

**ANALYSIS OF ARGUMENTATION CONSTRUCTION  
IN PRESIDENTIAL DEBATE AT FORTY-FOURTH AMERICAN  
ELECTION  
(Barack Obama and John McCain)**

**THESIS**

*Submitted as a Partial Fulfillment of the Requirements to Get Strata One (S1) Degree*



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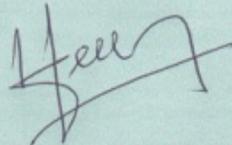
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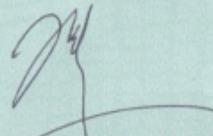
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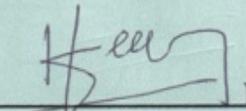
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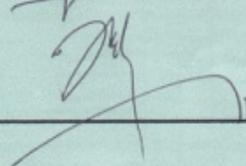
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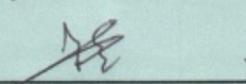
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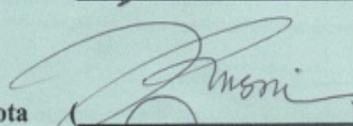
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## **ABSTRACT**

### **Analysis Construction of Argumentation in Presidential Debate at Forty-Fourth American Election (Barack Obama and Jhon McCain).**

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An argumentation is considered as practical of a discourse. Thus, it is the product of the hierarchical, situated sequence of utterance, indexical, propositional and illocutionary acts carried out in pursuit of some communicative goal. As the objective, an argumentation engages with language use and function. It works in how language applies in certain circumstance and pattern of language use raised in certain purpose. Since argumentation may be practised as written and spoken discourse, researcher focus on spoken argumentation construction which occurred in American Presidential Debate Forty-fourth on this research. Therefore, the purpose of the research to describe about construction of argumentation, which functions of argument are applied and structures of the argument function created during the debate. The result of the research shows that those argument functions - raised in Stephant Toulmin's Argumentation model -are not always occurred in an argumentation. hence, the structure of an argumentation in the debate may be constructed by claim function and warrant function at least. Furthermore, warrant function occurred mostly in the argumentation. As spoken argumentation (debate) which is created spontaneously, warrant function become important because it is "common ground" of speaker and hearer.

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# CHAPTER I

## INTRODUCTION

### **A. Background of the Problem**

Argumentation can be found and captured in a variety of fields ranging from scientific publications to agent interaction. It is something common in communication interaction. In every language activity, making argumentation is part of language production where language and argumentation are work as a unit. In order to reach goal of communication whether to convey information, opinion or thought, argumentation involves within.

Argumentation is aimed for convincing or persuading. An interactive argumentation usually starts with an initial proposition started by a single creator. Then, it is followed by supporting position or counter-proposition from other contributors. In this case, argumentation has a great deal with social interaction where the contribution of argumentation can lead the perception of social member toward issues are growing up. It states to Rankema (1993:127) that the purpose of argumentation is to change attitude. A popular definition of attitude is general evaluations people hold with regard to themselves, other people, object and issues. These general evaluations are believed to be an important determiner of behavior. Thus, by changing attitude, communicators hope to change the behavior of recipients.

In language interaction, argumentation is integrated in practical language as a unit of speech act. Practically, Argumentation is aimed to reach compromise or a goal of communication. For example, a good lawyer should be able create a great argumentation to prove a case in a court, an economist must be able to convince

his client in a negotiation and scientist should be able to flow his research finding clearly in order to give understanding to people. Those language activity above are sample activities where of argumentation takes apart, furthermore to reach the goal of those activities are needed a good argumentation.

Reasoning process is an important thing to reach goal of argumentation. To gain that point argumentation is constructed through arguments with involving functions of language in those arguments. The appeal of functioning language is an attempt to construct arguments becomes a reasonable argumentation. Through reasoning process, participant will evaluate the argumentation to define their attitude. Based on the purpose and process constructing argumentation, there are some benefit that can reach through argumentation study. Argumentation study can make someone think logically and it can stimulate critical thinking.

