, and of a free press, and of facts, and of evidence are trying to be undermined. Or, in some cases, ignored entirely.

And in such a climate, it's not enough just to give people a megaphone. And that's why your power and your responsibility to dig and to question and to counter distortions and untruths is more important than ever. Taking a stand on behalf of what is true does not require you shedding your objectivity. In fact, it is the essence of good journalism. It affirms the idea that the only way we can build consensus, the only way that we can move forward as a country, the only way we can help the world mend itself is by agreeing on a baseline of facts when it comes to the challenges that confront us all.

So this night is a testament to all of you who have devoted your lives to that idea, who push to shine a light on the truth every single day. So I want to close my final White House Correspondents' Dinner by just saying thank you. (Applause.) I'm very proud of what you've done. It has been an honor and a privilege to work side by side with you to strengthen our democracy. (Applause.)

And with that, I just have two more words to say -- Obama out. (Drops microphone.) (Laughter and applause.) Thank you. (Applause.)

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ملخص الدراسة

تتناول هذه الدراسة عملية تحقيق وتحليل اللغة المستخدمة، من خلال فك رموز المعاني الخفية لخطاب الرئيس أوباما الأخير في عشاء مراسلي البيت الأبيض عام 2016. التحليل اعتمد على نهجين في عملية تحليل الخطاب، أولاً تحليل الخطاب النقدي عن طريق منهج وإطار فيركلوف والذي يقوم على فحص مجموعة متنوعة من المفاهيم والمصطلحات التي يرتبط صياغتها بالعامل الاجتماعي والثقافي، من خلال تطبيق نموذج الأبعاد الثلاثة لفيركلوف الذي هو مبني على تحليل نص الخطاب، والإثبات أنه عبارة عن ممارسة اجتماعية محضّة. النهج الثاني يستكشف عملياً النوايا الخفية لمعاني الرئيس من خلال المقاربة البراغمية ليراون ويول (1983) من خلال تحليلهم البراغماتي في علم اللسانيات والذي يعتمد ويقوم على استخدام أدوات البراغماتية مثل الافتراض، الاستدلال، التعريض، والمعرفة التخطيطية المسبقة. وتلقت الدراسة الانتباه إلى أن هذه النهج محددة لمشروع تحليل وتطبيق على الخطاب ووصف كيف أن الكلام في أي سياق كان، يؤدي إلى الممارسة الاجتماعية. وكيف يلعب الخطاب دوراً في الدفاع عن العقائد، وتبادل المعرفة والهويات الاجتماعية، في ظل الممارسات الاجتماعية ودور الثقافة في ذلك. وقد تم اختيار مجموعة من الاقتباسات من الخطاب الذي نحن بصدد دراسته للتحليل بما يوفره علم اللسانيات وتحليل الخطاب من مناهج النقد ومناهج التحليل العملية.