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AN ANALYSIS OF CONOTATIVE MEANING OF KEYWORD IN THE SCRIPT OF BARRACK OBAMA'S RACE SPEECH

THESIS



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DECLARATION

I hereby declare this thesis has not been submitted, either in the same or different form. To my knowledge there have not been any forms or ideas written or published by other except those who are referred in this thesis and mentioned in bibliography. I also state that all mistakes in this thesis are mine.

Padang, April 2010

RESTY ASTRIANI



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In the name of Allah, The Most Beneficent, The Most Gracious, and The Most Merciful. Praise is to Allah The Almighty, Lord of the worlds for on going faith to show us the light of our life. Then, praise and greeting are upon the Great Prophet Muhammad (Peace Be Upon Him), the messenger of Allah.

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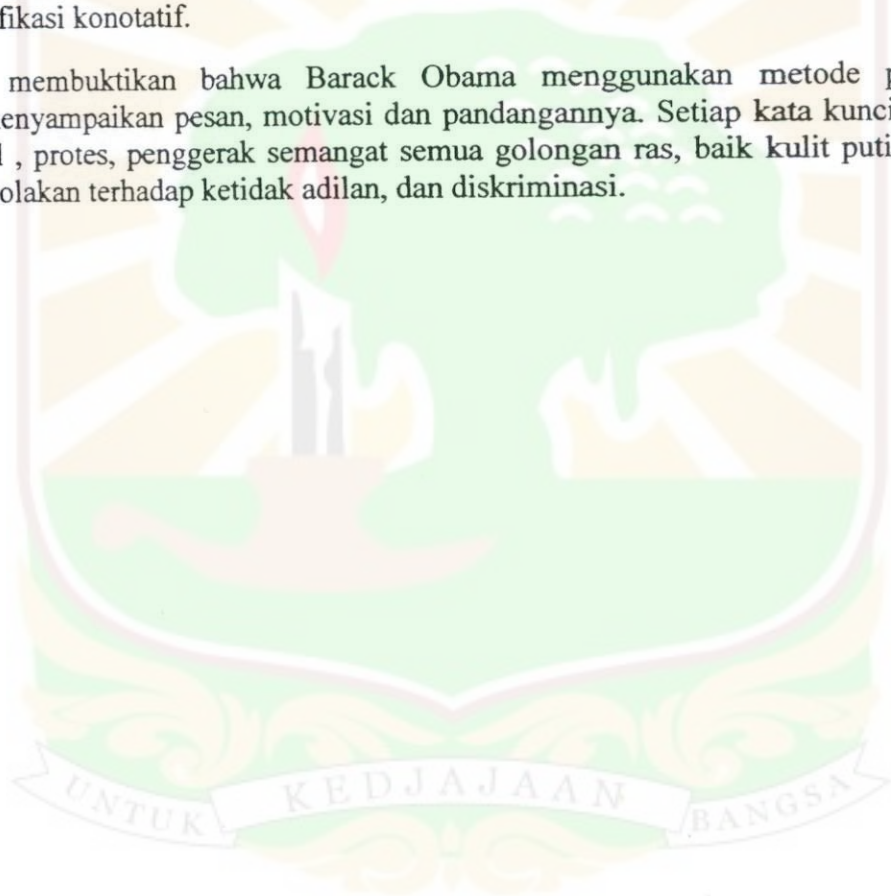
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ABSTRAK

Dalam skripsi ini dibahas tentang kata kunci (*keyword*) yang terdapat pada pidato Barack Obama yang berkenaan dengan ras. Kata kunci memiliki batasan-batasan yaitu mengindikasikan suatu bentuk pikiran maupun aktivitas, membangkitkan semangat, menciptakan atau menjungkir balikan pendapat/kepercayaan umum, mempengaruhi emosional pembaca/pendengar dan mempunyai frekuensi kemunculan yang cukup tinggi.

Tujuan penulisan skripsi ini adalah untuk mengidentifikasi pesan-pesan Barack Obama yang disampaikan melalui makna konotatif (*connotative meaning*) dari tiap-tiap kata kunci. Analisis ini dilakukan melalui tinjauan ilmu penandaan dalam suatu wacana (*semiotics in discourse*). Selanjutnya penelitian ini menggunakan teori kata kunci oleh Raymond Williams (1983) dan teori makna konotatif oleh Roland Barthes (1975). Hubungan antara kata kunci dan makna konotatif dijabarkan melalui tahapan signifikasi (*signification order*). Kata kunci yang ada dikaitkan dengan tanda (*sign*) yang terikat dengan konteks sehingga dapat diketahui pesan dari Barack Obama yang diinterpretasikan melalui dua tahapan signifikasi, yaitu signifikasi denotatif dan signifikasi konotatif.

Penelitian membuktikan bahwa Barack Obama menggunakan metode penandaan konotatif dalam menyampaikan pesan, motivasi dan pandangannya. Setiap kata kunci memiliki pesan-pesan moral, protes, penggerak semangat semua golongan ras, baik kulit putih maupun kulit berwarna, penolakan terhadap ketidakadilan, dan diskriminasi.



LIST OF ABBREVIATIONS

CM: Connotative Meaning

DM: Denotative Meaning

LO: Language Object

ML: Metalanguage



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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Language is a system of signs that expresses ideas, and is therefore comparable to a system of writing, the alphabet of deaf-mutes, symbolic rites, polite formulas, military signals, etc, but it is the most important of all these systems (Saussure in Danesi, 2004:8). All people have language; it can be oral language, written language or body language. Language can be words, images, sounds and gesture that have a meaning (Chandler, 2002:2).

One of the ways to express the idea is by speech. Commonly, speech has words that are called keywords. Keywords are words which are used over and over in the text and are crucial to the theme or topic under discussion. A text may have several keywords. Keywords are most often words which represent an essential or basic concept of the text, and they are often thematic (Larson, 1984:177).

This research concerns on how language is used in form of speech and find out the meanings of each keywords. To analyze it, semiotics is considerably a good approach deals with this kind of circumstances. The basic definition of semiotics is the study of signs. The most dominant contemporary models of what constitutes of sign is that proposed by a Swiss linguist Ferdinand de Saussure. Saussure argued that 'nothing is more appropriate than the study of languages to bring out the nature of the semiological problem' (Saussure, in Chandler, 2002:5). Semiotics draws heavily on linguistics concepts, partly because of Saussure's

influence, and also because linguistics is more established discipline than the study of other sign-systems. Saussure referred to language as 'the most important' of all of the system of signs (Saussure, in Chandler, 2002:5).

Semiotics involves the study not only of what we refer to as 'signs' in everyday speech, but of anything which 'stand for' something else. In a semiotic sense, signs take the form of words, images, sounds, gesture and objects (Chandler, 2002:2). Semiotics can be applied to anything which can be seen as signifying something. Semiotics analysis can also be applied to media text including; television, cartoons, newspaper and magazines article, posters, film, music, photography and painting.

Semiotics is now closely associated with cultural studies, content analysis is well-established within the mainstream tradition of social science research. Whilst content analysis involves a quantitative approach to the analysis of the manifest 'content' of media texts, semiotics seeks to analyze media texts as structured wholes and investigates latent, connotative meanings (Chandler, 2005:6). Connotative meaning means to 'stretch' language beyond its normal 'everyday' range of meaning. These concerns engendered in criticism a preoccupation with the techniques by which literary language works, and a concern to specify and differentiate these from the modes of 'ordinary' language (Lemon and Reis in Hawkes, 2004:45).

In many texts, there will be some keywords which will acquire symbolic value. They come to carry figurative or metaphorical meaning as well as the basic meaning of the word. For example:

By his death on the **cross**, Christ destroyed the enmity, by means of the **cross** he united both races into one body and brought them back to God. He died on the **cross** to put an end to the hatred and bring us both back to God as one people. (Ephesians, 2:16)

From the example above, the word 'cross' refers to wooden cross used for crucifixion during the time of the Roman Empire. However, for Christian, it has a symbolic meaning beyond the basic meaning. Symbolically, it means 'death' and 'suffering' (Larson, 1984:181).

Based on those facts, this research is conducted to find out the keywords of Barack Obama's race speech and relate each keyword to connotative meaning on semiotic point view. By considering this phenomena, that it is worthy to study the keywords of the Barack Obama's race speech from linguistics perspective in order to dismantle the real meanings behind it.

1.2 Identification of the Problem

This research is focused on two main problems. They are as following:

1. What are the types of keywords found in Barack Obama's race speech?
2. What connotative meaning can be derived from the key words of Barack Obama's race speech?

1.3 Objective of the Study

This research is an attempt to study keyword and its connotative meaning in written text of Barack Obama's race speech. In doing this research, the keyword found in speech and the process of identifying the connotative meaning of those key words are described. Moreover, this thesis help the readers to understand the meaning of a text more through its keywords, because knowledge of meaning is important to permit us to understand the word appropriately.

