

MASTER'S THESIS

Critical discourse analysis of keynote addresses delivered by Barack Obama and Xi Jinping

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Abstract

This study aims to unravel how the different socio-cultural background might influence Barack Obama's and Xi Jinping's keynote address. Although there are many studies about the analysis of other eminent politicians' addresses (Cheng, 2006; Horváth, 2009; Sowińska, 2013), there has been lack of a study that is focused on the contrast between the speeches delivered by the current United States president and the incumbent president of the People's Republic of China.

Based on the approach of Critical Discourse Analysis (CDA), this study's main framework was proposed by Van Dijk (2004) and supplemented by Zheng (2000)'s model. The data originated from the General Debate of United Nations General Assembly in 2015.

The significance of this study lies in its distinct timeliness. The study unveils the norms and values of United States and Chinese leaders, through analyzing the different ideological expression methods and rhetorical strategies utilized by the two presidents in these two particular addresses at present. With CDA as the crucial constituents, analytical framework from Van Dijk (2004) and Zheng (2000) are encompassed into this study.

摘要

本研究的目的是在於揭露影響美國現任總統巴拉克·歐巴馬以及中國現任主席習近平主題演講內容的社會及文化因素。儘管之前有很多學者從事了相關的研究，研究對象也是眾多卓越的政治家的演說，但有關歐巴馬和習近平的演說對比研究還相對比較缺乏。

根據批評性話語分析（CDA）的方法，本研究以 Van Dijk（2004）提出的分析框架為主體並且以 Zheng（2000）的研究框架作為補充。本文的數據來自於 2015 年第七十屆聯合國大會一般性辯論時，歐巴馬和習近平的講話內容。

該研究的意義在於時效性。本文通過分析在演說過程中兩位現任領導人使用不同的意識形態表達方式和修辭策略，揭露中美兩國領導人不同的社會准則及價值觀。本文以批評性話語分析為研究基礎，分析框架是由 Van Dijk（2004）和 Zheng（2000）提出的。

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