In order to make an argumentation acceptable, it must be formulated by strong arguments. So that, its construction must contain by fact or datum that can prove argumentation claim. A worth argumentation is constructed by arguments that can be accepted rationally and evaluated logically. In other word, creating argumentation is a way to practice rationally in proposing opinion. Johnson (2000:158) says that practice argumentation is a process of arriving a shared rationally supported position on an issue and characterizes it variously as a truth about the issue.

Moreover, argumentation study may also stimulate critical thinking practice. Massi (2001) says that argumentation is the study of human communication that seeks to persuade through reasoned judgment. In the end of argumentation, participants is hoped to evaluate the argumentation and decide their attitude as an

argumentation judgment. In order to judge, argumentation has to be evaluated base on arguments that construct an argumentation, which is the arguments can be accepted rationally or not with reason or fact are provided within. Thus, judgment toward an argumentation is not merely emotional or subjective judgment. In sort, argumentation can be equipped to analyze argument effectively. So that, it will help in tutorial discussion, critical reading and writing assignments, in other word, argumentation study can be equipped to practice thought critically.

Practically, argumentation can be found in several argumentation practices. Debate is one of Argumentation practice. It is states to Steger (in Winsniewski, 2006) says that the analysis of oral communicative products (include argumentation) as discourse divided into six types: presentation, message, report, public debate, conversation and interview. Debate means encouraging critical thinking, personal expression, and tolerance of other opinion. Today, debate still remains assemblies to make public opinion in order to collect majority agreement (Travers, 1995).

In other hand, practical argumentation in debate is different than others argumentation practice such as in presentation, speech, or advertisement. Spontaneous argument is an interest thing in practical argumentation in debate. Arguments in debate cannot be prepared well such other argumentation practice such speech or presentation. In debate, argument thesis is lunched during the debate, thus, convincing and persuading arguments are depend on how much knowledge do debater have. It state to Schiffirin (1985:35) says the organization argumentation in debate is based on background knowledge of debater toward issue raised.

Moreover, argumentation in debate is proposed for public audience with different background whether education, social or culture. Those differences will cause different perception, because same argumentation may not work for certain people. Based on that problem, Parelman (1993:161) in his work says that in public argumentation, arguments are modified for different audience to find an effective argument to be one that convinces others of its point.

One practice argumentation in debate can be found in process of American presidential election that calls as presidential debate American election. Presidential American election in 2008 was an important historical event toward democracy process in United States. That was election forty-fourth American election where is first time for black people become candidate of president in process democracy in American. As the process of democracy election, there was an important section that called as debate president candidates or presidential debate. The debate provide president candidates from Democrat party (Barack Husain Obama) and Republican Party (John McCain) for arguing argumentation and deliver their vision and mission toward next government in United states in order to gain the people in election later on.

### **B. Identification of the Problem**

Researching on argumentation conduct about convincing and persuading that will affect toward attitude and attitude change. Rankema (1993: 128) says that there are four major factors of argumentation that could be researched. The first factor is the source. The demand made on the source has to do with credibility and the feeling (sympathy/ antipathy, like/ dislike) the source evoke. The source of

communication has good deal of influence on the like hood of shift in attitude concerning a specific issue.

Second factor is message. It relate to which order should one present the argument. How language is functioned to construct an argumentation in order to make an argument convince effectively. The third factor is channel, it relates to language used. This is easier when message conveys with verbal or non-verbal language. The last factor is receiver. The same message may have different effect on receiver. How much background knowledge does receiver have, the initial attitude and how receiver involved with the topic are point that can be researched in receiver factor.

### **C. Limitation of the Problem**

Considering the wide scope of argumentation study, this research will focus on message factor of argumentation where construction of argumentation becomes focus of argumentation. The object of this study is about presidential debate; therefore, the research is conducted to analyze construction of argumentation in presidential debate at forty-forth American election.

### **D. Formulation of the Problem**

The problem of the study will be formulated as follows: "What is the construction of argumentation in presidential debate of forty-forth American election?"