1.4 Scope of the Study

To make this analysis more understandable, the research is limited on semiotic point of view in the discourse which is analyzing a discourse by using semiotics theory. In this analysis, the keywords in the transcription of the speech are found, and identify its connotative meaning based on the context and background knowledge of the speech that presented by Barack Obama.

1.5 Method of the research

The data in this research are connotative meaning of keyword in the script of Barack Obama's race speech and the source of data is Barack Obama's race speech, which was delivered in Philadelphia on March 18, 2008. This research is conducted through three processes: collecting data, analyzing data, and presenting the result of analysis. There are some steps in collecting the data. The data are taken from <http://www.youtube.com/watch?v=pWe7wTVbLUU> on November 28, 2008. To comprehend the speech easier, the written form of the speech is also taken from http://www.huffingtonpost.com/2008/03/18/obama-race-speech-read_n_92077.html, and the video is compared again with the written version of the speech to reconfirm the validity of the data.

This research is conducted by using distributional method (Sudaryanto, 1993: 31-40). First, the writer identifies the keywords from the data by using Raymond William theory. While the second one, is the signification to analyze their connotative meaning, by using theory that is proposed by Roland Barthes (1975). Then, considering the suitable meaning for each keyword based on the

related aspects and background knowledge of the speech that was presented by Obama.

The last step is presenting the result of analysis. The result of analysis is presented by using two ways. First, is by using table contains stages in forming connotative meaning of the keywords, and the second one is furnished in the form of descriptive text.



CHAPTER 2

REVIEW OF RELATED LITERATURE

2.1 Review of previous studies

The study of keyword and connotative meaning is interesting to be discussed. There are many scholars who had tried to conclude these two aspects into the research. There are three journals about connotative meaning and keyword related to this study.

The first research is about connotative meaning, re appropriation and group labeling by Adam D. Galinsky, et al (2003). It presents a model of reappropriation, the phenomenon whereby as stigmatized a group revalues an externally imposed negative label by self-consciously referring to itself in terms of that label. In their research, they separated the students into two classes based on the color of their eyes. The blue-eyed students were made the advantaged caste and get more facilities, and the brown-eyed students were transformed into a label seething with hostile of evolution. Here, the label "brown-eyed" had become link to the trait stupidity because these students could not do their task faster than the blue-eyed students. The next day when the brown-eyed students were liberated from suffocating hold the stigmatizing label, the performance in doing task dramatically improved. They said it was because they were thinking about their labels which attracted their attention and distracted from the task at hand.

In successful reappropriation, an alternative vision presented does not necessarily change the underlying denotative meaning of concept but transforming the connotative evaluative meaning. On the other hand, for a

reappropriated label to achieve consensual acceptance, recognizing that the label possesses positive connotation and implications, the group may often first have to acquire increased status.

As the conclusion, being labeled as stigmatized group can serve to strengthen and justify inequities in status, keeping the labeled person in a subordinate position. It is hoped that the reappropriation could become a more common occurrence, with stigmatized groups coming to wear their labels as a badge of pride. Gallinsky focuses more to use connotation in group class of people by using theory that is proposed by Roland Barthes.

The second research is about the use of connotative meaning in Health Care Industry, by Virginia J. Noland (2004). Depending on context, this relationship may add complexity to interpersonal communication. The very mention of particular words can produce two types of meaning: denotative, or referential, and connotative, or representational. Representational interpretations of specific words can be influenced by people's previous experience and sets of beliefs, and, thus, two peoples may assign entirely different connotative meanings to the same word. An illustration of this phenomenon can be seen in the inferred meaning of the word drug. Apart from any "dictionary meaning," to some people a drug may be seen as a substance that provides therapeutic effects on the body, thereby combating disease, correcting any number of disorders, and assisting in the restoration of health and well-being. To other people, a drug may represent social deviance and arouse thoughts of substance abuse and lawlessness. Of course, still other people may embrace both sets of interpretations. The assigned

meaning to the word "drug" is, therefore, not a constant, but rather, one that is influenced by context.

A vast pool of sexuality-related terms are used by sexuality educators, health care workers, and other professionals to convey information about sexual health and functioning, the dynamics of interpersonal relationships, sexual behaviors and lifestyles, and the consequences of particular sexual practices. Interpretations of sexuality-related constructs may inhibit some individuals' openness to sexuality education. Inhibitions about sexual language also may limit a person's ability to provide a reliable medical and sexual history, to feel comfortable during a physical exam, to describe symptoms related to sexual organs or sexual functioning, or to offer an accurate account to law enforcement officials after an incident of sexual assault or abuse. Confusion about the intended meaning and interpretation of sexual terminology may occur in conversation between physicians and their patients, and thereby lead to misunderstandings about symptoms as well as the confounding of an eventual diagnosis.

Patients may be too embarrassed to discuss certain problems, particularly those of a sexual nature. A health care provider needs excellent communication skills to be able to handle sensitive issues. The patient's reluctance is undoubtedly increased if the health professional's communicative competence is also tentative.

Thus, the specific terms selected by health professionals, because of their connotative translations by intended audiences (e.g., patients, students), may not always produce the intended communicative results. Previous work on the

connotative meaning of language supports the belief that independent ratings (evaluative indices) can be applied to words symbolic of varieties of birth control.

The problem of intended meaning and actual interpretation becomes exacerbated when words are used as "power tools" that act as a semantic wedge between the genders, for example, referred us to certain baseball vernacular that is sometimes converted to sexual metaphors. Baseball aficionados understand the denotative meanings of the terms first base, striking out, and home run. When used as sexual vernacular, however, the connotative meanings illustrate a much different set of events. At one extreme, a person (usually a man) may speak of "only getting to first base" or "striking out" with a date. At the other extreme, "scoring" or "hitting a home run" is likened to a successful sexual intercourse.

As conclusion, we can see that connotative meaning is not always used for insulting or giving negative image, but can also be used for sexual relation. The finding in the research shows that connotative meaning is used as codes between genders in sexuality related term, which shows that the use of connotative meaning is very wide. Connotative meaning is not only being used in linguistic field but also being used in medical industry.

The third research is about the use of key word in translation, by Dai Guangrong (2009). In translation studies and practices, the researcher may encounter all kinds of texts, the contents and plots of some of which are complex and difficult to analyze, especially for the literary texts. It is a great challenge for the beginners to translate the texts word by word, sentence by sentence without a holistic analysis and understanding of the source texts.

Keywords are those whose frequency is unusually high in comparison with some norm. Keywords provide a useful way to characterize a text or a genre. Keywords offer an important measure for the content and language characteristics of the texts. It can also be used for analyzing the style and retrieving texts. The program of keyword compares two pre-existing word-lists, which must have been created using the program of word-list in Wordsmith. One of these is assumed to be a large word-list which will act as a reference file.

The other is the word-list based on one text which is to be studied. The aim is to find out which words characterize the text we are most interested in, which is automatically assumed to be the smaller of the two texts chosen. The larger one will provide background data for reference comparison. The texts are analyzed, which should be translated and obtain important hints such as the theme, main characters and plot. The translator can then form a schema for the content of the source texts and find the proper words for the equivalents. The keywords can provide some useful information about the materials for translation and help the translators to decide on the translation strategies

As the conclusion, the key word approach is useful especially for translation studies. Keywords provide a useful way to characterize a text or a genre which can offer a clear and comprehensive understanding of the original texts. In the research it shows that key word here, can decide the field and style of word-usage in translation.

2.2 Definition of the Key Terms

Speech:

Power, act, manner of speaking (Hornby, 1983: 581).

Key word:

Key word is a word of special significance in relation to the other words, phrases, or the like; a word that precisely expresses the meaning of a written or spoken text; a word that unlocks a puzzle such as cryptogram. (Kellerman, 1975:526).

Semiotics:

Semiotics is concerned with everything that can be taken as a sign (Umberto Eco in Chandler, 2002:2)

Connotative meaning:

It is used as the term used to refer to the socio-cultural and personal association (ideological, emotional, and so forth of the sign) (Chandler, 2002: 138)

Denotative meaning:

It is the central meaning of a word, as far as it can be described in a language object and dictionary. (Barthes, 1975:38)

Signified:

That it is somewhere between 'a mental image, a concept and a psychological reality' (Umberto Eco in Chandler, 2002:16)

Signifier:

Signifier is interpreted as the material (or physical) form of the sign it is something which can be seen, heard, touched, smelled or tasted (Chandler, 2002:15)

Signification Process:

Process of generating meaning through the use of signs (Danesi, 2004:345)

2.3 Theoretical Framework**2.3.1 Key words**

Raymond William said that keywords are cultural references that expand on their etymological definitions (1983:12). Every word is distinguished by a complexity of meanings have come in fact to express different variable of meanings that are sometimes hardly noticed. Meanwhile, Roland Barthes uses key word as the central point in a clause (1975:33).

