

AN ANALYSIS OF LINGUISTIC FEATURES IN THE SPEECHES OF BUSINESS COMMUNITY

Wienny Ardriyati
(Stikubank University)

Abstract

This research is about an analysis of linguistic features in the speeches of business community which are about the speech of Indonesian President. It is found out that the themes are expressing the remarkable prospect of strategic partnership between Indonesia and India through bilateral economic cooperation and the feeling of pride of the remarkable progress in Indonesia. There are thirteen and five main sectors that are highlighted in the speeches. The words in general are intended to highlight and show how he felt about Indonesia that can cooperate and set up the World Economic Forum's third country in business Forum.

There were two procedures for analyzing the speech of the Indonesian President speeches. This study analyzes the content and the one of its forms. Firstly, the analysis of content had the objectives of finding the theme and the plot of the speech. The same analysis is also given access to analyze the linguistic features. The finding was also supported and cross checked by the use of the semantic analysis of the keywords of the speech as solid clues for the finding. Secondly, the analysis of the choice of form applies selectively Leech and Short' framework (1984) in the form of linguistics categories

He uses many types of the linguistic features, first, lexical categories in which mostly he uses content words such as noun or noun phrases; verbs in the form of illocutionary acts of commissive, expressive, and assertive that convince his audience and fellow citizens that the condition of Indonesia and India enhance cooperation in Business. Also, it is found the use of attributive and predicative adjectives and adverbs. Secondly, to better activate his audience's interest more compound and complex sentences are used. It is grammatical categories; in the speech it shows how the use of compound and complex sentences comprise good coherence. Thirdly, the figures of speech used are metaphor, and very few in the forms of personification and anaphora. The uses of figures of speech help unify ideas for the speeches. The forth is cohesive devices; the cohesion in speech is achieved by the use of cohesive devices such as co-reference pronouns, conjunctions and word repetition throughout the speech.

Key words: *theme, plot structure, linguistics categories, illocutionary, cohesive devises*

Introduction

The importance of English in business comes from its use as a means of communication between speakers of two different languages, for example, people use in business or political speeches. The language required to motivate and persuade in political speeches is a prepared way of linguistic usage which is very different from others in that its imperative is essentially connected with its construction and delivery. In order to demonstrate the power of speech to motivate and persuade, it is therefore necessary to look closely at some speeches which have attempted to accomplish this with varying degrees of success in relation to the circumstances in which they were made.

This paper examines how the President's speeches address the honour to the attendance and participants of The Associated Chambers of Commerce and Industry of India, inviting them to come to the ASEAN Business and Investment Summit in Bali and launching negotiations for Indonesia-India Comprehensive Economic Cooperation Agreement. All those will generate various ideas to the benefit of Indonesia's bilateral Economic Cooperation in terms of its theme, plot structure, stylistic and linguistic categories.

It refers to the way in which language is used in given contexts ("The India-Indonesia business Forum" and "Welcoming Remarks at The Indonesia Co-Co Night") by a given person (The President of Indonesia - Dr. Susilo Bambang Yudhoyono), for a given objectives for welcoming Business Summit and Launching Negotiation for the Economic Cooperation Agreement and the spirit of collaboration and cooperation at the World Economic Forum. Those are following Leech & Short Theory (19845, pp 10-11).

This study tries to answer two problems; the first it is "What are the contents of the speeches concerning on Economic Forum?" The contents meant are the themes and the plots. The second question is "What types of linguistic features are found in the speeches?"

Speech

Speech is the pronounced form of human communication. It is based upon the syntactic combination of lexical and a class of words within a given context. Each spoken word is created out of the phonetic combination and structured.

Talking about speech is like presenting an exposition of an event. Exposition is one of four rhetorical modes discourse, along with argumentation, description and narration. It is also used for speeches within the context of fiction. Exposition is the fiction-writing mode for conveying information. In making a speech, an orator must know the structure of a speech. Good speeches require strong and logical structures. There are many elements to writing a good speech. The structure of a good speech, such as the following: getting audience's attention; preview the main points of a speech; address the main points; conclude the speech; reinforce the general ideas; and call the audience to action.

Theme

The important thing for a speechwriter needs to focus on choosing a theme for the speech. The theme is the message that the speaker tries to express his ideas or opinion.

