


Terbit online pada laman web jurnal : <http://e-journal.sastra-unes.com/index.php/JILP>

 Fakultas Sastra Universitas Ekasakti	JURNAL JILP (Jurnal Ilmiah Langu and Parole) Volume 3 Nomor 2	
	ISSN : 2581-0804 (Media Cetak)	E-ISSN : 2581-1819 (Media Online)
Received: 30-07-2020	Revised: 20-08-2020	Available online: 31-08-2020

IMPLICATURE IN BARRACK OBAMA'S PRESIDENTIAL CANDIDACY ANNOUNCEMENT SPEECH

Widya Fhitri, S.S.M.Hum.¹, Rabbi Antaridha, S.S.M.A.², Irsyad Shabri, M.Hum.³

¹Dharma Andalas University. Padang. West Sumatera.

Widya_fhitri@yahoo.com

²Dharma Andalas University. Padang. West Sumatera.

³Dharma Andalas University. Padang. West Sumatera.

Abstract

This research describes the use of implicatures. This study aims to see the message in Barack Obama's campaign speech. Furthermore, this study uses the implicature theory proposed by Grice and George Yule, the language function theory proposed by Geoffrey Leech and complemented by the ethnographic theory of communication by Dell Hymes.

The data is taken from Barack Obama's utterances delivered in a campaign speech in Springfield, Illinois, USA on February 10, 2007. This research follows the research phase proposed by Sudaryanto. At the basic stage of the data, the writer used the listening method and the technique of listening to the free and speaking competently. At the analysis, the researcher used the pragmatic matching method.

Based on the analysis, the researcher found forty-two implicatures contained in the thirty-eight teachings of Barack Obama in the campaign speech. In addition, each implicature has a different function and purpose.

Keywords: Politeness, Implicature, Speech, Presidential, Candidacy

© 2020 Jurnal JILP

I INTRODUCTION

According to Yule (1996: 33), he stated that it is attempt in explaining how hearer gets what is said to what is meant that something must be more than just what the words mean. An additional conveyed meaning is called an implicature". It means that implicature gives more information behind an utterance. It is more communicated than what is said. Therefore, implicature does exist in our daily conversation.

In other word, there is an implied meaning hidden behind speaker's utterances because sometimes the speaker wants to deliver his or her

intentions implicitly. The purpose of this thesis is to examine Senator Barack Obama's speech which was delivered in Springfield, Illinois on 10 February 2007. When this speech had been delivered, Barack Obama was still in the nomination of Democratic Party. He was competing with Hillary Clinton. Thus, Barack Obama was as a pre-candidate of American president post before being officially nominated by his own party. Furthermore, the writer tried to reveal the implied meaning uttered by Barack Obama. The speech is interesting to examine

<https://doi.org/10.36057/jilp.v3i2.440>

Jurnal JILP (Jurnal Ilmiah Langu and Parole) Vol. 3 No. 2 (2020) ISSN : 2581-0804

This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/).

linguistically because the language used in the speech is probably chosen deliberately and may have implicit meanings that are not obvious at a first glance. The study is therefore relevant in attempting to reach a better understanding of language used in political speech that many people find complex.

In this research, the writer analyzed the implicature in political speech which is found in Barack Obama's campaign speech. He was a candidate to the 2008 US president election. This is a short part of candidate Obama's statement: Let's be the generation that ends the poverty in America...". There is a meaning behind the utterance and we have to interpret the intention hidden behind it. Therefore, the writer is interested to analyze about

implied meaning of Obama's speech with the title "Implicature in Barack Obama's Presidential Candidacy Announcement Speech.

Generally, there are some functions or purposes of the speech, such as to give information, ideas, influence the auditor and so on. The main purpose of a speech especially in Obama's campaign speech is to influence or attract the audience's attention and its vote. So, the writer would study the implied meaning

of that speech that is formulated on the research question below:

1. What are the implicatures in Barack Obama's presidential candidacy announcement speech?

The research is mainly aimed to find the answer by solving this problem which has been formulated in previous explanation that is:

1. The writer will find out the implied meaning of some utterances in Obama's speech. Mostly, in the political speeches (campaign), the speaker creates the utterances to deliver his or her ideas indirectly.