According to Raymond Williams, key words are the words which are connected in two senses (1983:15):

1. They are significant, binding words in certain activities and their interpretation.
2. They are significant, indicative words in certain forms of thought.

There are several criteria of key words, which are abstracted from Raymond William (1983: 14-17), Roland Barthes (1975, 31-56), Norman Fairclough (2001:164) as follows:

- a. The word has high frequency of occurrence.

- b. The word can build a positive or negative image.
- c. The word has power or spirit.
- d. The word can create the implicit meaning and influence people's emotional aspect.
- e. The word empowers people to do something.
- f. The word can create or even turn out the people's opinion or belief.

2.3.2 Connotative Meaning

Roland Barthes is not so much interested in what things mean, but in how things mean. In his theory of connotative meaning, Barthes uses the term *signifier* and *signified* as found in Saussure's theory.

Generally, a word has two different meanings, namely denotative meaning and connotative meaning. In his theory, Barthes said that there are two orders of signification that are denotation or literal meaning and connotation. At the first level is denotation, there is a sign consisting of a signifier and signified. Connotation is the second order of the signification which uses the denotative sign (signifier and signified). The literal/ denotative meaning of the word is called *language object (LO)* while the connotative one is called *Metalanguage (ML)*.

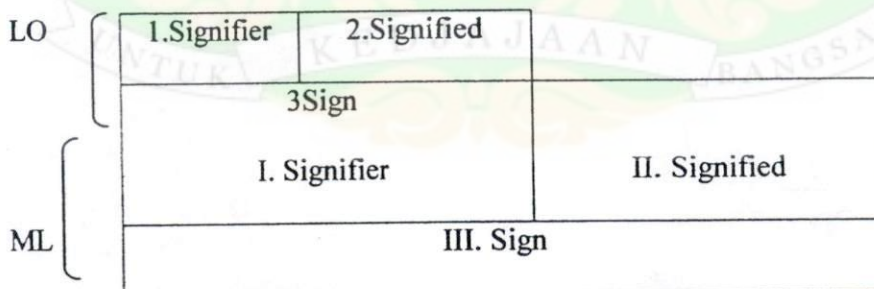


Figure 2.1 Order of Signification

Furthermore, in order to form a connotative meaning, word should be transformed by using connotator. A connotator can be built from the denotative meanings which have some characteristics such as general, global and related to a certain context of culture, science, history, ideology, philosophy, etc.

Based on Cobley and Jansz's book "Introducing of Semiotics" Barthes discussed the connotative first because, as he argues, the process of connotation is so natural and so immediate when it is experienced that it is almost impossible to separate denotation and connotation. The identification of denotation only takes place when connotation is theoretically deleted from the equation (Cobley and Jansz, 1999:50). Logically, a reader recognizes what signs actually depict and then goes on to decipher some sort of cultural, social or emotional meaning.

In reality, however, identification of what signs depict-especially pictorial ones-happened so quickly that it is easy to forget that it has happened at all. One other important is which Barthes opens up for studying of signs is the role of the reader. Although connotation is a feature of sign, it requires the activity of a reader in order to take place (Cobley and Jansz, 1999:51). Taking his cue from Hjelmslev, Barthes therefore produces his map of sign functioning:

1. Signifier	2. Signified
3. Denotative Sign	
4. CONNOTATIVE SIGNIFIER	5. CONNOTATIVE SIGNIFIED
6. CONNOTATIVE SIGN	

Figure 2.2 Sign Functioning

The denotative sign (3) is made of a signifier (1) and signified (2), but the denotative sign is also a connotative signifier (4) and a connotative signifier must engender a connotative signified (5) to produce connotative sign (6) (Cobley and Jansz, 1999:51).

For example: the word 'Lion'

LO	Lion	Wild animal	
	Lion means as a wild animal		symbols of pride, ferocity, courage
ML	Lion is meant as the sign of symbol symbols of pride, ferocity, courage		

Figure 2.3 Order of Signification of 'lion'

The denotative sign of lion is a wild animal (3) is made of a signifier (lion) (1) and signified (wild animal) (2), but the denotative sign is also a connotative signifier (lion means as a wild animal) (4) and a connotative signifier must engender a connotative signified (symbols of symbols of pride, ferocity, courage) (5) to produce connotative sign (lion meant as the symbols of symbols of pride, ferocity, courage).

As the conclusion, the analysis is developed in accordance to framework to examine the denotative and connotative of each keyword as found in Barrack Obama's race speech.

CHAPTER 3
THE ANALYSIS OF KEYWORD
IN RELATION OF CONNOTATIVE MEANING

This chapter discusses the analysis of the data based on the theories that have been discussed in the previous chapter. The initial analysis is to identify the signs within the text which have meaning. In analyzing the data, the writer is guided by context and background knowledge of Barrack Obama's speech and personality.

Datum 1

The document they produced was eventually signed but ultimately unfinished. It was stained by this nation's original **sin of slavery**, a question that divided the colonies and brought the convention to a stalemate until the founders chose to allow the slave trade to continue for at least twenty more years, and to leave any final resolution to future generations. (p2)

Analysis

'Sin of slavery' is considered as the keyword of the data, even though it only appears once, the phrase of 'sin of slavery' shows the negative image to the audience, and it also becomes the main point in the paragraph. It shows that slaves in America consist of black people who are suffering because of segregation and discrimination.

Figure 3.1 the order of signification of 'sin of slavery'

DM	Sin of slavery	The condition of being slave that against the principle of morality
	Sin of slavery means the condition of being slave that against the principle of morality	
CM	as suffering life, and discrimination (Historical and social)	
	Sin of slavery is meant as suffering life, and discrimination	

Source: Barrack Obama's race speech in paragraph 2

Literally 'sin' means behavior that is against the principles of morality (Hornby, 1983:559), while 'slavery' means condition of being slave (ibid, 564). 'Sin of slavery' means as the condition of being slave that against the principle of morality. Based on the context, 'sin of slavery' is assumed as stain toward the Declaration of Independence of United State, which is there is no same right and obligation for the slave.

Connotatively, 'sin of slavery' is meant as 'suffering life and discrimination.' Those meanings can be seen from historical and social aspects. Historically, as we know that since the early history of United States, the issue of race has become the national issue and public controversy. It makes the black people as one of the minority groups having passed their live bitterly for hundreds of years. It is started from slavery period, segregation, until the time where they

felt tired of all suffering. That is why freedom is what they have dreamed and fought for since along time ago.

Socially, segregation, discrimination and inferior status have caused bad and suffering life for the black people. It is indicated in Steven Hahn's book, as he stated "Racism and its institutional manifestations, repression, exclusion, segregation, disfranchisement seem to be enlivened by freedom, we have learned, much as fire is by oxygen" (Hahn, 2009:7).

Datum 2

Of course, the answer to the slavery question was already embedded within our **Constitution** - a **Constitution** that had at its very core the ideal of equal citizenship under the law; a **Constitution** that promised its people liberty, and justice, and a union that could be and should be perfected over time. And yet words on a **parchment** would not be enough to deliver slaves from bondage, or provide men and women of every color and creed their full rights and obligations as citizens of the United States. What would be needed were Americans in successive generations who were willing to do their part - through protests and struggle, on the streets and in the courts, through a civil war and civil disobedience and always at great risk - to narrow that gap between the promise of our ideals and the reality of their time. (p3)

Analysis

- **Constitution**

The data above show that the constitution in the United States promised for the equality for all people. Based on the data, Obama said, within constitution there should be no slavery and discrimination. The keyword of the data above is 'constitution', because it has high frequency of occurrence and it is the main point in the paragraph.

Figure 3.2 the order of signification of 'constitution'

DM	Constitution	The system of fundamental laws and principles that prescribes the nature functions and limits of a government or another institution.
	Constitution means the system of fundamental laws and principles that prescribes the nature functions and limits of a government or another institution	Law does not work as supposed to be (political aspect)
CM	Constitution is meant as the law does not work as supposed to be	

Source: Barrack Obama's race speech in paragraph 3

Denotatively, 'constitution' means the system of fundamental laws and principles that prescribes the nature functions and limits of a government or another institution (AHDEL, 1992:317). Based on the data, the constitution should be responsible to the racial discrimination and right collision.

Declaration of Independence in 1776 said that all men created equal, but in fact, the color people still cannot feel the realization of that promise. It is government's responsibility to make sure that the promise of Declaration of Independent runs as it is supposed to be. In conclusion based on political aspect, the keyword 'constitution' is meant the law does not work as supposed to be.'

- **Parchment**

'Parchment' is considered as the keyword even though it only appears once. The important point of the data is the word 'parchment', which could not help the slaves go out from the slavery.