The key to writing good speeches lies in using a theme. To make it effective in giving a speech, a speech writer applies theme- rein forcers. Theme rein forcers are simply the points that a speechwriter uses throughout his or her speech to 'reinforce' the central idea they are trying to get across. The speechwriter should reinforce a single point instead of focusing on entirely different ideas; his audience will have a greater tendency to remember it. (http://712educators.about.com/cs/speeches/a/speechwriting_2.htm)

Plot

The plot is how the writer arranges events to develop his basic idea. It is the sequence of events in a story or play. The plot is a planned, logical series of events having a beginning, middle, and end. The short story usually has one plot so it can be

read in one sitting. There are five essential parts of plot: Introduction; rising action, climax; falling action; and denouement. (<http://hrsbstaff.ednet.ns.ca/engramja/elements.html#PLOT>)

Lexical categories

They are about category of words which have the same grammatical properties. These elements are at the word level, such as parts of speech, word class, and so forth. There are major and minor lexical categories. In every language it has at least two major lexical categories, those are noun and verb. Beside that in many languages it has also two other major categories, such as adjective and adverb. Whereas the minor lexical categories are such as conjunctions and particles

Figures of Speech

A figure of speech is the use of a word or words diverging from its usual meaning. It can also be a special repetition, arrangement or omission of words with literal meaning, or a phrase with a specialized meaning not based on the literal meaning of the words in it, such as metaphor, simile, anaphora, or personification. (http://en.wikipedia.org/wiki/Figure_of_speech). The figure of speech often gives emphasis, freshness of expression, or clarity. There some types of figures of speech that are used in this speech. Those are mmetaphor, metonymy, personification, and anaphora.

Method

This study analyzes the content and the one of its forms. Firstly, the analysis of content has the objectives of finding the theme and the plot of the speech. The theme of the speech is grasped by means of analyzing the core message of Susilo Bambang Yudhoyono's (SBY) business forum speeches to specify the substantial linguistic and semantic clues that led to the central meaning of the speech as being distinguished from its theme re enforcers. The same analysis is also given access to the main ideas for grouping of elements of the speech to become the main divisions of the plot. Secondly, the analysis of the choice of form applies selectively Leech and Short' framework (1984) in the form of a checklist of linguistics and stylistic categories.

Findings

It is found out that the style of the President' speech is not merely his expression in using the language but the strong content of the business forum that addressed to the audience how the President describes the condition of both countries; Indonesia and India, how the link of cooperation between both of them. Also, he expressed his pride about the Indonesian progress in his welcoming speech at the Co-Co Night.

Themes

Through this successful Business Forum, it will generate various ideas to the benefit of bilateral economic cooperation in the three fields, those are first; developing Indonesian Corridors; strengthening the national connectivity and increasing the capacity of national science and technology. The second theme is celebrating the remarkable progress of Indonesia that is rich in everything, such as the following: there are 1,128 ethnic groups; 748 dialects and the diversity of religion.

The Plots

There are thirteen elements of the plot structure from speech 1: (1) opening, (2) responding the potentials and prospects of the Indonesian's nation with India, (3) convincing that bilateral trade has tripled in the last five years, (4) describing that India and Indonesia share certain strengths, qualities and similar challenges, (5) Showing facts that as countries with large populations face the pressure of population growth on resources and the environment, (6) increasing cooperation and taking advantage of the opportunities in increasing food and renewable energy., (7) inviting to collaborate and cooperate in development and technology, (8) managing Indonesian economy in enduring the recent global financial crisis (9) explaining that purchasing power increases and as the turning point to have a dynamic consumer market (10) developing a master plan for Indonesian economy and achieving a growth strategy, (11) convincing three main

strategies, (12) highlighting nine sectors of cooperation areas, and (13) closing: agreeing on a number of important economic initiatives.

The audience may find out the plot of the Welcoming Remarks (Plot 2) that consists of five elements; such as the opening (1); acknowledging the factual condition of Indonesia (2); presenting statistical poll of Indonesian Economy (3); announcing the progress to set up the world Economic Forum's third country network (4); the Closing: inviting the members to join the economic forum East Asia in Jakarta (5).

Linguistic Features

Lexical Categories

A lexical category is a syntactic category for elements that are parts of the lexicon of a language. The vocabularies used are simple enough, somewhere between formal and colloquial words are found such as; government, community, partnership, youthful, population, and many others. Most lexical categories that are applied are nouns either abstract or concrete nouns; predicative and attributive adjectives; verbs in the forms of illocutionary acts: commissives, expressive, and assertive; and adverbs are found out only in the second speech. For examples:

Nouns

As a whole, the nouns of NPs used in the speech are concrete and abstract nouns. The concrete nouns such as: nation, members of G20, infrastructure, manufacture, mining, trade, energy resources, and service refer to the benefit of bilateral economic cooperation. The proper nouns are in abbreviations indicating a member of countries, such as G20 (the union of the countries that concern in economy), ASEAN.

The abstract nouns such as: commerce, industry, collaboration, cooperation, population, and crisis– referring to event. The dominant concerns of the words, however, is to encourage the business forum with convincing vision – the successful implementation of the ASEAN-India FTA as well as the other component that make it a true comprehensive partnership.