In Obama's speech, there are many statements that contain the implied meaning. In this analysis, the writer has to interpret what the speaker's

intention is. Therefore, in this research, the writer would limit the discussion by

selecting some utterances. However, this research focuses only on the meaning which is found in some utterances of Obama's campaign speech which was delivered in Springfield, Illinois USA on February 10, 2007. As a result, the writer could find out the implicature of utterances that is presented.

II RESEARCH METHODS

In this research, the data are taken from Senator Barack Obama's speech, given in Springfield, Illinois USA on February 10, 2007. The data are downloaded by searching <http://www.youtube.com> July 2020. The transcription is provided in appendix.

Furthermore, the writer used Observational Method in collecting the data and Non-Participant's Observation Technique. This method is proposed by Sudaryanto and he calls this method as Metode Simak. Sudaryanto (1988: 2) states that *metode simak, karena memang berupa penyimakan dilakukan dengan menyimak penggunaan bahasa*". Then. Non-Participant's Observation Technique is called as *Teknik Simak Bebas Libat Cakap* is also proposed by Sudaryanto. As stated by Sudaryanto (1988: 2) *peneliti tidak terlibat dalam dialog atau konversasi*". It means the researcher does not take part in the conversation process. In this case, the researcher is only considered as the observer.

Furthermore, the writer would find out the implied meaning.

After collecting the data, the writer analyzed the data by applying implicature theory which is proposed by Grice and George Yule, and the function of language which proposed by Dell Hymes. Beside that, the writer also uses *Metode Padan Pragmatis* or Pragmatic Identity Method proposed by Sudaryanto to identify the data. Sudaryanto (1993:

14) states that *"bila orang sampai pada kepada penentuan bahwa kalimat perintah adalah kalimat yang bila diucapkan menimbulkan reaksi tindakan tertentu dari mitra wicara dan kata afektif adalah kata yang bila diucapkan menimbulkan akibat emosional tertentu*

pada mitra wicara". It means that when someone speaks, he or she will produce utterances which influence the hearers to do

<https://doi.org/10.36057/jilp.v3i2.440>

something or gives an effect toward the hearer. It is conveyed pragmatically. Moreover, the writer also used other theories related to this research to interpret the implied meaning. In other word, the writer analyzed the data by observing the utterances.

The last step is presenting the result of analysis. In this step, the writer used descriptive form to explain the

information about the meaning hidden behind the utterances. Descriptive form means that the explanation is given in the form of

III RESULTS AND DISCUSSION

Generally, in this chapter the writer explains implicature in Barack Obama's presidential candidacy announcement speech. This speech was delivered in order to announce to the audiences that Obama will be one of the candidates of American President Election. Furthermore, the data are analyzed to find them implied meaning in Barack Obama's speech.

Language used in political speech has multiple meanings. It does not only bring literal meaning but also

implied meaning or implicature. It can be seen as follow:

Text 1

"We all made this journey for a reason. It's humbling, but in my heart I know you didn't come here just for me, you came here because you believe in what this country can be. In the face of war, you believe there can be peace. In the face of despair, you believe there can be hope. In the face of politics that's shut you out, that's told you to settle, that's divided us for too long, you believe we can be one people, reaching for what's possible, building that more perfect union".

In this statement, Obama tried to open the speech decently. We can see it by following way: (1) "*It's humbling*". As proposed by Leech, this utterance belongs to expressive function because he wants to express his feelings toward the audiences. Obama feels excited because the audiences come to his campaign and he appreciates the audiences. One of the possible implied meanings that can be derived from utterance (1) is in the following text:

(1a) *I thank you the audiences for your coming*

sentences. Moreover, to support and complete the analysis, there is a appendix form to draw the result of classification for each strategy used by the candidate. The table form is aimed at seeing the significant strategy they used. Furthermore, to support the presentation, there is a technical way in presenting this research by listing some important point, finding and explaining each point in oral form in front of the examiners.

That above text, (1a) is regarded as one of the implied meaning of the utterance (1) by relating it to ethnography of communication as proposed by Hymes. Participants are the politician and his audiences. The topic is politics. The setting is during campaign. The purpose of the speech is to influence the audience.

Then, Obama did not want the campaign to be only focused on him.