Figure 3.3 the order of signification of 'parchment'

DM	Parchment	Writing material prepared from the skin of a sheep or goat or document writing in parchment.
	Parchment means writing material prepared from the skin of a sheep or goat or document writing on parchment	Promise to be free in order to achieve a better life (political aspect)
CM	Parchment is meant as promise to be free in order to achieve a better life	

Source: Barrack Obama's race speech in paragraph 3

Literally 'parchment' means writing material prepared from the skin of a sheep or goat or document writing on parchment (Hornby, 1983:430). Based on the context, 'parchment' refers to the Declaration of Independence of the United States, which is Declaration of Independence that was written on parchment.

The Declaration of Independence states the America creed" We hold these truths to be self-evident, that all men created equal, that they are endowed by their creator with certain inalienable rights that among these are life, liberty and pursuit of happiness." This ideal was not fully achieved with the adoption of America Constitution because of the hard and tragic reality of Negro slavery. The Constitution of the New Nation, while heralding liberty, in effect declared all men

to be free and equal. This inconsistency reflected a fundamental departure from the American creed which it took a tragic civil war to set right. (Kates, 1968:33).

Furthermore, through this keyword, Obama wants to say his protest for all the bad things that have been done in America, and protest to Declaration of Independence which is not running as it is supposed to be, such betrayed the true dream of America, all men are created equal. Connotatively, 'parchment' is meant as 'promise to be free in order to achieve a better life.'

Datum 3

This was one of the tasks we set forth at the beginning of this campaign - to continue **the long march** of those who came before us, a march for a more just, more equal, freer, more caring and more prosperous America. I chose to run for the presidency at this moment in history because I believe deeply that we cannot solve the **challenges** of our time unless we solve them together - unless we perfect our union by understanding that we may have different stories, but we hold common hopes; that we may not look the same and we may not have come from the same place, but we all want to move in the same direction - towards a better future for of children and our grandchildren. (p4)

Analysis

- **The Long March**

From the above data, the word 'long march' is considered as the keyword, because it symbolizes the duty of all American people to continue the effort to make America become a perfect union.

Figure 3.4 the order of signification of 'long march'

DM	Long march	The efforts that have been done together continuously over and over	
		Long march means the efforts that have been done together continuously over and over	Sacrifice and efforts that have done together regularly in along time (social and psychological aspect)
CM		Long march is meant as sacrifice and effort that have been done together in order to achieve freedom, better life and right for equality	

Source: Barrack Obama's race speech in paragraph 4

Literally, the word 'long' means extent in space, not short, a great of length (Hornby, 1983:353). While the 'march' means walks as soldiers do, with regular and measured steps (ibid, 365). So, 'long march' means as walks as soldiers do, with regular and measures steps in a great of length. In the data above, 'long march' is considered as metaphor. 'Long' symbolizes the long time, and 'march' symbolizes the efforts and struggle that have been done together regularly. Based on the context 'long march' is assumed as the efforts that have been done together regularly in a long time, the 'long march' also indicates tied together, live together and have the same right.

Connotatively, 'long march' is meant as 'sacrifice and effort that have been done together in order to achieve freedom, better life and right for equality.'

Those meanings can be seen from social and psychological aspects. Socially, America is multiculturalism, for many races live there. It is concerned with the quality of being right and free which is not running as supposed to be. That is why Obama wanted all people to be united to make America more prosperous by uniting all people of America no matter what their skin color is, even that is not easy to do. While psychologically, through this metaphor Obama hoped all American tied together to make the same right and make America more integrating.

- **Challenges**

From the above data, the word 'challenges' is the keyword because it shows the strong spirit of Obama, in which he wants to make a perfect union by doing many challenges and solve the main problems that happen in America, and it is also the main point in the paragraph.

Figure 3.5 The order of signification of 'challenges'

DM	Challenges	A demand for explanation or justification.
	Challenges means a demand for explanation or justification	Effort to reach equality of right, freedom and struggle to achieve better future (social aspect)
CM	Challenges is meant as effort to reach equality of right, freedom and struggle to achieve better future	

Source: Barack Obama's race speech in paragraph 4

Denotatively, 'challenges' means a demand for explanation or justification (AHDEL, 1992. 317). Obama and the other American people are challenged to solve the challenges, by standing together in the same height and understand one another. Socially, America is Multiculturalism State, in which not all people in America have the same background and the same culture. By standing together in the same height and understand one another, they can reach the unity and receive the better life. So, connotatively 'challenges' is meant as 'effort to reach equality of right, freedom and struggle to achieve better future.'

Datum 4

This belief comes from my unyielding faith in the decency and generosity of the American people. But it also comes from my own American story. I am the son of a black man from Kenya and a white woman from Kansas. I was raised with the help of a white grandfather who survived a Depression to serve in Patton's Army during World War II and a white grandmother who worked on a bomber assembly line at Fort Leavenworth while he was

overseas. I've gone to some of the best schools in America and lived in one of the world's poorest nations. I am married to a black American who carries within her the blood of slaves and slave owners - an inheritance we pass on to our two precious daughters. I have brothers, sisters, nieces, nephews, uncles and cousins, of every race and every hue, scattered across three continents, and for as long as I live, I will never forget that in no other country on Earth is my **story** even possible. It's a **story** that hasn't made me the most conventional candidate. But it is a **story** that has seared into my genetic makeup the idea that this nation is more than the sum of its parts - that out of many, we are truly one. (p5)

Analysis

Story is the part of our life which is cannot be separated from our life. Everybody has story to be told. It is assumed that 'story' is the keyword from the above data, because it appears four times and become the main point in that paragraph of Obama's speech. Obama made the audience imagine how beautiful the union is by telling his life story. Besides, he also wanted to raise audience's spirit to make perfect union.

Figure 3.6 The order of signification of 'story'

DM	Story	An incident experience or subject that furnishes or would be interesting material for a narrative
	Story means an incident experience or subject that furnishes or would be interesting material for a narrative.	Narration to call for union and spirit to be united (historical and psychological aspect)
CM	Story is meant as narration to call for union and spirit to be united	

Source: Barack Obama's race speech in paragraph 5

Denotatively 'story' means an incident experience or subject that furnishes or would be interesting material for a narrative (AHDEL, 1992: 1772). But from the context, it nearly means narration to call for union and spirit to be united. Those meaning can be seen from historical and psychological aspect.

Historically, Obama is a son of a Blackman, his mother is a white American and he has a half sister from his step father that comes from Indonesia. He lived with his white grandfather and grandmother; he has brothers, sisters, nieces, nephew, uncles and cousin of every race and every hue. Through his story, it can be assumed that no matter if you black or white Latino or Asian, but America is one, and nothing is impossible to make a unity.

Psychologically, Obama assumed, nothing is more important than unity, where everyone can live together and have the same right and obligation. To sum up, the connotative meanings of 'story' are 'a narration to call for union and spirit to be united.'

Datum 5

Throughout the first year of this campaign, against all predictions to the contrary, we saw how hungry the American people were for this message of unity. Despite the temptation to view my candidacy through a purely **racial** lens, we won commanding victories in states with some of the whitest populations in the country. In South Carolina, where the Confederate Flag still flies, we built a powerful coalition of African Americans and white Americans. This is not to say that race has not been an issue in the campaign. At various stages in the campaign, some commentators have deemed me either "too black" or "not black enough." We saw **racial** tensions bubble to the surface during the week before the South Carolina primary. The press has scoured every single exit poll for the latest evidence of **racial** polarization, not just in terms of white and black, but black and brown as well. (p6)

Analysis

The above data shows that Obama has a great disagreement toward discrimination. From the data, 'racial' is the keyword, with the reasons that the problem of segregation and discrimination are related to the racial, and it appears three times in the paragraph.

Figure 3.7 The order of signification of 'racial'

DM	Racial	Relating to race or conflict antagonism between different races	
	Racial means relating to race or conflict antagonism between different races		Spirit for all American against segregation and discrimination and being united (political aspect)
CM		Racial is the meant as spirit for all American to against segregation and racial discrimination, and being united	

Source: Barrack Obama's race speech in paragraph 6

Denotatively 'racial' means relating to race or conflict antagonism between different races (Hornby, 1983: 483). In this case, Obama wants to say that unity is what American has dreamed, and he won the commanding victories in states even though he is an African-American, which is enough to show that American people start to leave the old polarization, that is racial discrimination.

Politically Obama is a candidate of presidential election, some people do not agree for his candidacy, because he is from Afro-American family. His father is a Blackman and his mother is a white woman from Kansas. The racist people

from Black community said that he is not black enough and White people said that he is too black. It shows that the main problem in America is still racial problem. Even though so, he still won in presidential election and he can gathered the different race and culture to vote him, he can turned out people's opinion about him and he raised the spirit of all American people to be united in United State of America.

That statement about Obama is also indicated in Jim Bourg written, as he said "He was also something completely new, an African-American presidential aspirant without a race-based agenda. His message of unity and his promise of a new way of thinking seemed to inspire or least offer some reassurance to a country staggered by two wars, a convulsing economy and sometimes bewildering global change ." (Bourg, 2009:1). Connotatively, 'racial' is meant as 'spirit for all American against segregation and racial discrimination and being united.'