Adjectives

The adjectives are used in the speech both attributively and predicatively. Attributive adjectives mean that adjectives specify the further meaning as expressed by the head word, among other things, as found in: “Indonesia is blessed with **tremendous** amount of **natural** resources and **fertile** soil. We own the **largest natural** gas reserves in the Asia–Pacific region, as well as the world **largest** reserve on geothermal.”

Adjectives are also used predicatively, such as the following: (1) “The government is **providing** fiscal incentives.....” (2) “India is **competitive** in engineering.” (3) “I am very **pleased** to welcome...” (3) “That is a **remarkable** figure by any standard.”

Verbs

The President’s speech mostly used verbs in the form of illocutionary acts. Illocutionary act can be captured by emphasising that "by saying something, we *do* something", as when someone orders someone else to do something. The illocutionary acts that mostly were found out are commissives, such as (1) “I **am counting on the support** and participation of the government of India, and the Indian business community.” (2) “I am very much **committed**, to bringing our bilateral economic cooperation to greater heights.”

The president repeated use of illocutionary acts of assertive by means of developing, strengthening and increasing Indonesian Economic corridors shows his strong determinations to develop Indonesia’ economy such as the used of verbs: to develop, to strengthen , to increase, to spare, to give, etc

Another illocutionary act that the President used is expressive, in which the President shows his concern as the host of the Forum to the members whom the President hopes they will feel welcome, such as in the following: (1) “My third and final and to **thank** you for your friendship for Indonesia.” (2) “... **have a good time** at our Indonesia Co-Co night”.

Adverbs

It was found out that there were some adverbs that give emphasis on the condition, as follows: (1) “How many communities **successfully** rebuilt itself ...?” (2) “How many democracies **effortlessly** find confluence with ...?” (3) “And how many countries bounce back **resiliently** no matter how **hard** they are being hit by ...?”

Grammatical Categories

The President’s speech depends on most intensively on the use of compounding, the use of compound sentences comprising some clauses joined by coordinating conjunctions.

Ideas expressed in nouns or NPs, in verbs or VPs maybe coordinated by the use of coordinating conjunctions ‘and’, ‘but’ and ‘so’. The uses of conjunctions are plentiful both at the clauses and phrases levels among other things, as follows: (1) “Co-Co is short for collaboration **and** cooperation.” (2) “.... by reducing transaction costs **and** creating more synergy among local **and** international growth centre.”

A good speaker is usually aware of the weaknesses of long sentences to attract his audience’s interest. Long sentences may tend to loose audience’s interest in that it may sound too difficult to understand. Thus, as explained above, the President made use of main clauses, he joined the main clauses by the use of conjunctions. He elaborates his ideas by the use of complex sentences created by the use of relative clauses: (1) “The potentials and prospects of our nations are captured in the Strategic Partnership **which** we launched in 2005, **which** is growing by the day to enrich in our bilateral relations. “ (2) “I hope **that** you can feel our humble pride....., and feel our optimism about **what** we have become and **what** the future holds.”

Figures of Speech

The President’s speech uses figurative language – a language that should not be taken literally. It is used as a way of saying something other than the ordinary way. The figures of speech used are not so many, such as metaphor and anaphora.

Metaphor (speech 1)

Metaphor is used to compare things that essentially unlike such uses are intended to say something more vividly and forcefully. It is the substitution of a word for a word whose meaning is close to the original word. (<http://www.nipissingu.ca/faculty/williams/figofspe.htm>)

When referring to the good time and condition of the economy when Indonesia and India have met in business community, the President describes it: “Its great to be back here **to feel the pulse** of dynamic India.” When talking about the population that increases rapidly, he describes: “we are going to enter **a demographic bonus**” period for the next 20 years.”

When pleading to the audiences who come for the Business Forum, he expects that the bilateral economic will be put into consideration, he describes; “I am very much committed, to bring our bilateral cooperation to **greater heights**.”

When referring to welcome the members who join in the business forum and come to Indonesia, the President describes; “ I am sure you will find it easy to **feel at home right away**.”

Anaphora (speech 1 and 2)

Anaphora is a repetition of a word at the beginning of a clause, line or sentence. It is the use of the same word or phrase at the beginning of several successive clauses, sentences, lines, or verses. It usually means for emphasis or rhetorical effect. (http://encarta.msn.com/dictionary_1861585420/anaphora.html)

In the speech when the President describes about the Indonesian country using some anaphora such as, “is blessed”; “pro growth, pro poor, pro jobs and pro environment”; “let us..” (speech 1)

In speech 2 there are eight sentences that contain anaphora that repeats certain words such as following examples the uses of the words “how many....?” There are nine sentences that apply the question words “how many...?”

