

ETHNOGRAPHY OF COMMUNICATION IN THE FIRST OF THE 2012 PRESIDENTIAL DEBATE BETWEEN PRESIDENT BARACK OBAMA AND GOVERNOR MITT ROMNEY

RIZKIA PRABANDINI R

Program Studi Sastra Inggris - S1, Fakultas Ilmu Budaya,

Universitas Dian Nuswantoro Semarang

URL : <http://dinus.ac.id/>

Email : rizkiap

ABSTRAK

This thesis entitled Ethnography of Communication in the First of the 2012 Presidential Debate between President Barack Obama and Governor Mitt Romney. This thesis is aimed to find the elements of ethnography of communication in the debate among Jim Lehrer (the moderator), President Barack Obama (a president candidate from Democratic Party) and Governor Mitt Romney (a president candidate from Republican Party) by using descriptive qualitative method.

In collecting the data, the researcher used two stages. First, she searched the data on first Presidential debate and the transcript. Second, she downloaded the data on <http://edition.cnn.com/election/2012/debates/first-presidential-debate>, transcript on <http://debates.org/index.php?page=october-3-2012-debate-transcript>.

The elements of ethnography of communication are setting and scene, participant, end, act sequence, key, instrument, norm and genre. Setting of time is at night and setting place is Magness Arena at the University of Denver in Denver, Colorado. Scene of the situation in the debate is serious and quiet. Participants of the debate are Jim Lehrer (the moderator), President Barack Obama (a president candidate from Democratic Party) and Governor Mitt Romney (a president candidate from Republican Party). The end of this debate is discussing on differences about domestic issues. The act sequence of the debate is divided into opening stage, middle stage and closing stage. The key of the debate is serious. The instrumentalities is spoken text, that consists of turn taking, standard grammar, filler, reparation, repetition, colloquialisms, incomplete clause, and closing statement. The norm of the debate uses positive politeness, because the is social status difference between the speakers and the relationship is not intimate. The genre of the text is debate. The genre consists of definition motion, idea development, and rebuttal, and the linguistic features are the use of question and answer, present tense, future tense, past tense, modal verbs, hedging utterances.

Kata Kunci : Ethnography of Communication, Communication, Debate

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