Datum 6

As such, Reverend Wright's conumts were not only wrong but divisive, divisive at a time when we need unity; racially charged at a time when we need to come together to solve a set of monumental **problems** - two wars, a terrorist threat, a falling economy, a chronic health care crisis and potentially devastating climate change; **problems** that are neither black or white or Latino or Asian, but rather **problems** that confront us all. (p10)

Analysis

Today America faces many problems almost in all aspects such as economy and politic. The key to solve all problems is unity, but on the contrary America is not united entirely, the spirit to discriminate color people is still exists. Obama wants to tell about the real problems that fall on America through

Reverend Wright's comments. So the key word from data above is 'problems', it also appears three times and become the main point in paragraph.

Figure 3.8 The order of signification of 'problems'

DM	Problems	Question, situation, etc which is troublesome and difficult
	Problems means question, situation, etc which is troublesome and difficult	Situation to within persecution and struggle to against segregation and racial discrimination to reach better life and equality of right (political aspect)
CM	Problems is meant as situation within persecution and struggle to against segregation and racial discrimination to reach better life and equality of right	

Source: Barrack Obama's race speech in paragraph 10

Denotatively, the word 'problems' means question, situation, which is troublesome and difficult (Hornby, 1983:467). Based on the context, 'problems' are caused by disintegration and improperness in States. The unity is the main point to solve all problems, no matter if black or white, Latin or Asia, if can cooperate to make the state better. As quoted from Jim Bourg's journal 'In difficult economic times, people find the price of prejudice is just a little bit too high. They're saying, we do not care what your race is, if you can make things better, we are for you' (Bourg, 2009: 2).

America does not need to regard race to solve all problems that happened in America, they only need all of American people are becoming brothers and sisters, which are tied together, live together and have the same right and obligation. To sum up, connotatively, 'problems' is meant as 'situation within persecution and struggle to against segregation and racial discrimination to reach better life and equality of right.'

Datum 7

That has been my experience at **Trinity**. Like other predominantly black churches across the country, **Trinity** embodies the black community in its entirety - the doctor and the welfare mom, the model student and the former gang-banger. Like other black churches, **Trinity's** services are full of raucous laughter and sometimes bawdy humor. They are full of dancing, clapping, screaming and shouting that may seem jarring to the untrained ear. The church contains in full the kindness and cruelty, the fierce intelligence and the shocking ignorance, the struggles and successes, the love and yes, the bitterness and bias that make up the black experience in America. (p14)

Analysis

Trinity is considered as keyword because it appears three times and it also shows how the life and experience of black people in America by giving the description of the Trinity church. In the data, Obama emphasizes this word strongly.

Figure 3.9 The order of signification of 'Trinity'

DM	Trinity	group of there (in Christian belief) union of three persons, Father, Son and Holy Ghost, one God
	Trinity means	group of there (in Christian belief) union of three persons, Father, Son and Holy Ghost, one God
CM		Christian faith, black people's social life (social aspect)
		Trinity is meant as Christian faith and black people's social life

Source: Barrack Obama's race speech in paragraph 14

According to Hornby, 'Trinity' means group of there (in Christian belief) union of three persons, Father, Son and Holy Ghost, one God (1983: 650). Trinity church is a predominantly black church with more than 8,500 members, located on the southeast side of Chicago. It is the largest church affiliated with the United Church of Christ (Speller, 2005:75).

Trinity was founded in 1961, the first black church in the United Church of Christ. UCC members are Congregationalists, mainline Protestants who trace their history to John Cotton and the Puritans of New England. The earliest members of Trinity were teachers, people with middle-class jobs, resistant to doing anything radical in terms of justice. (Miller, 2008)

By using 'Trinity' word Obama gave the description of black people social life. Socially, in Trinity church, they are gathered in one place, Trinity embodies the whole black community from all different background in America.

But Trinity church has some weaknesses that make Obama disappointed, Trinity church keeping the problem of racism alive with provocative sermons and marginalized the society between Black people and White people. Obama's disappointment is indicated by saying "the bitterness and bias that make up black experience in America." Based on Obama's perspective, 'Trinity' is meant as 'Christian faith and Black people's social life.'

Datum 8

But **race** is an issue that I believe this nation cannot afford to ignore right now. We would be making the same mistake that Reverend Wright made in his offending sermons about America - to simplify and stereotype and amplify the negative to the point that it distorts reality. The fact is that the comments that have been made and the issues that have surfaced over the last few weeks reflect the complexities of **race** in this country that we've never really worked through - a part of our union that we have yet to perfect. And if we walk away now, if we simply retreat into our respective corners, we will never be able to come together and solve challenges like health care, or education, or the need to find good jobs for every American. (p17)

Analysis

Race is always becoming big issue in the United States. It symbolizes that American people cannot accept the differences of race to live together. Based on the background of the speech, 'race' is the main problem in the paragraph, because it appears three times. Besides, by using this word, Obama made the audience think how crucial the problem of race is, because it can creates suffering life and gives so many problems in social life of the United States.

Figure 3.10 The order of signification of 'race'

DM	Race	A group of people united or classified together on the basis of common history, nationality, or geographic distribution.
	Race means	a group of people united or classified together on the basis of common history, nationality, or geographic distribution.
CM		The cause of discrimination and suffering life (social aspect)
		Race is meant as the cause of discrimination and suffering life

Source: Barack Obama's race speech in paragraph 17

Literally, 'race' means a group of people united or classified together on the basis of common history, nationality, or geographic distribution (AHDEL, 1992:1488).

From the context, it nearly means 'the cause of discrimination and suffering life'. Those meaning can be seen from social aspect. Socially, America is a multiculturalism country, where many kind of different race live there. Actually, the first principle of multiculturalism is the equality of all cultures. But, in fact only few of American people can afford to accept the difference. Many of them are tend to become racist or apathetic. Even some of them make a community that show they are the true racist, such as Ku Klux Klan.

Furthermore, through the word 'race', Obama emphasized All American have to get the good jobs, health care or education and have to get better future by put aside all problems about race, because all men are created equal.

Datum 9

Understanding this reality requires a reminder of how we arrived at this point. As William Faulkner once wrote, "The past isn't dead and buried. In fact, it isn't even past." We do **not** need to recite here the history of **racial injustice** in this country. But we **do** need to remind ourselves that so many of the disparities that exist in the African-American community today can be directly traced to inequalities passed on from an earlier generation that suffered under the brutal legacy of slavery and Jim Crow. (p18)

Analysis

From the above data, it is assumed that 'racial injustice' becomes the key word even though it only appears once. The important point here is 'racial injustice' it signifies how the minorities group in the United States struggle against the oppressor and injustice. It can build people's spirit and give them power to be united.

Figure 3.11 The order of signification of 'racial injustice'

DM	Racial injustice	inequality of being right and fair that relating to race	
		Racial injustice means inequality of being right and fair that relates to race	Inequality, discrimination, suffering, segregation and immoral act (social aspect)
CM		Racial injustice is meant as inequality, discrimination, suffering, segregation, immoral act	

Source: Barrack Obama's race speech in paragraph 18

Literally, 'racial' means relating to race (Hornby, 1983:483), while 'injustice' means inequality of being right and fair (ibid, 326). Denotatively, racial injustice means inequality of being right and fair that relating to race.

Socially, 'racial injustice' had created a suffering life with great horror, intimidation and brutality. Obama told the history of racial inequality in the United States, first by paraphrasing a line by William Faulkner: "The past isn't dead and buried". He argued that many of the difficulties in African-American communities could be traced to the sufferings of previous generations under slavery and Jim Crow laws. It makes Black community cannot forget the suffering that happened to their ancestor, because of slavery and Jim Crow. The slaves fought against the United States to achieve their right and reach their freedom and this confrontation known as Civil War.

As Butcher state about the cause of civil war in United State 'actually there had been no "Black problem" until the Civil War. It is because before the Blacks had only been chattels. The War happened because the Blacks want their freedom in education, employment, the vote, regularized marriage and even the acquisition of a surname' (Butcher, 1956: 243).

To sum up, there are five connotative meanings that can be derived from racial injustice. They are 'inequality, discrimination, suffering, segregation, and immoral act.'

Datum 10

Legalized discrimination where blacks were prevented, often through violence, from owning property, or loans were not granted to African-

American business owners, or black homeowners could not access FHA mortgages, or blacks were excluded from unions, or the police force, or fire departments - meant that black families could not amass any meaningful wealth to bequeath to future generations. That history helps explain the wealth and income gap between black and white, and the concentrated pockets of poverty that persists in so many of today's urban and rural communities (p20).