Obama tried to deliver the opening of his speech by attracting the attention of the audiences. Obama tried to be down on the earth so that the audiences will be affected by his statement. That can be seen in the following utterance:

(2) *"You didn't come here just for me, you came here because you believe in what this country can be*

They do not come just to attend the campaign, they do not come just for Barack Obama, but they come there

because they believe this country can do something that could change the situation in America particularly and the world generally. From this utterance, the one of possible implicature is:

(2a) *There is still a hope to make a changing for this country.*

Furthermore, Obama continues his opening speech as seen in the following sentence:

(3) *"In the face of war, you believe there can be peace. In the face of despair, you believe there can be hope"*

Pragmatically, in using language what the speakers say may not be the

<https://doi.org/10.36057/jilp.v3i2.440>

same as what they mean. Thus, from that utterance, the possible implied meaning is predicted in the following text:

(3a) *I will bring the changing for America.*

He tried to convey implicitly that after disorder, there is a way to end it, there is a solution to overcome the problems but the main point is we must be one people in order to build that country to be a perfect union. He said so because there were much disorders caused by the previous government's policies.

Text 2

"That's the journey we're on today. But let me tell you how I came to be here. As most of you know, I am not a

native of this great state. I moved to Illinois over two decades ago. I was a young man then, just a year out of college; I knew no one in Chicago, was without money or family connections. But a group of churches had offered me a job as a community organizer for

\$13,000 a year. And I accepted the job, sight unseen, motivated then by a single, simple, powerful idea - that I might play a small part in building a better America".

In these statements, Obama wants to introduce himself to the audiences how he early came to Springfield. First, he explained his background. He told about his not being native American. That he is from different social culture. The following statement is the illustration of that:

(1) *"I am not a native of this great state"*

As proposed by Leech, this utterance belongs to informative function because he informs the audiences that he is not genuinely a native of that state. He wanted to convey the audiences that he has an ability to lead that country. From the utterances, the possible implied meaning is predicted as:

(1a) *Even though I am not a native, I love this country, that is why I want to be the next president in this great state.*

Furthermore, beside Obama described his personal background, he

also describes his first job when he was out of college. He also tried to convey to the audiences that he was an autonomous young

man. He could live without money or family connections as stated in the following utterance: (2) *"I knew no one in Chicago, was without money or family connections"*

From the above utterance, the possible implicature can be predicted as:

(2a) *I have ever felt living in hard condition.*

Based on the above datum, the writer argues that Obama wanted to convey to the audiences that he had been

working for the society especially in poorest neighborhood since he was a young man and he gave the contribution

to that country as in the following sentence:

(3) *"But a group of churches had offered me a job as a community organizer for \$13,000 a year. And I accepted the job, sight unseen, motivated then by a single, simple, powerful idea"*

From his utterances, the possible implicature are predicted as follows:

(3a) *I have faced and known many poorest neighborhoods.*

(3b) *I have been involved in building America.*

Thus, he wanted to show them that he has done much to that country long time ago before the goal to become the president.

Text 3

"My work took me to some of Chicago's poorest neighborhoods. I joined with pastors and lay-people to witness communities that had been ravaged by plant closings.

I saw that the problems people faced weren't simply local in nature - that the decision to close a steel mill was made by distant executives; that the lack of textbooks and computers in schools could be traced to the skewed priorities of politicians a thousand miles away, and that when a child turns to violence, there's a hole in his heart no government could ever fill".

In these utterances, Obama tried to express his experiences during his work for communities of churches. We

can see that on his utterances in the following sentence.

(1) *"My work took me to some of Chicago's neighborhoods"*

After joining with pastors, he knew more about poorest neighborhoods

in Chicago. We can predict one possible implied meaning in the above sentence in the text below:

(1a) *I want to decrease the poverty in America.*

Text 4

"It was here, in Springfield, where I saw all that is America converge farmers and teachers, businessmen and laborers, all of them with a story to tell, all of them seeking a seat at the table, all of them clamoring to be heard. I made lasting friendships here - friends that I see in

the audience today".

In these utterances, Obama tried to encourage all of people or the audiences without knowing their jobs.

Below is that citation that explains it:

(1) *"... where I saw all that is America converge - farmers and teachers, businessmen and laborers"*

The possible implicature that can be derived from his utterance is:

(1a) *I am impressed with this unity. There is no diversity*

Furthermore, each of them is looking for the solution to his problem. Then Obama tried to give them hope. The statement below explains it clearly. (2) *"all of them with a story to tell, all of them seeking a seat at the table,*

all of them clamoring to be heard".