Personification

Personification is representation of an object or concept as if it were a person. The President uses one of the figures of speech is personification. He mentions the member of a country by saying only the name of the country, such as the following: (1) “**India and Indonesia** must enhance our cooperation.” (2) “**Indonesia** is also facing the challenge....” (3) “I am sure at how much **Indonesia** has changed for the better...”

Cohesive Devices

Cohesive ties can manifest in form of reference, substitution, ellipsis, conjunction and lexical cohesion. Halliday and Hasan (1985: 73). The cohesive ties that are found in the speech are reference, conjunction and words repetition.

Pronouns are intensively used for co- reference as grammatical cohesive devices as found among other things, as the following: (1) “At the same time, **we** are going, **our** bilateral **Our** next target....” (2) “....., **we** are developing a master plan And beyond **our** vision is to achieve...”

Another, larger class of ties is referred to as **conjunction**. Halliday and Hasan define these as linkers which serve to connect sentences to each other, and in their description exclude the use of conjunctions within the sentence. In the speech it is found the use of conjunctions that show addition, as follows: (1) “**Moreover**, Indonesia is blessed with tremendous amount of natural resources **and** fertile soil. We own the largest natural gas reserves in the Asia–Pacific region, **as well as** the world largest reserve on geothermal.”

Cohesive ties such as **words repetition** are also used by the President in his speech. It is mentioned that in the speech it is repeated two times the word “Co-Co Night’ .There are other repeated words “how many” and “remarkable” in the second paragraph of the speech. They are repeated many times as the President wants to show the remarkable progress of Indonesia.

Conclusion

Based on the above discussion it could be explained that the Linguistic Features in the speeches of business Community that will generate various ideas to the benefit of

bilateral economic cooperation are mostly look alike, such as: developing Indonesian Corridors through the world of business community (1) strengthening national connectivity; (2) increasing the capacity of national science and technology; (3) expressing the pride about Indonesia's progress

The Plots

In the speeches there are thirteen elements of the plot structure of speech one and five elements in speech two.

Linguistic Features

There are some linguistic features that are applied in those speeches. Those are as follow;

1. Lexical Categories. The president can create a vivid visualization for the listeners through the use of adjectives, nouns and verbs in the speech.
2. Grammatical Categories. The content of the speech shows the use of combining words into compound and complex sentences. The way of combining the words into compound and complex sentences can create the texture and content of the speech.
3. Figures of speech. The President also uses the figurative language to give a touch in his speech. He uses metaphor, anaphora, and personification.
4. Cohesive ties are typically single words or phrases that generally make the text link together. There are three cohesive devices used in the speeches, those are pronouns, words repetition and conjunctions

References

Beard, A., (2000) *The Language of Politics*, London: Routledge

- Halliday, M.A.K. and Hassan, R., (1976) *Cohesion in English Language*, Series 9. London: Longman.
- Halliday, M.A.K. and Hasan, R, (1985) *Language, Context and Text: Aspects of Language in a Social-Semiotic Perspective*. Victoria 3217: Deakin University Press.
- Kelly, M. (2011). Effective Speech Writing, Retrieved March 7, 2011, from http://712educators.about.com/cs/speeches/a/speechwriting_2.htm
- Kirk, J., and Miller, M. L. *Reliability and Validity in Qualitative Research*. Thousand Oaks, Calif.: Sage, 1986.
- Leech, G., & Short, M.H (1984). *Style in Fiction A Linguistic Introduction to English Fictional Prose*, Third Edition. London and New York: Longman
- Perrine, L. (1988). *Literature: Structure, sound, and sense* , Fifth Edition, Orlando: Harcourt Jovanovich
- Radford Andrew, Atkinson Martin, Britain David, Spencer Andrew (1999) *Linguistics: an Introduction*, Cambridge; Cambridge University Press
- Robert, I , B., *Figures of Speech*, Retrieved March 13, 2011 (http://www.biblicalstudies.org.uk/article_idioms.html0)
- Susilo Bambang Yudhoyono. THE INDIA-INDONESIA BUSINESS FORUM NEW DELHI, 25 JANUARY 2011, Retrieved March 5, 2011 from <http://www.presidensby.info/index.php/eng/pidato/2011/01/25/1568.html>
- Susilo bambang Yudhoyono, WELCOMING REMARKS AT THE INDONESIA CO-CO NIGHT, Retrieved March 5, 2011 from <http://www.presidensby.info/index.php/eng/pidato/2011/01/28/1570.html>
- Longman Dictionary of Contemporary English, New Edition, 1989, Longman Group U.K. Limmited
 (http://www.ehow.com/how_4461036_structure-speech.html#ixzz1Yrm3WFDE)
 (<http://www.nipissingu.ca/faculty/williams/figofspe.htm>)
 (http://encarta.msn.com/dictionary_1861585420/anaphora.html)