Analysis

'Legalized the discrimination' is considered as the keyword because it becomes the main problem in the data. Through this key word, Obama portrayed negative image that has impact to black people because of the 'legalized discrimination'.

Figure 3.12 The order of signification of 'legalized discrimination'

DM	Legalized discrimination	Make legal ability to discriminate
	Legalized discrimination means make legal ability to discriminate	Injustice, suffering, and protest for humanity
CM	Legalized discrimination is meant as injustice, suffering, protest for humanity	

Source: Barrack Obama's race speech in paragraph 20

In the United States, the unlawful practice of racial discrimination can extend to all races, but has mostly been an issue for black people. After slavery ended, there initially were many laws that still allowed racial segregation, forcing Black people to be subject to constant discrimination.

As the language object, 'legalized' means make legal (Hornby, 1983:342). While 'discrimination' means ability to discriminate (ibid,170). In the

speech Obama told that Black people are treated differently. There is no doubt that 'legalized discrimination' is legalized the injustice treatment to black community, for examples: separates schools, hospitals, water fountains, public facilities and other.

Obama also stressed the idea of equality where there should be no differences between Blacks and Whites. Through this keyword, Obama stated his protest for humanity and against the discrimination. He drew up the bad conditions of Black people which need an attention and help for the sake of humanity.

Finally, 'legalized discrimination' is assumed has three connotative meanings, they are 'injustice, suffering and protest for humanity'.

Datum 11

A lack of economic opportunity among **black** men, and the shame and frustration that came from not being able to provide for one's family, contributed to the erosion of **black** families - a problem that welfare policies for many years may have worsened. And the lack of basic services in so many urban **black** neighborhoods - parks for kids to play in, police walking the beat, regular garbage pick-up and building code enforcement - all helped create a cycle of violence, blight and neglect that continue to haunt us. (p21)

Analysis

The word 'black' is assumed to be the keyword because it has high frequency of occurrence. Beside, it also has power which carries implicit assumption. It symbolizes the inferiority of Black people in the United States, and how the Black people are still treated unfair.

Figure 3.13 The order of signification of 'black'

DM	Black	Relating to, or belonging to a racial group having brown to black skin especially one of African origin.
	Black means relating to, or belonging to a racial group having brown to black skin especially one of African origin	Racial discrimination, suffering and poverty (social aspect)
CM	Black is meant as racial discrimination results suffering, segregation, poverty	

Source: Barack Obama's race speech in paragraph 21

Denotatively, 'black' means relating to, or belonging to a racial group having brown to black skin especially one of African origin (AHDEL, 1992:194). But from the context, it nearly means 'racial discrimination results suffering, segregation, and poverty. Those meaning can be seen from social aspect.'

Actually, African-Americans or known as Black people had become slaves in the United States since along time ago, their lives still controlled by powerful whites. Black people did the hardest work on farms and in factories for the lowest pay. Nowadays, Black people are still treated unfair in heir social life, for example, many states passed laws that said black people and white people could not use the same facilities, such as schools, restaurants, parks, and public bathrooms.

Socially, their status as inferior group had created a bad life for the Black people. Most of them always get the worse facilities, marked as uneducated

people and have bad attitude. They did not have opportunities to move forward to make their life better. In contemporary America, the racial wealth gap is growing, with families transmitting race and class inequalities from generation to generation.

Citizens with lower or moderate incomes speak with a whisper that is lost on the ears of inattentive government officials, while the advantaged roar with a clarity and consistency those policy-makers readily hear and routinely follow. The scourge of overt discrimination against African-Americans and women has been replaced by a more subtle but potent threat the growing concentration of the country's wealth and income in the hands of the few. Progress toward realizing America's democratic promise can surely be revived (American political science Association, 2004:3).

Datum 12

But for all those who scratched and clawed their way to get a piece of the **American Dream**, there were many who didn't make it - those who were ultimately defeated, in one way or another, by discrimination. That legacy of defeat was passed on to future generations - those young men and increasingly young women who we see standing on street corners or languishing in our prisons, without hope or prospects for the future. Even for those blacks who did make it, questions of race, and racism, continue to define their worldview in fundamental ways. (p23)

Analysis

American dream is one of the most familiar phrases in the United States national lexicon. Everybody in the United States wants to feel and reach the American dream that is stated in Declaration of Independence of the United States, American dream means everybody can achieve a better, richer and happier life. In this paragraph Obama emphasized that many peoples still do not get a

piece of 'American dream' because of the discrimination. Discrimination is breaking up the people belief about American dream and they feel disappointed because of legacy of racism from generation to generation. That is why 'American dream' becomes the keyword in the data, even though it appears once.

Figure 3.14 The order of signification of 'American dream'

DM	American dream	An American ideal of a happy and successful life to which all aspire: in the deepening gloom of the Depression, the American dream represented a reaffirmation of traditional American hopes.
	American dream means an American ideal of a happy and successful life to which all aspire: in the deepening gloom of the Depression, the American dream represented a reaffirmation of traditional American hopes.	Refusal toward the discrimination in order to achieve a better life, right for equality, liberty, and pursuit the happiness (social, political and psychological aspect)
CM	American dream is meant as refusal toward the discrimination in order to achieve a better life, demand for equality of right, liberty, and pursuit of happiness	

Source: Barrack Obama's race speech in paragraph 23

Denotatively, American dream means an American ideal of a happy and successful life to which all aspire: in the deepening gloom of the Depression, the American dream represented a reaffirmation of traditional American hopes

(AHDEL, 1992:59). But 'American dream' in the data is meant as 'refusal toward the discrimination and demand for the equality of right, liberty and pursuit of happiness.'

The idea of the American Dream is rooted in the second sentence of the Declaration of Independence which states that "all men are created equal and that they are "endowed by their Creator with certain inalienable Rights including "Life, Liberty and the pursuit of Happiness (Cullen, 2004:6).

Some of peoples from minorities group who part of America, especially Black peoples still do not feel the 'American dream', it is only a dream to reach the welfare life and it is concerned to the quality of being unfair. They do not have the prospect for the future, because the discrimination is still exists. But the people who can pursuit welfare life and happier life believe that 'American dream' is exist. The Declaration of Independence which is the root of 'American dream' is not running as it is supposed to be.

Datum 13

For the men and women of Reverend Wright's generation, the memories of humiliation and doubt and fear have not gone away; nor have the **anger** and the bitterness of those years. That **anger** may not get expressed in public, in front of white co-workers or white friends. But it does find voice in the barbershop or around the kitchen table. At times, that **anger** is exploited by politicians, to gin up votes along racial lines, or to make up for a politician's own failings. And occasionally it finds voice in the church on Sunday morning, in the pulpit and in the pews. The fact that so many people are surprised to hear that **anger** in some of Reverend Wright's sermons simply reminds us of the old truism that the most segregated hour in American life occurs on Sunday morning. That **anger** is not always productive; indeed, all too often it distracts attention from solving real problems; it keeps us from squarely facing our own

complicity in our condition, and prevents the African-American community from forging the alliances it needs to bring about real change. But the **anger** is real; it is powerful; and to simply wish it away, to condemn it without understanding its roots, only serves to widen the chasm of misunderstanding that exists between the races. (p24)

Analysis

‘Anger’ is assumed as key word because it appears six times, and it also reflects how the social life of Black people toward White people. The anger of Black people toward White people because of their suffering that is caused by discrimination and segregation since along time ago. Which is the ‘anger’ only makes the problems between Black people and White people become sharper.

Figure 3.15 The order of signification of ‘anger’

DM	Anger	strong feeling of displeasure of rage that comes when one has been wronged or insulted , or one sees cruelty or injustice
	Anger means	strong feeling of displeasure of rage that comes when one has been wronged or insulted , or one sees cruelty or injustice
CM		Resentment toward discrimination and degradation (social aspect)
	Anger is meant as resentment toward discrimination and degradation	

Source: Barack Obama’s race speech in paragraph 24

Denotatively, ‘anger’ means strong feeling of displeasure of rage that comes when one has been wronged or insulted, or one sees cruelty or injustice (Hornby, 1983:23). Based on context above, the Black people who live and

interact with white people do not show they anger in front of the public. They have a community to share and to tell their hate toward White people, like in Black people church, through their provocative sermon they make their social interact worse.

Socially, it only widened the racial division and increased misunderstanding between Black people and White people. Obama observed that, in the era in which African-Americans of Reverend Wright's generation grew up, segregation and degradation were common. Even blacks of that generation who like Wright, to overcome the obstacles to succeed remained bitter and angry about their experiences with racism. From that context we see that, not only White people are racist, but also racist is stay within Black people community. They thought that they are treated unfair since a hundred years, which is, there is no the same right between White and Black people. In conclusion, based on the data, 'anger' has only one connotative meaning, that is 'resentment toward discrimination and degradation.'