The possible implied meaning which can be interpreted from his

utterances is in the following text:

(2a) *We need the breakthrough of these problems and I will pay attention to these.*

Moreover, we are able to interpret or find the implied meaning that Obama wanted to get the support

from the audiences for his goal to be the next president of America. We can analyze it from his utterance:

(3) *"I made lasting friendships here - friends that I see in the audience Today*

From the above text, the one possible implicature as stated in the following sentence:

(3a) *I need your endorsement to lead America*

It means he regarded all of the audiences as his friends and it is also the strategy of Obama to get closer to the audiences and asked the endorsement implicitly. Moreover, he also made a good impression to the audiences.

Text 5

"That's why we were able to reform a death penalty system that was broken.

That's why we were able to give health insurance to children in need. That's why we made the tax system more fair

and just for working families, and that's why we passed ethics reforms that the cynics said could never, ever be passed. It was here, in Springfield, where North, South, East and West come together that I was reminded of the essential decency of the American people - where I came to believe that through this decency, we can build a more hopeful America".

In these statements, we can interpret and find the implied meaning

behind it. Obama wanted to criticize and change the previous government system and its policies. He is

disappointed because the tax system is applied not only for working people but also for non working people. That can be seen in the following sentence:

(1) *That's why we made the tax system more fair and just for working families.*

From the above text, we can predict one possible implied meaning as stated in the following sentence:

(1a) *I will fix this system and we must do it.*

Thus, he wanted to change or reforms all of the system and makes the policies to be fairer and gives the benefit

to anyone who needs it. He implicitly explained the programs that would be done if he was elected as. We can interpret it by considering his utterances:

(2) *"That's why we were able to give health insurance to children in need.*

That's why we made the tax system more fair and just for working families". The one of possible implicature can be seen in the following text:

(20) *I offer these programs and we would be better. Furthermore, he also delivered his idea that the one way to build a better America is*

<https://doi.org/10.36057/jilp.v3i2.440>

decency, we can build a more hopeful America". By considering his utterance, we can interpret that Obama tried to honor the American people implicitly.

Text 6

"And as people have looked away in disillusionment and frustration, we know what's filled the void. The cynics, and the lobbyists, and the special interests who've turned our government into a game only they can afford to play. They write the checks and you get stuck with the bills, they get the access while you get to write a letter, they think they own this government, but we're here today to take it back. The time for that politics is over. It's time to turn the page".

In these utterances, we can find the implied meaning that Obama tried to criticize and tease the people who are

seating in the government but he did not want to say it straightly. It is called as euphemism that speaker conveys or persuades the hearer smoothly. We can see it on his utterance in the following sentence:

(1) *"They write the checks and you get stuck with the bills, they get the access while you get to write a letter, they think they own this government, but we're here today to take it back".*

From the above text, the possible implied meanings can be predicted as follows:

(la) *We have got to reform and take back the government system together.*

(lb) *We have got to create a good and clean governance*

It is impressed that the people who are seating in the government have easiness and can manage the government as far as they want. It seems that they own the

government. So, Obama invited all of American people to change the government system, to take it back and start turning the government.

Text 7

"But Washington has a long way to go. And it won't be easy. That's why well

have to set priorities. We'll have to make hard choices. And although government will play a crucial role in bringing about the changes we need, more money and programs alone will not get us where we need to go. Each of us, in our own lives, will have to accept responsibility - for instilling an ethic of achievement in our children, for adapting to a more competitive economy, for strengthening our communities, and sharing some measure of sacrifice. So let us begin. Let us begin this hard work together. Let us transform this nation"

In these utterances, Obama delineated implicitly which it is not easy to build up America. He described that even though the government has important role making the change but

the program is not always running as well. We must have responsibility in every aspects of life. We can see that on his utterance in the following text:

(1) *"Each of us, in our own lives, will have to accept responsibility".*

In the above text, the one possible implicature can be predicted as:

(la) *I want all of us to cooperate in developing all aspects of life.*

It requires each of them to accept the responsibility in order to build a better America. That is why he needed the

supports from audiences particularly and American people generally.