### **E. Research Question**

The research problem above is formulated specially in following research question:

1. What is the function of argument occurrences in presidential debate of forty-fourth American election?
2. What is the structure of argumentation occurred in presidential debate forty-fourth American election?

### **F. Purpose of the Study**

This study aims at identifying: The construction of argumentation used in presidential debate of forty-fourth American Election.

### **G. Significance of the Study**

The findings of this research are expected to be useful to enrich people knowledge about argumentation. It is hoped to give description about the construction of argumentation in presidential debate, especially presidential debate in Forty-fourth American election. In General, researcher hopes that the result of this research gives figuration about how to construct an argumentation especially to persuade people in term debate or discussion and giving more contribution to linguistic field, particularly discourse analysis.

## **H. Definition of the Key Term**

Construction Argumentation : Structure of argumentation that are constructed by arguments utterances where function of language appeal.

American Presidential Debate : A partial democracy process during president election in United States which provides president candidates to argue their presidential proposal program.

Forty-Fourth American Election : An American President Election which presented Barrack Obama And John McCain as President candidates.

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### A. Conclusion

The purpose of the research is to describe the process of argumentation which engages with the construction of argumentation during American presidential debates. From the data of the research, 174 argument utterances were found that functioned to construct argumentation structure. The data were analyzed and concluded that there are 18 argument utterances that functioned as claim (10.34%), 13 argument utterances functioned as support (7.47%), 76 argument utterances functioned as warrant (43.68%), 23 argument utterances functioned as qualifier (13.22%), 10 argument utterances functioned as rebuttal (5.75%), and 32 argument utterances functioned as backing (19.54%). Meanwhile, among those argument functions, the warrant function is used more by both candidates.

Moreover, these arguments were structured to construct the argumentations. In the third American presidential debate, 44 raised five forms of argumentation structure. The first argumentation structure raised is claim, which comes in the beginning of argumentation and is followed by support which motivates the claim. The support is strengthened by warrant, which is supported by backing. At the end of the argumentation structure, a qualifier is made. The second argumentation structure, the speaker raised his claim function. Furthermore, his claim function stimulates the support function. Moreover, the speaker raised the warrant function, which is used to strengthen his claim function and link the claim and support in the form of

assumption. The third foam raised by showing support function first. Then, it motivated claim function to respond the debate thesis. furthermore, the speaker raised warrant function as strengthen or leading public assumption between the support function and claim function. At the end, speaker ensure whole of his argumentation by giving summation point in qualifier function the speaker raised his claim function at the beginning as respond of debate thesis. the fourth foam is the speaker stated the claim function and the claim stimulated warrant function and then, the speaker ensure the argumentation by submitting qualifier function. The last foam is the speaker stated claim function first, and the claim function stimulate support function as strengthening the idea. moreover, speaker raised assumption by functioning warrant function within argument and as back up of the function speaker raised backing function to support his warrant function. As a summation point, speaker raised argument which involving qualifier function. At the end, as an order to weakening other speaker statement, he raised rebuttal function as an objection toward the other of the previous statement. From all those argumentation structure, there two argument functions involve at least. They are claim or warrant functions. In sort, an argumentation may initiate by a claim and strengthened by warrants function or warrants functions first as motivation of claim.

### **B. Suggestions**

Based on the finding of the research, writer suggest to politician and debater or to argumentation practical (Both oral and written argumentation) apply more function argument, in order to strengthen the argumentation raised.

Moreover, to make the argumentation acceptable rationally, it suppose to be arranged by good chronicle order of functioning argument within structure argumentation in order to make receiver understanding about the idea of the argumentation.

Furthermore, researcher wants to suggest to another researcher who is interesting in study argumentation, to extend the research in order to get more finding about study argumentation. Writer realizes that this research is not complete all aspect of argumentation yet. I hope there will be another research that can fill the other point of view about research in argumentation. Researcher hope will be another research about argumentation in other argumentation practices also.

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