Datum 14

This is where we are right now. It's a **racial stalemate** we've been stuck in for years. Contrary to the claims of some of my critics, black and white, I have never been so naive as to believe that we can get beyond our racial divisions in a single election cycle, or with a single candidacy - particularly a candidacy as imperfect as my own. But I have asserted a firm **conviction** - a **conviction** rooted in my faith in God and my faith in the American people - that working together we can move beyond some of our old racial wounds, and that in fact we have no choice is we are to continue on the path of a more perfect union. (p28)

Analysis

- **Racial stalemate**

'Racial stalemate' is the keyword of the above data, even though it appears once. 'Racial stalemate' is one of problem that is faced by America, where the abolition of racism is stuck and can not move forward to pursuit the integrity. So, that is why Obama asserted the unity as the answer.

Figure 3.16 The order signification of 'racial stalemate'

DM	Racial stalemate	Position of anything that relate to race from which no further move is possible
	Racial stalemate means position of anything that relate to race from which no further move is possible	Existence of racial problems
CM	Racial stalemate is meant as the existence of racial problems	

Source: Barack Obama's race speech in paragraph 28

Denotatively, 'racial' means relating to race (Hornby, 1983:483), while 'stalemate' means position of the pieces from which no further move is possible (ibid,589). Based on context Obama emphasized that America still in main problem that never been finished to be solved, which is racial problem.

The problem of racism is a complex one; it is difficult to characterize it or place it into any one category due to its far-reaching effects and implications. It is evident, however, that moral issues generate social concerns which, in turn, must be dealt with by political means. Therefore, if the government's response to social issues is inadequate, the moral issues that precipitated the problems will continue

to exist and grow worse, such as the problem of racism in America. As the conclusion, the connotative meaning of 'racial stalemate' is the existence of racial problem.

- **Conviction**

Obama asserted his conviction, that American people can throw away their pain because of some racial problems by stay together and treat all American people are brother and sister which have same right and obligation as American citizens, and create America become more prosperous country.

Figure 3.17 The signification order of 'conviction'

	Conviction	The act of convincing	
DM	Conviction means the act of convincing		Conception to be united in order to achieve equality of right, against racial discrimination (psychological aspect)
CM	Conviction is meant as conception to be united in order to achieve equality of right and against racial discrimination		

Source: Barack Obama's race speech in paragraph 28

From the table above, at the first level or denotative meaning is 'conviction.' Literally, 'conviction' means the act of convincing (Hornby, 1983:130). Based on context, Obama believed that American can moves forward to pursuit prosperous life to make more perfect union. Through this keyword Obama asserted to All American people to be united and working together to

throw away the hate among group of races and can receive the multiculturalism in their society.

Multiculturalists argue that minority cultures have been unfairly excluded in the past from full participation in their culture. Obama told the equal and public inclusion of different cultures does not threaten their culture, but enriches it. By standing together in the same height American people can make their life better. To sum up 'conviction' is meant as conception to be united in order to achieve equality of right and against racial discrimination.

Datum 15

In the white community, the path to a **more perfect union** means acknowledging that what ails the African-American community does not just exist in the minds of black people; that the legacy of discrimination - and current incidents of discrimination, while less overt than in the past - are real and must be addressed. Not just with words, but with deeds - by investing in our schools and our communities; by enforcing our civil rights laws and ensuring fairness in our criminal justice system; by providing this generation with ladders of opportunity that were unavailable for previous generations. It requires all Americans to realize that your dreams do not have to come at the expense of my dreams; that investing in the health, welfare, and education of black and brown and white children will ultimately help all of America prosper. (p32)

Analysis

From the above data 'a more perfect union' is the main point. In the paragraph Obama explained that 'perfect union' comes from the integrity of American citizen not only by declaration in speech but also with deed. Obama wanted to turn out people's opinion to make 'a more perfect union' by throw away anything that related to race and discrimination and enforcing the civil right laws.

Figure 3.18 The signification order of 'a more perfect union'

DM	A more perfect union	A more complete possessing being united	
	A more perfect union means a more complete possessing being united		Move forward for better life and reach equality of right
CM	A more perfect union is meant as move forward for better life and reach equality of right		

Source: Barack Obama's race speech in paragraph 32

From the data above, at the first level is denotative meaning of 'a more perfect union'. Denotatively, 'perfect' means 'complete possessing everything that is essential' (Hornby, 1983:439), while 'union' means 'being united' (ibid, 662). So, 'a more perfect union' means a more complete possessing being united.

Based on context, 'a more perfect union' is assumed as the way to get better life for the current and the next generation. Obama convicted, to make 'a more perfect union' the civil right law and the fairness in justice systems have to run as supposed to be. The word 'more' here means that America is nearly to become a perfect union, by using word 'more', Obama pictured how perfect the United State is, if all American can reject the cynicism about races, and reach the American dreams as found in Declaration of Independence that 'all men created equal'. To make all American dreams come true, they have to cooperate to run all the laws system well. To sum up, connotatively 'a more perfect union' is meant as 'move forward for better life and reach equality of right'.

CHAPTER 4

CONCLUSION AND SUGGESTION

4.1 Conclusion

Every text will have certain keywords, whether in the form of word or phrase, which are crucial to the understanding of the basic concept of the text. Keyword has several criteria such as high frequency of occurrence, the word can be build a positive or negative image, the word has power or spirit, the word that can create the implicit meaning, the word that empowers people to do something, and the word can create or turn out people's belief. It also can be applied in another study like translation, and it also can be used for analyzing the style and retrieving the text.

Those keywords will acquire symbolic value such as connotative meaning. Connotative meaning is generally unstable. It varies considerably according to such factors such as culture, historical period, social class and the general life experience of the speaker. The similarity between keyword and connotative meaning is a cultural reference that is connecting these two theories.

Having analyzed the previous data, it is concluded that in his speech, Barack Obama used the sign system to convey the intended messages, views and motivations in the connotative form of keywords. As found from the data, his intended messages told about the spirit to make a perfect union, spirit to fight against the racial discrimination, the protest for morality and humanity, and the belief in God, Christianity and the truth.

Obama told about the legacy of racism in America which causes suffering toward the minorities group in America itself. Obama raised spirit of all American people to reject the racial discrimination through his speech. Obama is an iconic figure who embodies and at the same time seeks to transcend race and speak to the nation's destiny. Obama's speech could create negative image about the impact of racial discrimination and segregation. Through those keywords Obama can urge American people to be united.

American people believe that Obama would won the presidential election because of his powerful speech to make America more united in order to achieve better life and better future. American people believe that unity is the important thing to solve all problems that happen in America by ignoring all differences in race or creed in order to achieve the equality of right for all American citizens.

This research is limited on the keyword and connotative concept of written text of Barack Obama's race speech. In this case, the writer hopes this research can be further elaborated by using another linguistics topic.

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TABLE OF DATA

Key word	Denotative Sign	Connotative Sign
Sin of Slavery (p2)	Sin of slavery means the condition of being slave that against the principle of morality	Sin of slavery is meant as suffering life and discrimination
Constitution (p3)	The system of fundamental laws and principles that prescribes the nature functions and limits of a government or another institution	Constitution is meant as the law does not work as supposed to be
Parchment (p3)	Parchment means writing material prepared from the skin of a sheep or goat or document writing on parchment	Parchment is meant as Promise to be free in order to achieve a better life
Long march (p4)	Long march means the efforts that have done together continuously over and over	Long march is meant as sacrifice and effort that have done together in order to achieve freedom, better life and right for equality
Challenges (p4)	Challenges mean a demand for explanation or justification.	Challenges is meant as effort to reach equality of right, freedom and struggle to achieve better future
Story (p5)	Story means an incident experience or subject that furnishes or would be interesting material for a narrative.	Story is meant as narration to call for union and spirit to be united.
Racial (p6)	Racial means relating to race or conflict antagonism between different races	Racial is the meant as the spirit for all American to against segregation and racial discrimination, and being united
Problems (p10)	Problems means question, situation, etc which is troublesome and difficult	Problems is meant as situation within persecution and struggle to against segregation and racial discrimination to reach better life and equality of right
Trinity (p14)	Trinity means group of three (in Christian belief) union of three persons, Father, Son and Holy Ghost, one God	Trinity is meant as Christian faith and black people's social life
Race (p17)	Race means a group of people united or classified together on the basis of common history, nationality, or geographic distribution.	Race is meant as the cause of discrimination and suffering life
Racial injustice (p18)	Racial injustice means inequality of being right and fair that relates to race	Racial injustice is meant as inequality, discrimination, suffering, segregation, immoral act
Legalized discrimination (p20)	Legalized discrimination means make legal ability to discriminate	Legalized discrimination is meant as injustice, suffering, protest for humanity
Black (p21)	Black means relating to, or belonging to a racial group having brown to black skin especially one of African origin.	Black is meant as racial discrimination results suffering, segregation, poverty
American dream (23)	American dream means American ideal of a happy and successful life to which all aspire: in the deepening gloom of the Depression, the American dream represented a reaffirmation of traditional American hopes.	American dream is meant as refusal toward the discrimination in order to achieve a better life, demand for equality of right, liberty, and pursuit the happiness
Anger (p24)	Anger means strong feeling of displeasure of rage that comes when one has been wronged or insulted, or one sees cruelty or injustice	Anger is meant as resentment toward discrimination and degradation
Racial stalemate (p28)	Racial stalemate means position of anything that relate to race from which no further move is possible	Racial stalemate is meant as the existence of racial problems
Conviction (p28)	Conviction means the act of convincing	Conviction is meant as conception to be united in order to achieve equality of right and against racial discrimination
A more perfect union	A more perfect union means a more complete possessing being united	A more perfect union is meant as move forward for better life and reach equality of right