Furthermore, Obama requested the audiences to wake up. The following citation tells more about that:

(2) *"So let us begin. Let us begin this hard work together. Let us transform this nation".*

As proposed by Leech, this utterance belongs to directive function because Obama asked the audiences to reform that nation. From the above text, the one possible implied meaning is as follow: (2a) *Vote me and we start to do this work*

In politic language, especially in oratory, the speaker or politician will try to influence his or her audiences by using language implicitly. Therefore, the main point during the oratory is that the politician wants the audiences to vote him or her. That is why the word vote appears in order to achieve his or her

desire. Thus, Obama asked all people to work together and got to set up the priorities. He could do that just if he was elected. So he needed their supports.

Text 8

"Let us be the generation that reshapes our economy to compete in the digital age. Let's set high standards for our schools and give them the resources they need to succeed. Let's recruit a new army of teachers, and give them better pay and more support in exchange for

more accountability. Let's make college more affordable, and let's invest in scientific research, and let's lay down broadband lines through the heart of inner cities and rural towns all across America".

In these utterances, we can interpret Obama's utterance and also find the implied meaning hidden behind it. From the datum, we can analyze the implied meanings which contain in that utterance. This utterance has the same intention with the previous utterances. We can see it on his following statement:

(1) *"Let us be the generation that reshapes our economy to compete in the digital age".*

He always invited and requested the audiences to do these programs together. The possible implied meanings can be seen in the following sentence: (1a) *Choose me and we will rebuild our economy system.*

Then, these programs would be done if he was elected as the next president. As the writer explained

before, language in political speech has multiple meanings. But most of them have the implied meaning (implicature). According to Thomas and Wareing (1999: 55), they describe that implicature is a way in which listeners can understand the assumptions hidden behind an information without asserting those assumptions explicitly. The word choose in this implicature appears as the additional information from the speaker's intention. It implicates what the speaker's thoughts. Thus, Obama tried to describe the programs implicitly that he offered to the audiences which can be seen in the

following text:

(1a) *"Let's make college more affordable,*

and let's invest in scientific research, and let's lay down broadband lines through the heart of inner cities and rural towns all across America".

In the above text, the possible implied meaning can be predicted as follow:

2a) *I make sure that my programs will be touching all aspects*

Moreover, he wanted all American people to participate in building up America through his programs. He tried

to attract the attention of the audiences by saying that his program included all aspect of life.

Text 9

"Let's be the generation that ends poverty in America. Every single person willing to work should be able to

get job training that leads to a job, and earn a living wage that can pay the bills, and afford child care so their kids have

a safe place to go when they work. Let's do this".

In these utterances, the one possible implicature is that Obama invited all stakeholders in America to fight against poverty. We can see it on his utterances stated in the following sentence:

(1) *"Let's be the generation that ends poverty in America".*

As proposed by Leech, this utterance belongs to directive function because Obama requested audiences to be the generation who concern about poverty in America. In the above text we can interpret the possible implied meanings as follows:

(1a) *Vote me and we will decrease the poverty in America.*

(1b) *It is our necessary to resolve it.*

Furthermore, Obama tried to convey to the audiences that he really concerned about poverty and jobs. Below is his statement:

(2) *"Every single person willing to work should be able to get job training that leads to a job, and earn a living wage that can pay the bills, and afford child care so their kids have a safe place to go when they work".*

In the above text, the possible implied meaning can be predicted as:

(a) *I will create the opportunity and the equality of rights properly.*

Obama wanted every people in America to get training, earn a proper wage so that they can pay the bill and fill daily necessities. And also Obama implicitly wanted to lift up the level of safety for children.

Text 10

"Let's be the generation that finally tackles our health care crisis. We can control costs by focusing on prevention, by providing better treatment to the chronically ill, and using technology to cut the bureaucracy. Let's be the generation that says right here, right now, that we will have universal health care in America by the end of the next president's first term".

In these utterances, we can interpret that he wanted to ask audiences to make a control of life without wasting much money. That they have to make some saves. It is considered in the following sentence:

(1) *"We can control costs by focusing on prevention..."*

He intended to ask all American people to live healthy because by living healthy, they will be avoided from illness so that they can save their money. From this utterance, the one possible implicature can be predicted in the following text: (1a) *We could save our money by doing healthy live.*

In political speech, the speaker as a politician tried to attract the attention of his audiences. The one way to appeal the attention of his audiences is by considering the choices of word. The speaker does not want to show his or her egotism. The word We in this implicature

is regarded as an appropriate word implied that Obama wanted to encourage all of the audiences to run that program together if he was elected as the next president. According to Hymes (in Lavenda and Schultz 2007: 41), he states that it requires speakers to choose vocabulary and topics of speech that are suitable to different audiences in different social settings. It means that the choices of word have an important role in influencing audiences. Moreover, Obama implied that it is better for them to prevent the illness rather than to cure the illness. Furthermore, in this utterance, Obama conveyed that he wanted the audiences to work together with him in fixing the health system in that country soon. We can see it on his utterance in the following sentence:

(2) *"...and using technology to cut the bureaucracy... Let's be the generation that says right here right now..."*

From the above utterance, the one of possible implied meanings can be predicted as: (2a) *Tirus, vole me and we start fixing as soon as possible.*

He wanted to reform the bureaucracy in the health system of that country,

IV CONCLUSION

Though this analysis, the writer has analyzed Barack Obama's presidential candidacy announcement speech and he found the implicatures. All data which have been analyzed by him contain implied meaning (implicature). In analyzing implicature in Barack Obama's speech, the context is important. The elements of context such as participants, setting, and topic have important role in investigating the implicature in Barack Obama's speech. Therefore, in order to interpret the speaker's intention, emphasis must be put on the context. By observing all data, the writer found that all of the implicatures of Barack Obama's speech had different function. First, the function of Barack Obama's implicature is to convey his programs to the audiences. He gave some solutions to solve the problems that

American people were still. It can be categorized as the informative function. Second, the function of Barack Obama's implicature is to express his point of view toward the situation in that country. He tried to tease the previous government that has disappointing performance. It can be categorized as the expressive function. Thirdly, the function of Barack Obama's implicature is to ask the audiences to vote him as the next president. This is the main goal of Barack Obama's implicature. It can be categorized as the directive function. Based on the analysis, the writer concludes that there are implied meanings which are used by Barack Obama to convey his intention. Each of them has different function as the wrier explains above.

Bibliography

- [1] Dekavalla, Georgia. 2009. Terror and Evil in Iraq: A Study of Political Discourse. [Cited 2009, October 3]. Available from <http://yxu.divaportal.org/smash/record.jsf?pid=diva2:202577>
- [2]Gazdar, Gerald. 1979. Pragmatics: Implicature, Presupposition, And Logical Form. Florida : Academis Press. INC
- [3] Lavenda, Robert and Schultz, Emily. 2007. Core Concepts in Cultural Anthropology. Third Edition. St. Cloud State University.
- [4] Leech, Geoffrey. 1981. Semantics: The Stud of Meaning (2nd ed). Great Britain: Penguin Books.
- [5] Lyon, John. 1981. Language und Linguistics: An Introduction. Cambridge: Cambridge University Press.
- [6] Mey, L. Jacob. 2001. Pragmatics: An Introduction. Blackwell: Oxford UK and USA Cambridge.
- [7] Obama, Barack. 2007. Barack Obama Presidential Announcement Speech Text. [Cited 2008, July 25]. Available from <http://www.barackobama.com/>
- [8] Renkema, Jan. 1993. Discourse Studies. An introductory Textbook. Amsterdam: Jon Benjamins Publishing Company.
- [9] Schiffrin, Deborah. 1994. Approaches to Discourse Analysis. USA: Blackwell Publishers. ORKANDALA
- [10] Sudaryanto. 1988. Metode Dan Teknik Penhumpulan Data. Yogyakarta: Gajah Mada University.
- [11] Sudaryanto. 1993 Metode Dan Aneka Teknik Analisa Bahasa: Penelitian Wahana Kebudayaan Secara Linguistik. Yogyakarta: Duta Wacana University Press.
- [12] Thomas, Jenny. 1995. Meaning in Interaction. An Introductory to Pragmatics. London and New York: Longman. [13] Thomas, Linda and Wareing, Shan. 1999. Language, Society and Power. Routledge: New York
- [14] Van Dijk, Teun A. 2005. Political Implicatures and Aznars's Legitimatization of the war in Iraq (Cited 2009, November 13). Avalaible from <http://www.discourses.org/OldArticles/War%20rhetoric%20of%20a%20little%20ally.pdf>
- [15] Yule, George. 1996. Pragmatics. Oxford: Oxford University Press.
- [16] Language und Politic. [Cited 2009. February 22] Available from http://www.wisc.edu/english/rfyoung/336/1and_p.pdf Barack Obama's Presidential Candidacy Announcement Speech Springfield, Illinois USA, on February 10, 2007..