APPENDIX

DATA TRANSCRIPTION

Datum 1

The document they produced was eventually signed but ultimately unfinished. It was stained by this nation's original **sin of slavery**, a question that divided the colonies and brought the convention to a stalemate until the founders chose to allow the slave trade to continue for at least twenty more years, and to leave any final resolution to future generations. (p2)

Datum 2

Of course, the answer to the slavery question was already embedded within our **Constitution** - a **Constitution** that had at its very core the ideal of equal citizenship under the law; a **Constitution** that promised its people liberty, and justice, and a union that could be and should be perfected over time. And yet words on a **parchment** would not be enough to deliver slaves from bondage, or provide men and women of every color and creed their full rights and obligations as citizens of the United States. What would be needed were Americans in successive generations who were willing to do their part - through protests and struggle, on the streets and in the courts, through a civil war and civil disobedience and always at great risk - to narrow that gap between the promise of our ideals and the reality of their time. (p3)

Datum 3

This was one of the tasks we set forth at the beginning of this campaign - to continue the **long march** of those who came before us, a march for a more just, more equal, more free, more caring and more prosperous America. I chose to run for the presidency at this moment in history because I believe deeply that we cannot solve the **challenges** of our time unless we solve them together - unless we perfect our union by understanding that we may have different stories, but we hold common hopes; that we may not look the same and we may not have come from the same place, but we all want to move in the same direction - towards a better future for our children and our grandchildren. (p4)

Datum 4

This belief comes from my unyielding faith in the decency and generosity of the American people. But it also comes from my own **American story**. I am the son of a black man from Kenya and a white woman from Kansas. I was

raised with the help of a white grandfather who survived a Depression to serve in Patton's Army during World War II and a white grandmother who worked on a bomber assembly line at Fort Leavenworth while he was overseas. I've gone to some of the best schools in America and lived in one of the world's poorest nations. I am married to a black American who carries within her the blood of slaves and slave owners - an inheritance we pass on to our two precious daughters. I have brothers, sisters, nieces, nephews, uncles and cousins, of every race and every hue, scattered across three continents, and for as long as I live, I will never forget that in no other country on Earth is my story even possible. It's a story that hasn't made me the most conventional candidate. But it is a story that has seared into my genetic makeup the idea that this nation is more than the sum of its parts - that out of many, we are truly one. (p5)

Datum 5

Throughout the first year of this campaign, against all predictions to the contrary, we saw how hungry the American people were for this message of unity. Despite the temptation to view my candidacy through a purely racial lens, we won commanding victories in states with some of the whitest populations in the country. In South Carolina, where the Confederate Flag still flies, we built a powerful coalition of African Americans and white Americans. This is not to say that race has not been an issue in the campaign. At various stages in the campaign, some commentators have deemed me either "too black" or "not black enough." We saw racial tensions bubble to the surface during the week before the South Carolina primary. The press has scoured every single exit poll for the latest evidence of racial polarization, not just in terms of white and black, but black and brown as well. (p6)

Datum 6

As such, Reverend Wright's comments were not only wrong but divisive, divisive at a time when we need unity; racially charged at a time when we need to come together to solve a set of monumental problems - two wars, a terrorist threat, a falling economy, a chronic health care crisis and potentially devastating climate change; problems that are neither black or white or Latino or Asian, but rather problems that confront us all. (p10)

Datum 7

That has been my experience at Trinity. Like other predominantly black churches across the country, Trinity embodies the black community in its entirety - the doctor and the welfare mom, the model student and the former

gang-banger. Like other black churches, **Trinity's** services are full of raucous laughter and sometimes bawdy humor. They are full of dancing, clapping, screaming and shouting that may seem jarring to the untrained ear. The church contains in full the kindness and cruelty, the fierce intelligence and the shocking ignorance, the struggles and successes, the love and yes, the bitterness and bias that make up the black experience in America. (p14)

Datum 8

But **race** is an issue that I believe this nation cannot afford to ignore right now. We would be making the same mistake that Reverend Wright made in his offending sermons about America - to simplify and stereotype and amplify the negative to the point that it distorts reality. The fact is that the comments that have been made and the issues that have surfaced over the last few weeks reflect the complexities of **race** in this country that we've never really worked through - a part of our union that we have yet to perfect. And if we walk away now, if we simply retreat into our respective corners, we will never be able to come together and solve challenges like health care, or education, or the need to find good jobs for every American. (p17)

Datum 9

Understanding this reality requires a reminder of how we arrived at this point. As William Faulkner once wrote, "The past isn't dead and buried. In fact, it isn't even past." We do not need to recite here the history of **racial injustice** in this country. But we do need to remind ourselves that so many of the disparities that exist in the African-American community today can be directly traced to inequalities passed on from an earlier generation that suffered under the brutal legacy of slavery and Jim Crow. (p18)

Datum 10

Legalized discrimination where blacks were prevented, often through violence, from owning property, or loans were not granted to African-American business owners, or black homeowners could not access FHA mortgages, or blacks were excluded from unions, or the police force, or fire departments - meant that black families could not amass any meaningful wealth to bequeath to future generations. That history helps explain the wealth and income gap between black and white, and the concentrated pockets of poverty that persists in so many of today's urban and rural communities (p20).

Datum 11

A lack of economic opportunity among **black** men, and the shame and frustration that came from not being able to provide for one's family, contributed to the erosion of **black** families - a problem that welfare policies for many years may have worsened. And the lack of basic services in so many urban **black** neighborhoods - parks for kids to play in, police walking the beat, regular garbage pick-up and building code enforcement - all helped create a cycle of violence, blight and neglect that continue to haunt us. (21)

Datum 12

But for all those who scratched and clawed their way to get a piece of the **American Dream**, there were many who didn't make it - those who were ultimately defeated, in one way or another, by discrimination. That legacy of defeat was passed on to future generations - those young men and increasingly young women who we see standing on street corners or languishing in our prisons, without hope or prospects for the future. Even for those blacks who did make it, questions of race, and racism, continue to define their worldview in fundamental ways. (p23)

Datum 13

For the men and women of Reverend Wright's generation, the memories of humiliation and doubt and fear have not gone away; nor have the **anger** and the bitterness of those years. That **anger** may not get expressed in public, in front of white co-workers or white friends. But it does find voice in the barbershop or around the kitchen table. At times, that **anger** is exploited by politicians, to gin up votes along racial lines, or to make up for a politician's own failings. And occasionally it finds voice in the church on Sunday morning, in the pulpit and in the pews. The fact that so many people are surprised to hear that **anger** in some of Reverend Wright's sermons simply reminds us of the old truism that the most segregated hour in American life occurs on Sunday morning. That **anger** is not always productive; indeed, all too often it distracts attention from solving real problems; it keeps us from squarely facing our own complicity in our condition, and prevents the African-American community from forging the alliances it needs to bring about real change. But the **anger** is real; it is powerful; and to simply wish it away, to condemn it without understanding its roots, only serves to widen the chasm of misunderstanding that exists between the races. (p24)

Datum 14

This is where we are right now. It's a **racial stalemate** we've been stuck in for years. Contrary to the claims of some of my critics, black and white, I have never been so naive as to believe that we can get beyond our racial divisions in a single election cycle, or with a single candidacy - particularly a candidacy as imperfect as my own. But I have asserted a firm **conviction** - a **conviction** rooted in my faith in God and my faith in the American people - that working together we can move beyond some of our old racial wounds, and that in fact we have no choice is we are to continue on the path of a more perfect union. (p28)

Datum 15

In the white community, the path to a **more perfect union** means acknowledging that what ails the African-American community does not just exist in the minds of black people; that the legacy of discrimination - and current incidents of discrimination, while less overt than in the past - are real and must be addressed. Not just with words, but with deeds - by investing in our schools and our communities; by enforcing our civil rights laws and ensuring fairness in our criminal justice system; by providing this generation with ladders of opportunity that were unavailable for previous generations. It requires all Americans to realize that your dreams do not have to come at the expense of my dreams; that investing in the health, welfare, and education of black and brown and white children will ultimately help all of America prosper. (p32)

